

PRINCE GEORGES
CULTURAL *Arts*
FOUNDATION

SPONSORSHIP OPPORTUNITIES





December 1, 2019

Dear Prospective Sponsor:

On behalf of the Prince George's Cultural Arts Foundation, Inc. and Maryland-National Capital Park and Planning Commission, I am pleased to invite your organization to become a sponsor of the 11th Annual Lake Arbor Jazz Festival (LAJF). The festival has grown into a premiere regional music event and will be held July 9-12, 2020 on the Lake Arbor Community Center Grounds, Mitchellville MD and the new Center for Performing Arts Center on the campus of Prince Georges Community College in Largo Maryland.

The Lake Arbor Jazz Festival is a community music event showcasing nationally recognized jazz recording artists and some of the top local and regional jazz and R&B musicians from the greater Washington DC and Baltimore area. On Saturday, we are expecting a diverse audience of over 5,000 jazz lovers coming together in a family friendly neighborhood community environment. Festival activities also include a Thursday Pre-Festival Unplugged Event at Wellspring Manor & Spa in Upper Marlboro, Maryland and the popular Friday evening VIP Summer White Affair and Concert at the Center for Performing Arts Center in Largo, Maryland. Our festival lineup of events this year will include the Sunday Jazz Experience at the Center for Performing Arts.

The 2019 festival featured some of the nation's and Washington DC's finest contemporary jazz and R&B artists including Gerald Veasley, Jeff Bradshaw, Elan Trotman, Althea Renee and Jeanette Harris. The festival also featured the talented keyboard great David Bach, We Are One X-Perience tribute to Frankie Beverly and Maze, DC favorite versatile band Secret Society and guitarist Adam Hawley featuring bassist Julian Vaughn. The Saturday festival was headlined by

sax great Kim Waters joined by his talented daughter Kayla Waters. The festival's finale Sunday Jazz Brunch featured the Blackbyrds and was headlined by the dynamic duo of Grammy award winning Kirk Whalum and Jonathan Butler. You can be sure that the 2020 festival lineup will be just as amazing as 2019!

We invite you to choose from several sponsorship levels ranging between \$2,500 and \$25,000. In-kind sponsorships, souvenir program book ads and festival jumbotron advertising are also available. Raise your organization's visibility as a community 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 booth for your use during the Saturday festival. Details of each sponsorship levels are outlined in this packet. Net proceeds from the festival will benefit the Prince George's Cultural Arts Foundation Scholarship Fund.

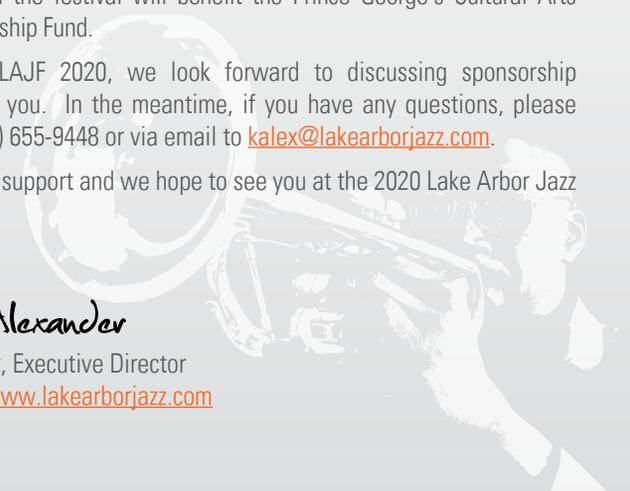
As we plan for LAJF 2020, we look forward to discussing sponsorship opportunities with you. In the meantime, if you have any questions, please contact me at (301) 655-9448 or via email to kalex@lakearborjazz.com.

Thank you for your support and we hope to see you at the 2020 Lake Arbor Jazz Festival.

