



Markham Jazz Festival

August 17 – 20, 2017



An Overview

- **The organization:** Incorporated, not-for-profit (Ontario); managed primarily by volunteers
- **Primary event:** The Markham Jazz Festival, presented on the third full weekend in August
 - August 18 – 21, 2016
 - August 17 - 20, 2017
- **Secondary events:** “Hot Spot” performances at selected locations around the City of Markham during the year; participation in community events such as the Markham Santa Claus Parade
- **Youth involvement:** Awards, outreach, educational links

“Your festival is our favourite from the many we attend during the summer months. We always love your line-up of artists and your volunteers are fabulous. Our sincere thanks to you and your team for all your hard work!”

- Barbara Nacinovich



Festival Highlights

- **30+ free performances** presented primarily in historic Unionville on three outdoor stages, each with its own title sponsor
 - **Markham Subaru Stage** – Millennium Bandstand
 - **McKay Art Centre Beer & Wine Garden Stage**
 - **Source Office Furnishings Stage** – Varley Art Gallery Patio
- **Festival “Hot Spots”** – Additional performances along the street and in Unionville pubs and restaurants
- **Ticketed opening night concert** on Thursday at an appropriate local venue (e.g., Unionville’s Varley Art Gallery)



Our Jazz Audience

(Figures from 2016 Attendee Survey)



- **Consistent results year over year**
 - 11 years of data
- **Attendance**
 - 20,000 – 22,000
- **Geographic distribution**
 - 59% from York Region (45% from Markham)
 - 41 % from 416 area code, non-York Region 905 and elsewhere
- **Frequency, loyalty**
 - 25% were first-time attendees in 2016
 - 47.2 % have attended for 2-5 years
 - 27.7% have attended for 6 or more years
- **Mature, affluent crowd**
 - Age: 46–65 (45.1%) 25 and under (7.5%); 26–45 (18.3%); 65+ (29.1%)
 - Income: 62.1% earned \$76-\$150K or more – 40% managerial/professional
 - Most own their homes; most are married
- **Ethnically diverse**
 - Caucasian (63%); East Asian (18.5%); South Asian (6.8%); West Indian (6.7%) African (1.8%); Hispanic (2.5%)



“85.5% of survey respondents said they will return in 2017 with another 13.2% likely to return.”
— 2016 Attendee Survey



Opening Night Concert

Thursday, August 18 at Varley Art Gallery

Featuring multiple Juno winner Molly Johnson, and saxophonist Alison Young – presented by Kennedy Hi Fi

Known as one of Canada's greatest voices, award-winning jazz vocalist Molly Johnson is a mother, singer-songwriter, artist and philanthropist who has grown to become a Canadian icon in the jazz scene worldwide. Molly's luscious interpretations of jazz and blues standards speak to an emotional depth that few vocalists in any genre have ever reached.
www.mollyjohnson.com

OPENING: ALISON YOUNG

THURSDAY AUGUST 18 TH 8:00 P.M.
VARLEY ART GALLERY 216 MAIN STREET, UNIONVILLE



Reception by Shopsy's Deli
and Cathy Walker, Re/Max Allstars Realty



Markham Subaru Stage at Millennium



Bandstand

Friday evening until 11 pm, Saturday until
11:00 pm,
all day Sunday



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Source Office Furnishings – Varley Patio Stage Saturday and Sunday afternoon





Mercedes-Benz Markham McKay Art Centre Lawn and Wine Garden Saturday and Sunday - Focus on Lively!





The Artists

- Music for every taste and age – traditional, swing, big band, blues, New Orleans style, fusion, gospel, Latin, contemporary
- JUNO Award® winners and nominees, up-and-coming Canadian artists, renowned international stars
- Crossover artists appealing to broad range of ages
- Collaborations between artists for one-of-a-kind performances at the festival
- “You saw them here first” up and coming artists
- Special yearly thread (2016 was “What’s next?”)





HOT SPOTS

- Pubs/restaurants featuring their own jazz entertainment as part of the “ambience”
- Unionville Main Street – 7 hotspots
- Markham Main Street – 1 hotspot



Public Relations & Media Program

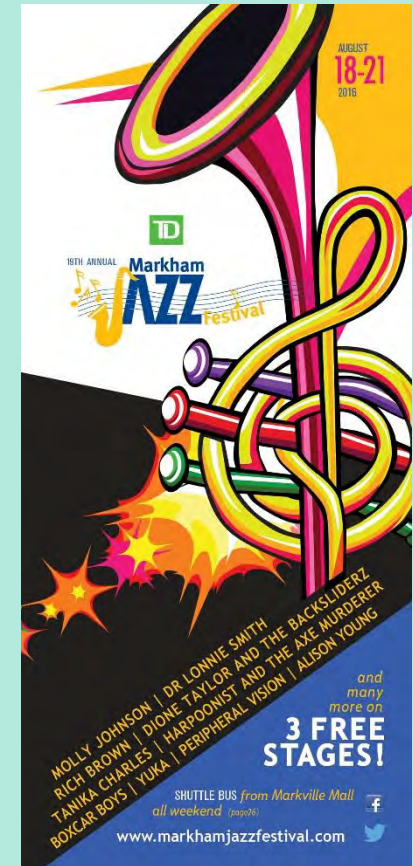


- **Advertising** – Blend of paid and in-kind
 - Radio – Jazz.FM91, AM740, FM 96.3; Jewel 88.1
 - TV – CP24 special broadcast from Unionville with Jamie Gutfreund
 - YRMG newspapers, Markham Review, Epoch Times, WholeNote magazine, signage, electronic bulletin boards
- **Social media** – Twitter, Facebook, websites
- **Press coverage**
 - Epoch Times, MarkhamToday, Markham Economist & Sun, Markham Review, Thornhill Liberal, etc.
- **MJF E-newsletters** – Sent regularly to dedicated e-mail list
- **10,000 programs** – Widely distributed before and during festival
- **Artist-designed posters**
- **Community involvement** – Float in Markham Santa Claus Parade; “Hot Spot” concerts
- **Geographic reach** – Local plus ~ 200 km



