

BLUES & JAZZ FESTIVAL

ROCK HILL, SC

BLUES & JAZZ FESTIVAL

- The Blues & Jazz Festival is a significant arts event that helps establish York County as an arts destination. During the festival, retail/restaurants report a 25 - 50% increase in sales, offering our sponsors wide exposure to a large and diverse audience.
- Produced by local musician, Bobby Plair, Jr., the Festival is a longstanding annual event that draws tourism and provides opportunities for our community to come together to celebrate music.
- The free Kickoff at FARMacy will be held on Saturday, September 28.
- The Blues & Jazz Old Town Crawl will be held Friday, October 4 with musical performances in various Cultural District venues including The Courtroom at the Tom S. Gettys Center, The Flipside Restaurant, Rock Hill Brewing Company, The Mercantile, Caldwell Courtyard behind Jimmy John's, and more!

ARTS COUNCIL OF YORK COUNTY

- Founded in 1977, the Arts Council of York County is a nonprofit organization dedicated to promoting and fostering the growth of the arts. Our vision is to create and support a thriving, diverse, and vibrant arts community in York County.
- Our year-round programming includes visual arts exhibitions, festivals, art classes, and public art. Services we provide include artist studio management, facility rentals, and producing arts events throughout York County, as well as facilitating collaborations with many other community partners.
- The Arts Council of York County manages the Center for the Arts and the Tom S. Gettys Center, with two full-time and four part-time staff members, governed by a community-based Board of Directors.
- The Arts and Economic Prosperity 6 national economic impact study conducted in 2022-2023 by Americans for the Arts and the Arts Council of York County indicated the nonprofit arts and culture industry generates \$40 million in annual economic activity in York County—supporting 665 full-time equivalent jobs, and generating nearly \$3.8 million in local and state government revenues.



2024 SPONSORSHIP OPPORTUNITIES

	Friend \$250+	Contributor \$500+	Bronze \$1,000+	Silver \$1,500+	Gold \$2,500+	Official \$5,000+
Listing on event webpage	X	X	X	X	X	X
Listing on Facebook events	X	X	X	X	X	X
Listing in press release <i>(when applicable)</i>	X	X	X	X	X	X
Listing in special eNewsletter	X	X	X	X	X	X
Listing on festival t-shirt			X	X	X	X
Listing on festival poster			X	X	X	X
Listing in festival brochure <i>(5,000 distributed to SC and NC venues, including Welcome & Visitors Centers and hotels)</i>			X	X	X	X
Wristbands good for admission to all of the festival venues during the Old Town Crawl	2	4	6	8	10	20
Listing on venue a-frame of your choice for the Old Town Crawl <i>(limited availability)</i>				X	X	X
Five festival t-shirts					X	X
May request a promotional area at the festival.					X	X
Listing on the large banner to hang on the walkway railing on E. Main Street <i>(if space is available)</i>						X
Listing in advertisements <i>(online, print, TV)</i>						X
Listing on the front of festival brochure						X
Listing prominently included in all festival promotions <i>(when space allows)</i>						X
Verbal recognition in media appearances <i>(if applicable)</i>						X
Headline listing on all a-frames						X

Inclusion in marketing materials is contingent upon the receipt of your written commitment by the August 9 deadline.



SPONSORSHIP AGREEMENT

20th Annual Blues & Jazz Festival

Sponsorship commitments are due by **Friday, August 9, 2024** to guarantee inclusion in marketing materials.

Full payment of the sponsorship amount is due by **Friday, September 10, 2024**.

CONTACT NAME

DATE

BUSINESS NAME (if applicable)

MAILING ADDRESS

CITY

STATE

ZIP

EMAIL

PHONE

LISTING NAME (How you or your organization should appear on marketing materials)

AUTHORIZED SIGNATURE *agrees to be a 2024 festival sponsor at the level indicated below.

PAYMENT ENCLOSED

PLEASE INVOICE

SPONSORSHIP LEVEL:

Official (\$5,000+)

Gold (\$2,500-4,999)

Silver (\$1,500-2,499)

Bronze (\$1,000-1,499)

Contributor (\$500-999)

Friend (\$250-499)

Amount: \$_____

CONTACT

Melanie Cooper, Executive Director (Interim)

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**We understand that this sponsorship provides for the operational expenses or the funding of special events during the community-wide festival.*