Sincerely,

Kevin C. Alexander

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



LAKE ARBOR JAZZ FESTIVAL

LAKE ARBOR JAZZ FESTIVAL

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The Lake Arbor Jazz Festival (LAJF) is a family-friendly community music event showcasing national jazz recording artists and top flight local and regional jazz vocalists and musicians from the greater Washington DC and Baltimore areas. The inaugural festival in 2010 attracted over 2,000 participants and the event has since attracted over 4,500 attendees. We are planning for an estimated attendance of over 5,000 festival goers throughout the 2020 weekend event.

The festival's tremendous success creates the perfect opportunity to reach a high end consumer community and raise your company's visibility as a community supporter through maximum exposure and recognition during the festival.

FESTIVAL ATTRACTIONS:

VIP Sponsor Hospitality Tents – Reserved seating and catered meals in one of our hospitality tent lounges.

Food Court – Food vendors will provide an array of culinary choices in this designated area on the festival grounds.

Merchandise Marketplace – Over 60 merchandise vendors will be located in this designated area on the festival grounds offering a wide range of unique items for purchase ranging from art to jewelry to clothing.

Community Information Booths – Community organizations and government agencies disseminate valuable community information.

Youth Jazz Performances – Area youth jazz bands will perform during the festival, providing an opportunity to showcase their musical talents from the main stage.

Mentoring Through Music Workshop – Free music workshops for aspiring high school and college musicians conducted by national jazz recording artists.

Thursday Evening Pre-Festival Unplugged – Festival Kickoff Concert and Jam Session event featuring local jazz musicians at Wellspring Manor & Spa.

Friday Evening VIP Summer White Affair and Concert – Scholarship fundraising concert at the new Center for Performing Arts in Largo Maryland featuring nationally recognized jazz recording artists and musicians.

Lake Arbor Jazz Festival – All day outdoor concert showcasing local, regional and nationally musicians combined with over 50 local food and merchandise vendors. This event is for the entire family held at the Lake Arbor Community Center in Mitchellville MD.

Sunday Jazz Experience Concert – Continue the festival weekend with an inspirational concert featuring national recording artists and local artists at the Center for the Performing Arts in Largo, Maryland.



ADVERTISING OUTLETS

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INTERNET

- Lake Arbor Jazz Festival Interactive Website (www.lakearborjazz.com)
- The Maryland-National Capital Park and Planning Commission website and email blasts
- Links from festival website to sponsor website
- Email blasts to relevant community and social newsgroups
- Text blasts to community and LAJF contact lists
- Musician's websites and fan club
- Email blasts to Social Networking sites – Facebook, Twitter, Instagram, etc.

PRINT

- Local and regional print outlets and community newsletters
- Festival Program booklet
- Postcard flyers sent to over 10,000 Prince Georges County residents

OUTDOOR

- Banners and signs to be posted throughout the neighborhood
- Banners and signs to be posted throughout area retail shopping centers
- On-site banners and on-stage signage
- On-site 11 ft x 17 ft Jumbotron rotating organization's logo or brand during festival. Rotating 10 second sponsor still image included with sponsorship
- Jumbotron 30 second or 60 second video commercial spots available

RADIO

- Public Service Announcements (PSAs) on local radio stations
- 60 second advertisement spots on local commercial radio station reaching thousands beginning four weeks prior to the festival

TELEVISION

- Festival coverage by Prince George's Community Television (PGCTV)
- Festival coverage by Prince Georges County TV (PGCTV)



TESTIMONIALS

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“YOU SEE FAMILIES”: LAKE ARBOR JAZZ FESTIVAL FUN FOR ALL AGES

Jazz enthusiasts from all over Prince George’s County came together on July 16, 2011 at the Lake Arbor Jazz Festival, for a Saturday of family, festivities, and of course, jazz. As one of the only free jazz festivals in the county, the festival filled the fields of Lake Arbor Community Center. The center’s parking lot was filled before festivities even began, and this was soon the case at Lake Arbor Elementary School across the street as well. However visitors continued to pour in, parking in nearby neighborhoods, and carrying their lawn chairs and picnic blankets.



