



*jazz bridge*

**MEDIA  
PLANNER  
2020**



# We Are Jazz Bridge

The Jazz Bridge Project is one of the most trusted non-profit Jazz organizations in the Philadelphia Metropolitan area. Since 2004, Jazz Bridge serves as an essential support network that assists artists in their times of greatest need and provides them with paid performance opportunities to showcase their talent and original compositions. All of our work is done for the love of the artists, jazz and the community.

## Why Jazz Bridge

The Jazz Bridge family is rich in diversity and talent and has thrived with the support of the entire Philadelphia area. Jazz Bridge is funded primarily through individual and corporate donations, foundational and non-profit grants, and special events (some of which receive funding from the City of Philadelphia). Any money raised by our concerts is also used to fund our programs. Jazz Bridge owes its growth over the past 16 years to loyal donors, volunteers, grant-making organizations, and music lovers.

## The Jazz Bridge Family

4k+ Facebook followers ( combo of fundraising and general Facebook Page) 3.5K+ Yearly Twitter Impressions ( based on Kim's Monthly Stats) 40% of Jazz Bridge Revenues go to providing paid performance opportunities and emergency services to musicians.

## Jazz Bridge Reach

10% of consumers 18 - 24  
32% of consumers 25 - 44  
47% of consumers 45 - 65+

*Become a sponsor and give back to the artists that make our region special.*



# How You Can Help

## SPONSORSHIP OPPORTUNITIES

### The Real Philadelphia Book, Volume One, 2nd Edition

The Real Philadelphia Book is a unique collection of original jazz and blues music dedicated to the composers and lyricists of Philadelphia. The RPB has over 200 compositions on its pages and features the music of Lee Morgan, Christian McBride, Grover Washington, Jr, Jimmy Heath, Trudy Pitts, Pat Martino and Shirley Scott to name a few. Published by the prestigious Temple University Press, it will be available worldwide in bookstores, online and elsewhere.

#### FULL PAGE

Non-Bleed - 7.125 x 9.625  
Trim - 8.125 x 10.875  
Bleed - 8.375 x 11.125

**\$1,000**

#### HALF PAGE

Non-Bleed - 4.625 x 7.5  
Trim - 5.25 x 8.125  
Bleed - 5.5 x 8.375

**\$500**

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### The Jazz Bridge website

The Jazz Bridge website is the Philadelphia jazz communities most trusted resource for emergency services information. It also lists our Neighborhood Concert Series schedule and artists while celebrating the Philly jazz tradition with feature stories on local greats, emerging talent and city legends that have contributed to America's original art form.

Banner ads - 728 x 90 - \$400 per month

Web ads - 300 x 250 - \$300 per month

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# How You Can Help

## SPONSORSHIP OPPORTUNITIES

### E Newsletter

The Jazz Bridge electronic newsletter is the aficionado's choice for the latest information about the Philadelphia jazz scene. The sent at the beginning of every month to 3,000 members on our email mailing list.

Top Banner – 410 x 60 - \$300 per issue

Main Page – 315 x 120 - \$200 per issue

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### Harmonizing Art & Life Podcast

\$200 per announcement

Hosted by a Philly jazz insider and broadcast once a month, the HA & L podcast will feature interviews of emerging and seasoned artists on the Philadelphia jazz scene. It will also discuss the latest news in jazz and be a source for medical, financial and mental health information.





# The Jazz Bridge Concert Series

For over 16 years, Jazz Bridge presents a stellar line up of over 100 jazz musicians in 24 neighborhood concerts throughout the region. This year due to Covid - 19, Jazz Bridge will offer six virtual concerts from October 2020 through April 2021 with a special celebration of Jazz Appreciation Month.

## CORPORATE TITLE SPONSOR

**\$9,000 for NCS**  
**\$6,000 for VCS.**

CT sponsors of the neighborhood concert series receive up to four announcements per concert, signage of their choice and one monthly ad on the website and e newsletter for the entire season. Sponsors of the Virtual Concert Series get three :30 seconds spots per broadcast, logo placement during concert and one monthly ad on the website and e newsletter for the entire season, four copies of the Real Philadelphia Book and six VIP passes for the entire season.

## GROUP SPONSOR

**\$1,500**

If a long-term sponsorship is not your choice, support one of the groups performing during our concert series! A group sponsor for the neighborhood concert series receives two announcements per concert, on site signage and one ad on the website and e newsletter for a month of their choice. For the Virtual concert series, sponsors will get 1:30 spot per broadcast, logo placement during the concert and one monthly ad on the website and e newsletter, two copies of the Real Philadelphia Book and four VIP pass for the entire season.

## JAZZ BRIDGE SPONSOR

**\$500**

If you just love what Jazz Bridge does for the artists and the community become a JB sponsor!  
If you become a JB sponsor you get acknowledged on our website for an entire year. You receive our annual Harmonizing Art & Life Calendar, one copy of the Real Philadelphia Book and receive two VIP Passes for the entire season.