MARKETING & PROMOTION

- T-shirts
- CD Sales
- Programme
- Posters
- Radio and Print ads
- PR and Media Relations
- E-Newsletters
- Web Site* www.markhamjazzfestival.com
- Social Media Campaign
 - Twitter: @markhamjazzfest
 - Facebook: facebook.com/markhamjazzfestival
 - * NEW website launched June 2016



Sponsorship Benefit Chart

AUGUST 17-20, 2017

SPONSORSHIP	TITLE SPONSOR*	Millennium Bandstand STAGE	McKay Wine and Beer Garden STAGE	Varley Art Gallery STAGE	Premium Performances	Sponsor A Band	Corporate Partnership
	\$25,000	\$7,000	\$5,000	\$3,000	\$2,500	\$2,000	\$1,000
Available Positions	SOLD	1	1	1	3	12	unlimited
INDUSTRY EXCLUSIVITY	YES	NO	NO	NO	NO	NO	NO
STAGE PRESENCE/ON-SITE PUBLICITY							
Presenting sponsor cocktail party *	•						
MC mention on all stage multiple times during weekend	•	•	•	•	•	•	•
On-stage speaking opportunity (1 minute per occasion)	• (all stages)	• (your stage)	• (your stage)	• (your stage)	1 (introduce band)	1 (introduce yourself)	
Logo on signage at stages (# STAGES)	4	4	4	4	4	4	4
Flyer distribution by MJF staff	•	•	•	•	•	•	
Booth at sponsored stage	•	•	•	•	•		
Booth on street or sidewalk (Saturday only)						•	
PROMOTIONAL MATERIAL/MEDIA COVERAGE							
Company name beside MJF logo on all material for 12 months	•						
Logo on all MJF printed material	•	•	•	•	•	•	•
"Presented by..." in all MJF radio ads *	•						
Radio ad mention	•	•	•	•			
Ad in MJF program (size of ad) - 10,000 copies	1 pg	1 pg	1 pg	½ pg	½ pg	½ pg	¼ pg
Logo on MJF posters and in program	•	•	•	•	•	•	•
Logo & link on MJF website (www.markhamjazzfestival.com)	•	•	•	•	•	•	•
Logo on MJF insert (Economist & Sun)	•	•	•	•	•	•	•
E-mail newsletter logo and link (6-8/year)	•	•	•	•	•	•	•
Social Media promotion	•	•	•	•	•	•	•
Ad on MJF website year-round	•						
OTHER:							
Friday night sponsor seating at headliner performance	10	5	5	4	3	2	2
Meet and Greet reception	•	•	•	•	•	•	•

"I was once again a mainstage sponsor for the Markham Jazz Festival last year. I feel the event is a great way to interact directly with my community. The organizing committee does a great job of integrating sponsors into the programming as well as the festivities throughout the weekend. I was impressed this year by their sponsorship reception which was an excellent way to network with other prominent local business people and dignitaries. This was a huge added benefit over previous years."

Carlo Vigliatore,
General Manager, Markham Subaru
(Sponsor)

20th ANNUAL



Sponsorship Opportunities

- Sponsor an Artist – \$500
- Sponsor Designer T-shirts – \$2,000
- Advertising in Festival Program (10,000 copies)
 - Full page – \$750
 - 1/2 page – \$450
 - 1/3 page – \$325
 - 1/4 page – \$200

Let us tailor a Sponsorship Package to fit your needs!





Contact Us!

- www.markhamjazzfestival.com
- Facebook: facebook.com/markhamjazzfestival
- Twitter: [@markhamjazzfest](https://twitter.com/markhamjazzfest)
- contactus@markhamjazzfestival.com
- Tel: 905-471-5299 (voicemail)

- Tammy Mang – tammy@mediadiversified.com 905-944-0265
- Linda Briggs – linda.briggs1@rogers.com 416-200-4306



Some of our 2016 partners

Title sponsor: TD Bank

Stage sponsors: Markham
Subaru,, Source Office
Furnishings

City of Markham (Celebrate
Markham)

Unionville BIA

Canadian Heritage

Ontario Tourism, Culture and
Sport (Celebrate Ontario)

Ontario Arts Council

Remington Group

Kylemore Communities

Kennedy HI Fi

Powerstream

Warner Brothers

Epoch Times

Courtyard Marriott

Monte Carlo Inn

Long & McQuade

Markham Economist & Sun

Markham Today

Mill St. Brewery

Jazz FM 91

Jewel 88.5

Wincon Security

Markham-Unionville Rotary

Markville Shopping Centre

Shopsy's

Cathy Walker – RE/MAX Allstars

Elly Fox

Bob Tielemans

Varley Art Gallery

Flato Markham Theatre

And many other community
partners



**“We appreciate the
visibility the festival gives
our business and the
creative ways the
organizers promote both
the event and its
sponsors. We will be
honoured to be back
again next year.”**

*— Carlo Vigliatore,
General Manager,
Markham Subaru*



Thank you!