

SALEM Jazz AND SOUL FESTIVAL

SALEM JAZZ AND SOUL FESTIVAL 2010 CONCERT SERIES



**SUPPORTING MUSIC EDUCATION
ON THE NORTH SHORE OF MASSACHUSETTS**

www.salemjazzsoul.org

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OUR MISSION

The Salem Jazz and Soul Festival is a 501(c)3 non-profit organization that produces free concerts and raises money to support music education programs.

BUILDING ON SALEM'S MUSIC HISTORY

The Salem Jazz and Soul Festival is recreating and renewing the vibrant jazz scene that began at the Salem Willows in the 1920s, when Duke Ellington and other musicians from the Big Band era played at the seaside park in Massachusetts. The festival will build on this rich jazz history — adding soul, blues and funk to the mix — by offering a series of annual free concerts to the public, concluding with a festival each year at the Salem Willows. The festival will spotlight the wealth of talented musicians on Boston's North Shore, and has already attracted thousands of music fans and extensive media coverage during its first few years of operation.

SUPPORTING MUSIC EDUCATION PROGRAMS

In addition to allowing us to produce free music events for the public, proceeds from the festival benefit music education programs on the North Shore of Massachusetts. During our inaugural festival season in 2007, we donated \$2,500 to music education programs at Salem High School. In 2008, we more than doubled that amount, donating \$6,000 to the Salem Public Schools and the Plummer Home for Boys. In 2009, we raised \$7,000 for music programs, despite a difficult fundraising climate. 2009's beneficiaries include music education programs at Salem High School, STARR Access Program, Salem Academy Charter School and Boys & Girls Club of Greater Salem. Another \$1,000 has been earmarked to bring musicians into Salem schools in 2010.

2009 HIGHLIGHTS

More than **6,000 people** enjoyed festival events

Dozens of musicians performed at **free concerts** throughout Salem

Nearly **100 volunteers** supported festival events

4 other non-profits joined us to share information about their programs

24 sponsors and **countless others** donated goods and services to make the festival possible

40 vendors sold arts and crafts at the Salem Willows

In 2009, \$7,000 was raised for music education programs, bringing our 3-year total to \$15,500.

WHAT'S NEXT IN 2010

SPRING GALA FUNDRAISER

@ Peabody Essex Museum
April 17: "All Keyed Up" Piano Night

SUMMER SERIES

@ Derby Square
Saturdays, 5-7 p.m.
May 8 • June 12 • July 10 • Aug 14

SALEM JAZZ AND SOUL FESTIVAL

@ Salem Willows
Saturday/Sunday, Aug 21 - 22



The 2-day festival at the Willows will also include Arts/Crafts, Kids' Tent, Music Education Classes, face painting and more.

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SUPPORT THE FESTIVAL

We are a federally recognized 501(c)3 non-profit organization. Donations to the festival are tax deductible to the extent allowed under IRS tax codes. Financial contributions allow us to provide concerts to the public free of charge and support music education programs on the North Shore of Massachusetts. Our supporters include corporations, grants and individuals. In addition to financial sponsorship, donations of goods or services are also helpful (food/beverages, equipment, etc.). For more information about becoming a sponsor, visit www.salemjazzsoul.org.

2010 SPONSOR LEVELS

Level	Donation	SPONSOR LOGO WILL BE INCLUDED ON:					OTHER:		
		Downtown Banner	Stage Banner	Location Banner ¹	Community Banner	Festival T-shirt	Posters/Flyers	Festival Website	VIP Passes ²
Title	\$ 10,000	24 sq ft	24 sq ft			●	●	●	12
Festival	\$ 7,500	24 sq ft		24 sq ft		●	●	●	12
Derby Square	\$ 2,500 (per show)	24 sq ft		24 sq ft		●	●	●	10
Charlehurst	\$ 2,000			18 sq ft		●	●	●	8
Ellington	\$ 1,500			12 sq ft		●	●	●	6
Parker	\$ 1,000			12 sq ft		●	●	●	4
Jazz	\$ 500			8 sq ft				●	4
Community ³	\$ 250				4 sq ft			●	2
Media	Contact us for information about donation in trade at info@salemjazzsoul.com								

1. A Location banner is displayed either at Derby Square during the Summer Series, or at the Aug 21-22 festival, but not on the main stage.
2. The VIP area is located onsite at the festival on Saturday, Aug 21. The VIP area is indoors and features live music, food and beverages, and gift bags including items from local merchants, festival T-shirts, CDs and more.
3. Community Banner is a shared banner that can accommodate as many as 12-16 sponsor logos.

2009 MAJOR SPONSORS



■ For a complete list of the generous sponsors, donors and others who make the festival possible, visit www.salemjazzsoul.org.

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2010 SPONSOR LEVELS

Title Sponsor - \$10,000: Exclusive title sponsor. Logo/name on festival banner hanging in downtown Salem during one week in mid-August; logo/name on exclusive 24 sq. ft. stage banner; logo/name on festival T-shirt, posters/flyers and website. 12 VIP passes.

Festival Sponsor - \$7,500: Logo/name on festival banner hanging in downtown Salem during one week in mid-August; 24 sq. ft. location banner; logo/name on festival T-shirt, posters/flyers and website. 12 VIP passes.

Derby Square Sponsor - \$2,500 (per show): Logo/name on festival banner hanging in downtown Salem during one week in mid-August; 24 sq. ft. location banner; logo/name on festival T-shirt, posters/flyers and website. 10 VIP passes.

Charlehurst Sponsor - \$2,000: Logo/name on 18 sq. ft. location banner; logo/name on festival T-shirt, posters/flyers and website. 8 VIP passes.

Ellington Sponsor - \$1,500: Logo/name on 12 sq. ft. location banner; logo/name on festival T-shirt, posters/flyers and website. 6 VIP passes.

Parker Sponsor - \$1,000: Logo/name on 12 sq. ft. location banner; logo/name on festival T-shirt, posters/flyers and website. 4 VIP passes.

Jazz Sponsor - \$500: Logo/name on 8 sq. ft. location banner; logo/name on website. 4 VIP passes.

Community Sponsor - \$250: Logo/name on shared community banner; logo/name on website. 2 VIP passes.

Media Sponsor - contact us for information about donation in trade at info@salemjazzsoul.com.

2010 SALEM JAZZ AND SOUL FESTIVAL SPONSOR FORM

Name (as it should appear in publication):

Contact Person:

Street Address:

City, State, Zip:

Phone:

Email:

Website:

I will support the Salem Jazz and Soul Festival at the following level:

- Title Sponsor: \$10,000
- Festival Sponsor: \$7,500
- Derby Square Sponsor: \$2,500 (per show)
- Charlehurst Sponsor: \$2,000
- Ellington Sponsor: \$1,500
- Parker Sponsor: \$1,000
- Jazz Sponsor: \$500
- Community Sponsor: \$250
- Media Sponsors: Contact us about donation in trade at info@salemjazzsoul.com.

Signature:

Please return this form and a check payable to Salem Jazz and Soul Festival Inc.
P.O. Box 4511, Salem, MA 01970
Or pay with a credit card or PayPal online at
<http://www.salemjazzsoul.org/sponsor.html>



THANK YOU FOR YOUR SUPPORT!