

15TH ANNIVERSARY

LAKE ARBOR
JAZZ
FESTIVAL

SPONSORSHIP OPPORTUNITIES

PRINCE GEORGES
CULTURAL
Arts
FOUNDATION





PRINCE GEORGE'S CULTURAL ARTS FOUNDATION, INC.

12138 Central Avenue, Suite, 383 | Mitchellville, MD 20721

FEBRUARY 21, 2025

Dear Prospective Sponsor:

On behalf of the Prince George's Cultural Arts Foundation, I am pleased to invite your organization to become a sponsor of the 15th Annual Lake Arbor Jazz Festival (LAJF), July 16 -20, 2025. After 14 incredible years at the Lake Arbor Community Center, we're excited to share that the Lake Arbor Jazz Festival is embarking on a new journey for our 15th anniversary! We are taking the music, the energy, and our amazing music community to National Harbor, MD – a resort location that will offer our festival even more room to grow, thrive, and elevate!

The Lake Arbor Jazz Festival is a dynamic music event showcasing nationally recognized jazz artists and some of the top local, regional, and national jazz and R&B musicians. The festival will draw a diverse audience of over 10,000 jazz lovers over the festival weekend to enjoy a great lineup of artists and events. Festival activities include the Music at the Manor VIP Reception at Wellspring Manor & Spa, our festival Golf Outing at Woodmore Country Club and the Thursday Pre-Festival Kickoff at Newton White Mansion, Mitchellville, MD.

MGM Hotel & Casino at National Harbor will be the host venue for the popular Friday evening Summer White Affair, the Saturday Festival Concert, the Sunday Jazz Brunch and the Festival Allstar Finale Jam. National Harbor Spirit Park will host the Friday and Saturday Day Festivals featuring some amazing local and national performers.

We invite you to choose from several sponsorship levels ranging between \$1,500 and \$25,000. Raise your organization's visibility as a festival supporter through exposure and recognition during the festival weekend, logo placement on the festival website, logo placement on all print advertising material and an exhibitor booths for your use during the indoor and outdoor festival. Details of each sponsorship level are outlined in this packet. Net proceeds from the festival will benefit the Prince George's Cultural Arts Foundation Scholarship Fund.

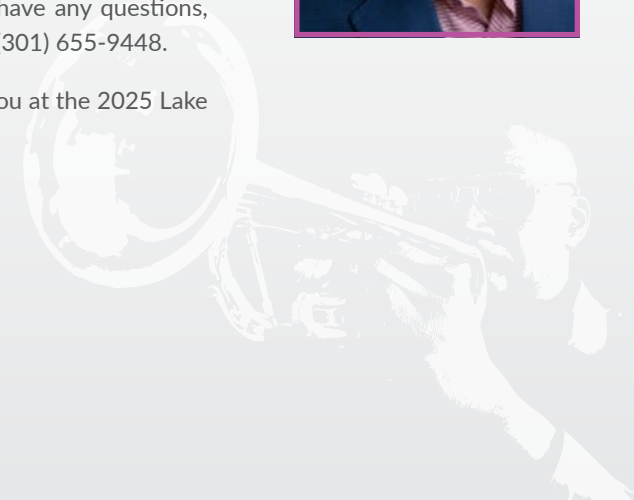
As we plan for LAJF 2025, we look forward to discussing sponsorship opportunities with you. In the meantime, if you have any questions, please contact me at kalex@lakearborjazz.com or (301) 655-9448.

Thank you for your support and we hope to see you at the 2025 Lake Arbor Jazz Festival.

Sincerely,

Kevin C. Alexander

Kevin C. Alexander, Executive Director
(301) 655-9448 / www.lakearborjazz.com





NATIONAL HARBOR MARYLAND

A stunning waterfront Resort backdrop that will take our festival vibe to the next level. Convenient access to National Harbor restaurants, shops, and entertainment that will assure an unforgettable festival getaway. This resort is just 15 minutes from Washington DC and includes Maryland's most beloved attractions, including the Capital Wheel, Topgolf, MGM National Harbor®, and Tanger Outlets.



THE CAPITAL WHEEL

Soar 180 feet above the Potomac River and marvel at truly breathtaking views. With 42 climate-controlled gondolas, The Capital Wheel is open all year long. Sights visible from The Capital Wheel include National Harbor, the Washington Monument, City of Alexandria, Masonic Temple, Georgetown and more throughout the DC-Maryland-Virginia region. Click here for a 360-degree view.



MGM NATIONAL HOTEL & CASINO

Host hotel for the Lake Arbor Jazz Festival, this premier entertainment destination located on the banks of the Potomac River offers luxurious hotel rooms, restaurants, Felt Lounge, the Spa & Salon and the largest casino and gaming floor in the region.