“JAZZ FESTIVAL DRAWS THOUSANDS TO LAKE ARBOR

by Abby Brownback, Staff Writer

More than 6,000 people packed chess boards, lawn chairs, umbrellas and picnics and descended upon the Lake Arbor Community Center on Saturday for the second annual Lake Arbor Jazz Festival.

“It’s probably one of the few outside concert, entertainment offerings we have here in Prince George’s County that’s free, and it’s central,” said Harris Floyd, of Mitchellville. “It makes for a nice weekend.”

The free eight-hour concert in Mitchellville featured eight artists, including the local Inner City Jazz Foundation Youth Orchestra.

The Gazette

“A JAZZ SATURDAY AFTERNOON

Lake Arbor’s Second Annual Jazz Fest Draws 7,000
From Across the Region
By Jazmin Drayton

Paul McCartney may have rocked Yankee Stadium in New York Saturday night, but the former Beatle wasn’t missed in Prince George’s as nearly 7,000 came out for our own Lake Arbor Jazz Festival held July 16, 2011.

The Prince George’s Cultural Arts Foundation partnered with the Maryland National Parks and Planning Commission to host the 2nd Annual Lake Arbor Jazz Festival. This festival showcased some of the county’s most talented jazz musicians and singers. The festival was hosted by jazz enthusiast Marcus Johnson and veteran D.C. Metro radio personality Olivia Fox.

This open event demonstrated Prince George’s County’s diversity and the love for contemporary and traditional jazz amongst the young and the old. Festival spectators enjoyed not only the music and relaxing atmosphere, but they got to enjoy food from local area restaurants and a variety of vendors who sold jewelry, paintings, purses, shoes, and clothes. It even included events for children such as moon bounces, games, sports, and arts & crafts. There were even free health screenings for all.

The lineup this year included live performances from Brian Lenair, Chelsey Green and the Green Project, Groove School Band, Marcus Mitchell and Althea Rene. The festival also included a special performance from the Latin salsa band Sabroso. The local band Phase II performed as well.

The Lake Arbor Jazz Fest proved to be a quality event for patrons of all ages. Who knows, maybe Sir Paul will come down next year. He’d love it.

Prince George's
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PLATINUM PRESENTING SPONSOR - \$25,000

- Festival naming rights as Presenting Sponsor
- Sponsor name and logo prominently displayed from the main stage and throughout festival grounds
- Business name promoted throughout the day from the main stage to include at least 10 live mentions
- One 10 x 20 Booth on festival grounds
- Logo on all promotional material
- Prominent Logo placement on Lake Arbor Jazz Festival website with hotlink to sponsor website
- Full page premium placement advertisement in festival program
- Jumbotron logo rotation during festival – 48 spots (10 seconds each)
- Reserved seating and passes to VIP White Affair and Scholarship Concert (10)
- Reserved seating and passes to festival VIP areas (20)
- Reserved seating and passes to Sunday Jazz Experience Concert (10)

GOLD SPONSOR - \$15,000

- Sponsor name and logo prominently displayed from the main stage and throughout festival grounds
- Business name and logo promoted throughout the day from the main stage to include at least 7 live mentions
- One 10 x 20 Booth on festival grounds
- Logo placement on all promotional material

- Logo placement on Lake Arbor Jazz Festival website with hotlink to sponsor website
- Full page premium placement advertisement in festival program
- Jumbotron logo rotation during festival – 24 spots (10 seconds each)
- Reserved seating and passes to VIP Summer White Affair and Scholarship Concert (6)
- Reserved seating and passes to festival VIP areas (10)
- Reserved seating and passes to Sunday Jazz Experience Concert (6)

SILVER SPONSOR - \$10,000

- Sponsor name and logo with signage placed on festival grounds
- Acknowledgement from main stage to at least 4 live mentions
- One 10 x 10 Booth on festival grounds
- Logo placement on all promotional material
- Logo placement on Lake Arbor Jazz Festival website
- Full page color advertisement placement in festival program
- Jumbotron logo rotation during festival – 12 spots (10 seconds each)
- Reserved seating and passes to VIP Summer White Affair and Scholarship Concert (4)
- Reserved seating and passes to festival VIP areas (6)
- Reserved seating and passes to Sunday Jazz Experience (4)

