

## Cambridge *International Jazz Festival*

In partnership with *Cambridge Live*

Nov 11<sup>th</sup> – 26<sup>th</sup> 2017

[www.cambridgejazzfestival.info](http://www.cambridgejazzfestival.info)

[www.facebook.com/cambridgejazzfestivaluk](https://www.facebook.com/cambridgejazzfestivaluk)

[www.twitter.com/camjazzfest](https://www.twitter.com/camjazzfest)

Come join the dozens of sponsors and thousands of festival-goers who make the Cambridge Jazz Festival one of the most exciting new annual events in the region!

Sponsors of the Cambridge Jazz Festival come back year after year because they love the exposure to a great audience at locations from all over Cambridge's stunning and beautiful backyard.

Plus, they gain the good will and cred that comes with bringing 12 days of live music and good vibes to a happy and receptive audience of all ages

Sponsorship packages are available at all levels, so you can increase your visibility, spotlight your business, and create a match that makes sense for your brand.

This is a city that punches way above its weight in terms of the quality and variety of its arts, and jazz is no exception. Throughout Cambridge, jazz thrives in all its different guises.

CAMBRIDGE  
INTERNATIONAL  
JAZZ  
FESTIVAL



Opening Festival parade with The Brass Funkeys outside King's College,  
University of Cambridge (2016)

## Festival Goals

- Feature over **400 musicians** and **80 events** in **25 venues**.
- Join forces with **Cambridge's leading music venues** such as the Cambridge Corn Exchange, Cambridge Junction and The Mumford Theatre.
- Celebrate and encourage the multiple genres of jazz and **break down musical boundaries**.
- **Promote jazz to a wider audience** within the city and beyond.
- Encourage and **support collaborations with other arts media** such as film, literature and the fine arts.
- **Commission** and perform new and original music.
- Bring together the **jazz communities** from the city and universities.
- Bring both **national and internationally recognised artists** to perform in our city.
- Support **young emerging artists**.
- **Champion women instrumentalists**.
- **Champion our regional artists** and showcase them alongside headline acts.
- Provide **educational workshops** and **talks** for all ages and abilities.
- Support **schools and teachers** with both teaching material and educationalists in jazz and improvisation.
- Support **community big bands and jazz choirs**.
- Collaborate with the **ARU Music Therapy** department and form strong links with various community groups and hospices to help **Transform Lives** in our community.
- Provide events, workshops and educational support, **Beyond the Festival** and all year round.



Fans waiting to see Laura Mvula at the Cambridge Corn Exchange (2016)

# How you can Support the Festival

Partners can support the Festival in a number of ways, whether it is through sponsorship of a specific event or our educational programme.

## Benefits to Your Company

- Access to a wide demographical audience.
- Opportunity to be associated with one of the top cultural events in Cambridge.
- Unique marketing opportunities.
- Reach your CSR targets by supporting the Festival's Educational and Transforming Lives programmes.
- Staff volunteering opportunities at events.
- Corporate hospitality: entertain staff and clients at specific events and drink receptions.
- Access to Cambridge dignitaries and artists during Festival receptions.

## Our Reach

- Expected audience and participant numbers to reach 8K.
- 20K flyers to be distributed with Cambridge Live.
- Newsletter and e-shots to a database of 60K+ via Cambridge Live.
- Festival Website (2K+ unique visits).
- Festival Social Media postings and adverts (Facebook Followers 2K and Twitter follower: 2K)
- Cross-promotional marketing partnerships (website & social media: 100K+) with Cambridge Live, Cambridge Junction, The Mumford Theatre, Anglia Ruskin University, University of Cambridge and other partners.
- Wide Media coverage in local and national press, including BBC, JazzFM, London Jazz News, Jazzwise, Jazz Journal, Cambridge News, Cambridge Edition and Cambridge Independent; with 30+ articles and 20+ broadcast interviews.