CITY CRUISES

Take the Water Taxi from the National Harbor Marina to Alexandria to easily reach DC's many cultural offerings. Water taxi service offers routes connecting National Harbor to Georgetown, Old Town Alexandria, and the DC Wharf.



GAYLORD NATIONAL RESORT & CONVENTION CENTER

Perched on the shores of the Potomac River and just minutes from downtown Washington, D.C., this stylish hotel features brand-new redesigned, luxurious guest room & suites, the signature Pose Rooftop bar & lounge and an exciting line-up of family-friendly activities & entertainment.



TANGER OUTLETS

A retail utopia lies minutes from MGM National Harbor, the Waterfront District and Gaylord National. Tanger National Harbor offers a wealth of experiences for every kind of visitor, including brand-name stores, local offerings and fast-casual restaurants that keep you fueled up for your day at the shops.



MUSIC AT THE MANOR
Wednesday, July 16th
Wellspring Manor & Spa
Upper Marlboro MD

JULY 16



FESTIVAL GOLF OUTING
Thursday, July 17th
Woodmore Country Club
Upper Marlboro MD

JULY 17



FESTIVAL KICK OFF CONCERT
Thursday, July 17th
Newton White Mansion
Upper Marlboro MD

JULY 17



JAZZ & COFFEE / ARTIST MEET & GREET
Friday, July 18th
MGM Hotel & Casino
Oxon Hill MD

JULY 18



FRIDAY DAY FESTIVAL
Friday, July 18th
Spirit Park
National Harbor MD

JULY 18



SUMMER WHITE AFFAIR & CONCERT
Friday, July 18th
MGM Hotel & Casino
Oxon Hill MD

JULY 18



JAZZ & COFFEE / ARTIST MEET & GREET
Saturday, July 19th
MGM Hotel & Casino
Oxon Hill MD

JULY 19



SATURDAY DAY FESTIVAL
Saturday, July 19th
Spirit Park
National Harbor MD

JULY 19



SATURDAY FESTIVAL CONCERT
Saturday, July 19th
MGM Hotel & Casino
Oxon Hill MD

JULY 19



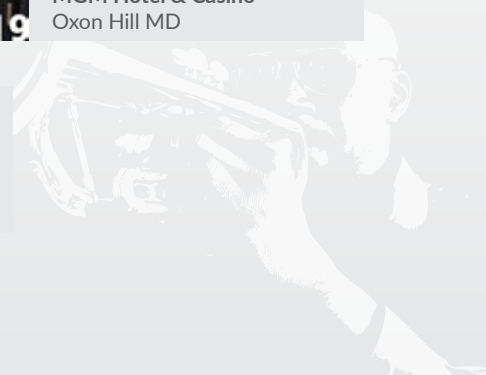
SUNDAY JAZZ BRUNCH
Sunday, July 20th
MGM Hotel & Casino
Oxon Hill MD

JULY 20



ALLSTAR FINALE JAM
Sunday, July 20th
MGM Hotel & Casino
Oxon Hill MD

JULY 20





DIAMOND LEVEL SPONSOR - \$25,000

- Festival naming rights as Presenting Sponsor
- Sponsor name and logo prominently displayed from the main stage
- Speaking opportunity from main stage during all Festival events.
- Business name promoted throughout the five-day weekend of events to include at least ten live mentions during festival
- One 10 x 10 Booth on Spirit Park Day Festival grounds
- Onsite activation at National Harbor and MGM Hotel & Casino
- Logo on all promotional material
- Prominent Logo placement on Lake Arbor Jazz Festival website w
- Premium placement advertisement in festival program book/app
- Sponsor Exhibitor Tent at the Friday and Saturday Day Festivals
- Sponsor Table at the Friday, Saturday and Sunday MGM Events
- Reserved seating and passes to Thursday Pre-Festival Concert (10)
- VIP Private Tent for 8 at the Friday and Saturday Day Festival (8)
- Reserved seating and passes to Friday Summer White Affair (10)
- Reserved seating and passes to Saturday Festival Concert (10)
- Reserved seating and passes to Sunday Jazz Brunch (10)

PLATINUM LEVEL SPONSOR - \$15,000

- Sponsor name and logo prominently displayed from the main stage
- Business name and logo promoted throughout the five-day weekend of events to include at least seven live mentions during festival
- Speaking opportunity from the main stage during Friday and Saturday Day Festivals
- One 10 x 10 Booth on Spirit Park Day Festival grounds
- Onsite activation
- Logo placement on all promotional material
- Logo placement on Lake Arbor Jazz Festival website
- Premium placement advertisement in festival program book / app
- Sponsor Table at the Friday, Saturday and Sunday MGM Events
- Reserved seating and passes to Thursday Pre-Festival Concert (6)
- VIP Private Tent for 8 at the Friday and Saturday Day Festival (8)
- Reserved seating and passes to Friday Summer White Affair (6)
- Reserved seating and passes to Saturday Festival Concert (6)
- Reserved seating and passes to Sunday Jazz Brunch (6)



