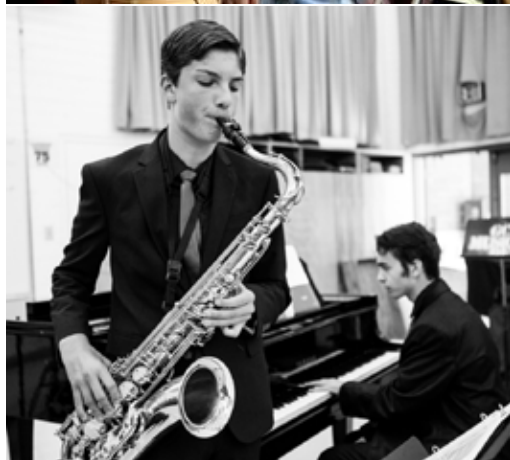


SPONSORSHIP OPPORTUNITY



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aijsd.org

AN OPPORTUNITY TO BECOME A SPONSOR FOR THE INTERNATIONAL ACADEMY OF JAZZ – SAN DIEGO



The International Academy of Jazz is San Diego's Original After-School Youth Jazz Program. We are a non profit dedicated to helping young people develop performance skills and confidence in becoming leaders of the future, and to educate them in the heritage of American jazz.

Founded in 2014, the International Academy of Jazz San Diego (IAJSD) is a unique after-school music enrichment program for young people ages 10-18 who have a desire to improve their jazz skills beyond the scope of what typical local school systems may offer.

Patterned after the many successful local after-school youth symphonic programs, the IAJSD features jazz ensembles of various sizes geared towards performances. In our 2015-16 season, our advanced students performed two concerts at Symphony Hall (TedX San Diego and Jazz @ the Jacobs) for crowds of more than 2,000. Our students have been selected as finalists for the prestigious Next Generation Jazz Festival for the two consecutive years, and have traveled both years to Monterey, CA to compete.

Students are placed at appropriate skill levels in ensembles led by our top tiered professional jazz instructors. Each class rehearses at Grossmont College each Saturday during the school year for an hour and a half.

A 501(c)(3) non-profit organization, IAJSD is led by a dedicated group of individuals and assisted by a volunteer Board of Directors and Advisory Board.

I look forward to hearing how we can collaborate to make the International Academy of Jazz an impact on our community. Please visit our website for more information, or please contact me at 619-977-7453 or guy.gonzales@iajsd.org to discuss the many opportunities available.

Sincerely,
Guy Gonzales
Executive Director & Founder
International Academy of Jazz – San Diego

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guy.gonzales@iajsd.org
www.iajsd.org



EVENTS WE PERFORM AT



PUBLIC VENUES, PANAMA 66

This venue has had our IAJSd students perform at this location since we opened the doors in 2014. IAJSd has performed here with each of the classes that we've had over the years. It's a great chance for locals to see the next generation of San Diego-produced jazz artists.

FESTIVALS

IAJSd students perform at various nearby and distant jazz festivals throughout the school year. Those have included two consecutive years at the prestigious Monterrey "NextGen" Jazz Festival, as well as the Fullerton College Jazz Festival. Also included are festivals at Coronado High, Oceanside High, and Pt. Loma Nazarene Community College.



CONCERTS

Our five-year long performance history includes two concerts at the amazing downtown Jacobs Music Center. One of those shows was for the San Diego TedX Talks where our students played for a near capacity crowd of over 2,000 attendees. Our students have performed as opening act for a San Diego Symphony "Bayside Summer Nights" concert featuring Cecile McLorin Salvant (in photo).

NONPROFIT PERFORMANCE PARTNERS

In Spring of 2019, we were invited to help support the work of "St. Madeleine Sophie's Center's (SMSC) fundraiser called "Morning Glory Brunch". Our goal is to help other local nonprofits continue to do the impactful work that serves our community.

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One other partner of ours is The
Ronald McDonald House.



EVENTS CALENDAR 2019-2020

- | | | |
|--------|-------------------------------------|---|
| DEC 3 | Giving Tuesday | A private affair and dinner for our sponsors hosted by Guy & Lynette Gonzales. |
| DEC 21 | Fall Holiday Concert | This is our end of the Fall Semester Holiday Concert that includes a Silent Auction as well as an gift giving after party. Parents, sponsors and public supporters are welcome and encouraged to participate. |
| MAR 7 | Jazz at the Lincoln Center | Jazz festival. Details to be announced. |
| APR 30 | International Jazz Day | A county-wide celebration. Jazz Directors from around the county will collaborate at various location (TBA) for special concerts. |
| May 15 | Spring Semester Jazz Concert | This is our end of the Spring Semester Jazz Concert that includes a Silent Auction as well as an gift giving after party. Parents, sponsors and public supporters are welcome and encouraged to participate. |
| AUG 26 | Nathan East Concert | A tribute concert in partnership with Avisory Board Member and notoriously famous Nathan East. Nathan come back to his home town of San Diego and joins our ensembles to groove out spectacular jams in celebration of jazz and the procurement of the musical flavors of summer, hope and festivities. |

ADVERTISING OVERVIEW



Events are advertised in various online platforms including Instagram, Facebook, Twitter, LinkedIn and YouTube, in addition to diverse media advertising campaigns ensuring widespread publicity.