**Sponsors will be acknowledged in all press releases and there will be a dedicated page with all sponsors logos on the Festival brochure and also in the Festival website with direct links to their webpage.**

## Friend Sponsor £75 - £300

£75 - Web listing of company logo with link to company website.

£150 - Quarter page advertising in A5 brochure and a listing on the website (with logo & link).

£250 - Half page advertising in A5 brochure and a listing on the website (with logo & link).

£300 - Full-page advertising in A5 brochure and a listing on the website (with logo & link).

## Event Sponsor £600+

- Naming rights and signage for two headlining events and the opening launch drinks reception.
- Inclusion in all press releases, e-newsletters and media partner articles.
- Full page advertising in A5 brochure and listing in website (with logo & link).
- 4 tickets to any of the events with VIP seating.
- 4 VIP tickets to the opening launch and drink reception at The Cambridge Corn Exchange.
- Listing in all website pages (with logo & link).
- 10 tickets to any of the events with VIP seating.
- 8 VIP tickets to the opening launch and party at The Cambridge Corn Exchange.

## **Hospitality Sponsor £600+**

- Naming rights and signage for promotional events and drinks receptions.
- Inclusion in all press releases, e-newsletters and media partner articles.
- Full page advertising in A5 brochure and listing in website (with logo & link).
- 4 tickets to any of the events with VIP seating.
- 4 VIP tickets to the opening launch and drink reception at The Cambridge Corn Exchange.
- Full-page advertising in A5 brochure.
- Listing in all website pages (with logo & link).
- 10 tickets to any of the events with VIP seating.
- 8 VIP tickets to the opening launch and party at The Cambridge Corn Exchange.

## **Principal Sponsor £5000+**

- Exclusive title sponsorship i.e. '*Your Company Name* Cambridge Jazz festival' to be included as such in all Festival marketing collateral.
- Speaking opportunity at the opening launch reception at The Cambridge Corn Exchange.
- Inclusion in all press releases, e-newsletters and media partner articles.
- Full-page advertising in A5 brochure.
- Listing in all website pages (with logo & link).
- 24 tickets to any of the events with VIP seating.
- 15 VIP tickets to the opening launch and party at The Cambridge Corn Exchange.

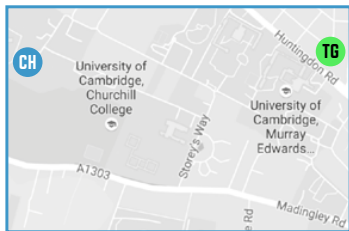
## **Interested? Let's Talk!**

Roslin Russell Tel: 01223 362541 | Mob: 07710 413097 | Email: [camjazzfestival@gmail.com](mailto:camjazzfestival@gmail.com)



**A fan enjoying the Haggis Horns at Jazz@John's, University of Cambridge**

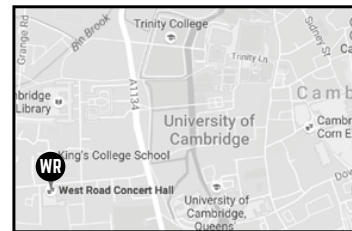
# Participating Venues



- CH** Churchill College Chapel, Churchill Rd, Storey's Way CB2 0DS
- TG** The Grapes, Histon Road CB4 3JB



- W** The Willow Tree, High Street, Bourn CB23 2SQ



- WR** West Road Concert Hall, 11 West Rd, Cambridge CB3 9DP

## Additional new venues for 2017:

St Catherine's College, University of Cambridge  
 The Whale Hall, The Zoology Museum, University of Cambridge

**NB** The Festival can also help source local musicians for events, conferences and private functions. A commission fee of 15% will go towards the Festival to help raise funds.

