



# FILLMORE JAZZ FESTIVAL



**BECOME A SPONSOR!**

Saturday & Sunday, July 1 & 2

10 AM to 6PM



# HISTORY

the Fillmore Jazz Festival is the largest free jazz festival on the West Coast, typically drawing **over 100,000 visitors** over the Independence Day weekend.

Since its inception in 1989, The Fillmore Jazz Festival has celebrated its deep history of jazz and blues in Pacific Heights, San Francisco.

Hosted by the Fillmore Merchants Association, a non-profit organization established in 1906, comprised of local merchants to preserve and improve the commercial and residential environment in San Francisco's historic jazz district. Proceeds from the Festival are reinvested in community programs focused on cleanliness, safety and marketing.



# Audience 100K

The Festival is attended by people from all over the nation and the nine-county San Francisco Bay Area.

The Bay Area represents one of the world's great regional economies. It successfully competes in the global market as a knowledge-based economy powered by its wealth of research, technology, and innovation.

The Festival is highly promoted in Bay Area media – including online, print features and radio PSAs generating over 1 million media impressions. Pacific Heights has a burgeoning population of young families and is home to diverse generations.

Your support of the Festival not only benefits community programs, it provides great exposure for your company to a diverse Bay Area community.

The event is nestled in the historic San Francisco Jazz District, known to locals as Pacific Heights, home of the famed FILLMORE WEST.



# MEDIA

Marketing press releases and ads will be placed in a number of local, regional and national publications.

Coverage by television, radio and print is typically high.

The Festival is listed in numerous online calendars and has a deep and loyal following.

The FMA has thousands of followers on Facebook and Instagram – growing monthly.



# WHY

Access to one of the most sought after demographic niches in the country. This is an exceptional opportunity to reach a sophisticated Bay Area market.

Reach a large audience with repeated impressions. Your company name and/or logo will appear on the official event poster and in all promotional materials, including the official festival website.

Take advantage of the unique opportunity to engage with people. Event attendees are a captive, receptive audience with time to look, listen and hear about your products and services.

Develop new business contacts. The event provides you with a unique networking opportunity to connect with the community in a fun and entertaining environment.

Demonstrate, sample or test market your product. Receive instant responses about your products and services from attendees.

Show your company's commitment to the arts and local community. The event offers a great way to show your commitment to Bay Area residents.

Help promote community outreach. The event provides a unique opportunity for the community of San Francisco to come together. The community has a long tradition of supporting its benefactors







# NORTH STAGE

## \$50,000

- Category exclusivity
- First Right of refusal for 2024
- Company name & logo incorporated on 1 of 2 main stages for all advertising and promotional purposes, including all print, mail, and poster advertising
- Speaking opportunity for 2 minutes on a main stage
- Sponsor of headliner talent on a main stage
- 50 linear feet of activation space near a main stage
- Exclusively branded social media posts 10x
- Prominent logo placement/name recognition on poster and all press materials through digital, print, and social channels
- 50 VIP wristbands



# SOUTH STAGE

## \$50,000

- Category exclusivity
- First Right of refusal for 2024
- Company name & logo incorporated on 1 of 2 main stages for all advertising and promotional purposes, including all print, mail, and poster advertising
- Speaking opportunity for 2 minutes on a main stage
- Sponsor of headliner talent on a main stage
- 50 linear feet of activation space near a main stage
- Exclusively branded social media posts 10x
- Prominent logo placement/name recognition on poster and all press materials through digital, print, and social channels
- 50 VIP wristbands





# CLAY

# \$25,000

- Speaking opportunity for 1-minute on main stage
- Sponsor of beer/wine garden (1 of 2 available)
- 30 linear feet of activation space near a main stage
- Dedicated co-branded social media posts 5x
- Prominent logo placement/name recognition on poster and all press materials through digital, print, and social channels
- 25 VIP wristbands



*Michael Jeong*  
PHOTOGRAPHY





**SUTTER**  
**\$15,000**

- Sponsor a Family space
- 20 linear feet of activation space near the main stage
- Dedicated co-branded social media posts 5x
- Prominent logo placement/name recognition on poster and all press materials through digital, print, and social channels
- 10 VIP wristbands



*Michael Jeong*  
PHOTOGRAPHY





# BUSH

## \$5,000

- Sponsor of community talent
- Verbal acknowledgement from the main stage
- 20 linear feet of activation space
- Prominent logo placement/name recognition on poster and all press materials through digital, print, and social channels
- 5 VIP wristbands

# POST

## \$2,500

- Verbal acknowledgement from the main stage
- 20 linear feet of activation space
- Prominent logo placement/name recognition on poster and all press materials through digital, print, and social channels
- 3 VIP wristbands

# EXHIBIT

- 10x 20 Booth Space \$4,000
- 10x 10 Booth Space \$2,000













# BECOME A SPONSOR

We are confident that your association with the Fillmore Jazz Festival will be an effective promotion and marketing strategy for your company this year, and in the years to come.

Custom Packages are available upon request.

Deadline May 22

To learn more please contact us at  
[fma@fillmorestreetsf.com](mailto:fma@fillmorestreetsf.com).

We look forward to speaking with you!