As a partner with International Academy of Jazz, we make sure promotions on local radio and press releases include all sponsors and advertisers. This includes community service announcements, advertising and interviews in the lead up to and during events.

Regular media releases and a list of event activities, displays, interview and photo opportunities will be distributed to the media in the lead up to events.

A social media campaign will be initiated from the planning stages of events right through to the event execution. In the 4 weeks lead up to the event, the social media campaign will intensify to include more promotions on a regular basis. Social media channels will be utilized throughout each event to provide live coverage, news, images, video and announcements. Banners and sponsorship collateral, among other opportunities are available to our sponsors.

We will advertise the events through the following forms:

- **Postcards:** 500 postcards will be distributed to local shops and associated vendors to the main event vendor or host.
- **E-Marketing:** Blogs and Newsletters to be sent through our database of contacts and any joint partner relationships.
- **Press Release:** Regular press releases.
- **Social Media:** Facebook, Twitter, Instagram campaigns will be utilized.
- **Online Event Calendar:** Events will be posted to many online event calendars in the San Diego area.
- **Radio/TV:** Events will be promoted on affiliate radio and TV shows as we develop these relationships.

SPONSORSHIP BENEFITS

International Academy of Jazz events provide the following naming rights as additional sponsorship opportunities.

- Access to over 800 families, advertisers and other sponsor contacts in our database.
- Opportunities to tap into new market/clientele.
- Build goodwill through community support.
- Exposure through extensive social media and event marketing campaigns.
- **Student Scholarships:** Impact a child's life by allowing them the opportunity to study, perform and engage with a jazz professional and be a part of the jazz community of San Diego.

SPONSORSHIP PACKAGES	PLATINUM SPONSOR	GOLD SPONSOR	STUDENT SPONSOR
Number Avail	1 ONLY	5 ONLY	UNLIMITED
Pre-Promotion	<ul style="list-style-type: none"> • Logo in all advertising material • Logo & Link to your website on the IAJSD main home & event page: banner advertisement featured on website • eBlast through social media channels • Opportunity to host ONE of IAJSD additional events • Opportunity for an event giveaway certificate • Website content 	<ul style="list-style-type: none"> • Logo in most advertising material • Logo & Link to your website on the IAJSD main event page: sidebar banner advertisement featured on website • eBlast through social media channels • Opportunity to host ONE of IAJSD additional events • Opportunity for an event giveaway certificate • Website content 	<ul style="list-style-type: none"> • Logo in some advertising material • Logo/Name & link to your website on the IAJSD website • Featured eBlast & social media announcement • Opportunity to host ONE of IAJSD additional events • Opportunity for an event giveaway certificate • Website contributors page
On-Site Promotion	<ul style="list-style-type: none"> • Promotional banner at event • Company Table at Events when available • Full-page ad in program • 4 Guest tickets with preferred seating to events • Guest peaker on LIVE promotion 	<ul style="list-style-type: none"> • Promotional banner at event • LOGO on signage at front of event/foyer & near main performance area • 1/2-page ad in program • 2 Guest tickets to events 	<ul style="list-style-type: none"> • Name/Business Name on signage at front of event/foyer & near main performance area • 1/4-page ad in program • 2 Guest tickets to events
Event Goody Bag	<ul style="list-style-type: none"> • Product or service certificate giveaway coupon inserted to event Groove Bag 	<ul style="list-style-type: none"> • Product or service certificate giveaway coupon inserted to event Groove Bag 	<ul style="list-style-type: none"> • Product or service certificate giveaway coupon inserted to event Groove Bag
Sponsor Perks	<ul style="list-style-type: none"> • Logo screen printed on all student performance shirts • Logo screenprinted on all promotional t-shirts 	<ul style="list-style-type: none"> • Logo screen printed on all promotional t-shirts 	<ul style="list-style-type: none"> • Name screenprinted on all promotional t-shirts
Investment	\$5,000	\$2,500	\$1,250

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