## Photo Gallery CJF 2016



Laura Mvula at the Cambridge Corn Exchange



Grammy Award winning Snarky Puppy's Bill Laurance at West Road Concert Hall



Danish saxophonist and songwriter, Mads Mathias at Cambridge Modern Jazz, Hidden Rooms



*Photography by David L Hone LRPS*

**MOBO award winning Sons of Kemet at The Cambridge Junction.**



**Award winning trumpet player and composer, Laura Jurd and her band Dinosaur at Clare Jazz, Clare College, University of Cambridge.**



**Award winning Saxophonist, Soweto Kinch with The Cambridge University Jazz Orchestra**



**Schools Big Band Concert at The Mumford Theatre**



**University of Oxford's mixed a cappella choir, Oxford Gargoyles at Great St Mary's Church**





**Community big band 'Malcolm's Big Brass Band' at the Festivals' Big Band Bonanza family event.**



**Beginners Lindy Dance Workshop with the Cambridge Lindy Hoppers for Big Band Bonanza.**



**Prof. Cath Tackley (Head of Music, University of Liverpool) giving a talk on Early Jazz for the opening of the Festival's Big Band Bonanza.**



Jazz Masterclass at ARU from Grammy Award winning Snarky Puppy's Bill Laurance and his band.



Harp Workshop with Ben Creighton Griffiths and Camac Harps at Clare College, University of Cambridge

**the local scene**

**Cambridge Jazz Festival**

As well as both national and international stars, an absolute wealth of local talent is lined up to play this year's Cambridge Jazz Festival, which starts on Wednesday, November 16. So we thought we'd give some of the local artists our 'tea question' treatment.

**Gravy Train**

1 Describe your sound style in a nutshell  
2 What's your favourite thing about Cambridge?  
3 What's your best song?  
4 What's the best local show you've played?  
5 A dream collaboration would be...  
6 What was the first record you bought?  
7 What's your best writing music, recording or playing live?  
8 What was the first gig you went to?  
9 What's your ultimate musical ambition?  
10 Can you suggest another local band or artist that we should feature on this page?

**Cesca**

1 Describe your sound style in a nutshell  
2 What's your favourite thing about Cambridge?  
3 What's your best song?  
4 What's the best local show you've played?  
5 A dream collaboration would be...  
6 What was the first record you bought?  
7 What's your best writing music, recording or playing live?  
8 What was the first gig you went to?  
9 What's your ultimate musical ambition?  
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**Brass Funkies**

1 Describe your sound style in a nutshell  
2 What's your favourite thing about Cambridge?  
3 What's your best song?  
4 What's the best local show you've played?  
5 A dream collaboration would be...  
6 What was the first record you bought?  
7 What's your best writing music, recording or playing live?  
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**Tom O'Grady of Resolution 88**

1 Describe your sound style in a nutshell  
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9 What's your ultimate musical ambition?  
10 Can you suggest another local band or artist that we should feature on this page?

**Mode 9**

1 Describe your sound style in a nutshell  
2 What's your favourite thing about Cambridge?  
3 What's your best song?  
4 What's the best local show you've played?  
5 A dream collaboration would be...  
6 What was the first record you bought?  
7 What's your best writing music, recording or playing live?  
8 What was the first gig you went to?  
9 What's your ultimate musical ambition?  
10 Can you suggest another local band or artist that we should feature on this page?

**Martin Hallmark of Q3**

1 Describe your sound style in a nutshell  
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5 A dream collaboration would be...  
6 What was the first record you bought?  
7 What's your best writing music, recording or playing live?  
8 What was the first gig you went to?  
9 What's your ultimate musical ambition?  
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**Daphna**

1 Describe your sound style in a nutshell  
2 What's your favourite thing about Cambridge?  
3 What's your best song?  
4 What's the best local show you've played?  
5 A dream collaboration would be...  
6 What was the first record you bought?  
7 What's your best writing music, recording or playing live?  
8 What was the first gig you went to?  
9 What's your ultimate musical ambition?  
10 Can you suggest another local band or artist that we should feature on this page?

Middle page spread in the Cambridge News with interviews from various local bands and young musicians performing at the Festival.