



**FRIDAYS IN APRIL & MAY
and SEPTEMBER & OCTOBER
5:30 - 8:00 PM**

Morgan Square, Downtown Spartanburg

Purpose: Spartanburg has tons of jazz music enthusiasts who enjoy coming out each week to listen to a different band/group. The event also encourages people to dine at one of the downtown restaurants after it's over.

Attendance: Several hundred people come to Morgan Square each week for Jazz on the Square. Many families bring picnics and enjoy it surrounded by friends listening to great jazz music.

Cost: The event is FREE. Beverages are available for purchase.

Attractions: The sounds of live Jazz music fill downtown Spartanburg with the 2017 season of Jazz on the Square. JOTS is held every Friday in April and May and again in September & October. Visitors can bring a blanket or chair and listen to some of the area's best musicians. Members of the Spartanburg Downtown Association assist the City in selling beer, wine, and soft drinks - the event serves as a way for the SDA to raise money to help with different downtown projects. The open venue provides the entire community an opportunity to enjoy Spartanburg's beautiful surroundings while listening to great music.



JAZZ ON THE SQUARE BENEFITS DETAIL

The following is a list of benefits available to Jazz on the Square sponsors.

ON SITE RECOGNITION

Banner placement at event.

Event Signage - sponsor logo on signage in event area.

Exhibit Space - On-site space to showcase and exhibit your product or service. A tent, tables, & chairs are provided to our sponsors.

Stage Announcements - Recognition from stage during Jazz on the Square.

Invitation to **address audience**.

ADVERTISING

Television - Company logo included in promotional video for Jazz on the Square that airs on Charter Cable Channel 192 approximately 30 times per day - 7 days per week.

Social Media

- Logo with hot link on City website: (www.cityofspartanburg.org)
- Inclusion on Facebook & Instagram.

PRINTED EVENT COLLATERAL

Flyers - Approximately 500 flyers distributed in the Spartanburg community.

Pocket Cards - Approximately 1,000 pocket cards distributed in the Spartanburg community.

Rack Cards - 3,000 rack cards placed in three SC Welcome Centers and in local hotels.

HOSPITALITY

- **Sponsor tickets** for beverages to be used during the music series. Businesses can provide these free tickets to customers or employees as a special thank you or for networking opportunities.

SPONSORSHIP OPTIONS

PRESENTING SPONSOR **SOLD** \$8,000 INVESTMENT (SPRING AND FALL SERIES)


The Presenting Sponsor for Jazz on the Square will be offered the highest level of visibility and exposure for the event. "Jazz on the Square presented by (Your Name Here)" This sponsor will be recognized in all publicity for event. There will be 18 concerts - in April, May, September & October.

SINGLE CONCERT SPONSOR \$300 INVESTMENT

This sponsorship level is for the community minded business who is interested in being part of this exciting event in Downtown Spartanburg. This sponsor will present one Friday evening concert during the series.

MEDIA SPONSORS

JOTS needs the assistance of local media to help publicize this event. Media agencies will be credited with the same benefits as cash sponsors with the exception of the Presenting Sponsor.

 BENEFIT	Presenting Sponsor \$8,000	Single Event Sponsor \$300
Jazz on the Square Presented by...	✓	
Exhibit Space at Event	✓	✓
Advertising Flyer/ Poster	✓	
On-Line Media	✓	
On Site Banner(s)	✓	✓
Stage Announcements	✓	
Hospitality	✓	✓