BRONZE SPONSOR - \$5,000

- Sponsor name and logo with signage placed on throughout festival grounds and acknowledgement from main stage. At least 3 live mentions
- One 10 x 10 Booth on festival grounds
- Logo placement on all promotional material
- Logo placement on Lake Arbor Jazz Festival website
- Half page color advertisement placement in festival program
- Jumbotron logo rotation during – 6 spots (10 seconds each)
- Reserved seating and passes to VIP Summer White Affair and Scholarship Concert (2)
- Reserved seating and passes to festival VIP areas (6)
- Reserved seating and passes to Sunday Jazz Experience (2)

DIAMOND SPONSOR - \$2,500

- Sponsor name and logo placed on festival grounds
- Acknowledgement from main stage to at least 2 live mentions
- Logo placement on all promotional material
- Logo placement on Lake Arbor Jazz Festival website
- Half page color advertisement placement in festival program
- Jumbotron logo rotation during – 3 spots (10 seconds each)
- Reserved seating and passes to festival VIP areas (2)

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VIP HOSPITALITY TENT SPONSOR - \$5,000

- Exclusive use and naming rights for one 20x40 hospitality tent on the festival grounds. (Hospitality and equipment provided by sponsor)
- Sponsor will be promoted throughout the day from the main stage to include at least 4 live mentions
- Logo placement on Lake Arbor Jazz Festival website
- Half page color advertisement placement in festival program
- Jumbotron logo rotation during – 6 spots (10 seconds each)
- Reserved seating and passes to concert and festival VIP areas (4)
- Reserved seating and passes to VIP Scholarship Gala (2)

FRIDAY NIGHT VIP SUMMER WHITE AFFAIR SPONSOR - \$5,000

- Sponsor(s) promoted throughout the Friday Night Event and Saturday festival as White Affair Sponsor
- Sponsor name and logo with signage placed throughout festival venue grounds and White Affair venue
- Premium vending/exhibitor location at venue
- Logo placement on Lake Arbor Jazz Festival website
- Full page color advertisement placement in festival program
- Jumbotron logo rotation during – 6 spots (10 seconds each)
- Reserved seating and passes to festival VIP area (4)
- Reserved seating and passes to VIP White Affair Concert (10)

SUNDAY JAZZ EXPERIENCE SPONSOR - \$5,000

- Sponsor(s) promoted throughout the Saturday festival and Sunday Jazz Brunch Event
- Sponsor name and logo with signage placed throughout festival venue grounds
- Premium vending/exhibitor location at venue
- Logo placement on Lake Arbor Jazz Festival website
- Full page color advertisement placement in festival program
- Reserved seating and passes to festival VIP area (4)
- Reserved seating and passes to Sunday Inspirational Concert (8)

MUSIC WORKSHOP & MASTER CLASS SPONSOR - \$2,500

- Sponsor name and logo with signage placed at entrance and stage of workshop venue
- Acknowledgement from main stage to at least 4 live mentions
- Logo placement on all promotional material
- Logo placement on Lake Arbor Jazz Festival website
- Half page color advertisement placement in festival program
- Jumbotron logo rotation during – 4 spots (10 seconds each)
- Reserved seating and passes to festival VIP areas (4)



FESTIVAL PROGRAM ADVERTISING RATES

- Full page color advertisement **\$500**
- Half page color advertisement **\$275**
- Quarter page color advertisement **\$150**

JUMBOTRON ADVERTISING RATES

(includes production)

- 10 second rotating still image **\$300 (6)**
- 30 second video commercial spot **\$500 (3)**
- 60 second video commercial spot **\$800 (3)**

PHOTO GALLERY - VIP SUMMER WHITE GALA

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PHOTO GALLERY - SUNDAY JAZZ EXPERIENCE

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