GOLD LEVEL SPONSOR - \$10,000

- Sponsor name and logo with signage placed on festival grounds
- Acknowledgement from the main stage to at least four live mentions during each festival event
- Logo placement on all promotional material
- Logo placement on Lake Arbor Jazz Festival website
- Ad placement in festival program book/app
- Sponsor Table at the Friday, Saturday and Sunday MGM Events
- VIP Private Tent for 8 at the Friday and Saturday Day Festival (8)
- Reserved seating and passes to Thursday Pre-Festival Concert (4)
- Reserved seating and passes to Friday Summer White Affair (4)
- Reserved seating and passes to Saturday Festival Concert (4)
- Reserved seating and passes to Sunday Jazz Brunch (4)

SILVER LEVEL SPONSOR - \$5,000

- Sponsor name and logo with signage placed on festival grounds and acknowledgement from main stage.

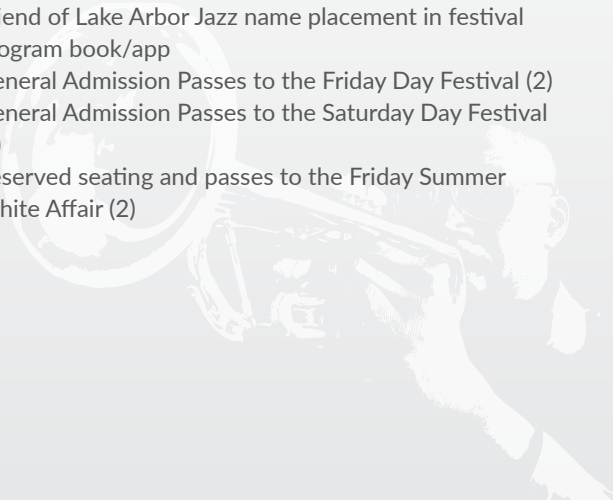
- Acknowledgement from the main stage and at least two live mentions during each festival event.
- Logo placement on all promotional material
- Logo placement on Lake Arbor Jazz Festival website
- Ad placement in festival program book
- General Admission Passes to the Friday and Saturday Day Festival (6)
- Reserved seating and passes to Thursday Pre-Festival Concert (2)
- Reserved seating and passes to Friday Summer White Affair (2)
- Reserved seating and passes to Saturday Festival Concert (2)
- Reserved seating and passes to Sunday Jazz Brunch (2)

BRONZE LEVEL SPONSOR - \$2,500

- Sponsor name and logo with signage placed on festival grounds
- Acknowledgement from festival main stage to at least two live mentions during each festival event
- Logo placement on all promotional material
- Logo placement on Lake Arbor Jazz Festival website
- Half page ad placement in festival program book/app
- General Admission Passes to the Friday Day Festival (4)

- General Admission Passes to the Saturday Day Festival (4)
- Reserved seating and passes to the Friday Summer White Affair (2)
- Reserved seating and passes to the Saturday Festival Concert (2)

FRIENDS OF LAJ - \$1,500

- Acknowledgement from the main stage as a Friend of Lake Arbor Jazz
 - Friend of Lake Arbor Jazz name placement on Lake Arbor Jazz Festival website
 - Friend of Lake Arbor Jazz name placement in festival program book/app
 - General Admission Passes to the Friday Day Festival (2)
 - General Admission Passes to the Saturday Day Festival (2)
 - Reserved seating and passes to the Friday Summer White Affair (2)
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LAKE ARBOR
JAZZ
FESTIVAL

Photo Gallery



LAKE ARBOR
JAZZ
FESTIVAL

Photo Gallery



CONTACT INFORMATION

For information on sponsorship levels, contact:

Kevin Alexander, Sponsorship Coordinator

kalex@lakearborjazz.com

Customized, In-kind and trade sponsorships are available.

The logo for the Lake Arbor Jazz Festival. It features the words "LAKE ARBOR" in a bold, orange, sans-serif font. Below this, the word "JAZZ" is written in a white, stylized, cursive font that overlaps with the "ARBOR" text. Underneath "JAZZ", the word "FESTIVAL" is written in a smaller, white, sans-serif font. The entire logo is set against a background of a city skyline at night with a large, glowing pink Ferris wheel on the right side.

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