

Hot Jazz = Cool* Sponsorship Opportunities
 (*Not to mention unique & valuable!)

Summer Programming

Our most popular programs with incredible reach — includes Northeast Jazz & Wine Festival, Jazz in the City, and the Stage of Nations Blue Rain ECOfest.

Fall/Winter Programming

Vibrant, eclectic, and collaborative programs that strengthen Syracuse’s artistic foundations — includes Black History Month Cabaret, Jimmy Van Heusen Cabaret, JAZZ@SITRUS, and January JAZZfest.

Scholastic Programming

Our mission is to inspire and train the next generation of jazz musicians. Includes Stars of Tomorrow Cabaret, Instrumental Jazz Jams, Syracuse Parks & Rec “Stan Colella” All-Stars, SummerJazz Workshop & Jazz at the Fair.

Jazz Central

The busiest little theater in Syracuse! Jazz Central is a 4,100 square foot space housing a 63- to 85-seat* theater that hosts music, theater, comedy, film and other events year-round.

**Can be configured for cabaret!*

Contact

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CNYjazz.org



CNYjazz.org

WE'RE TOTALLY JAZZED!

CNY Jazz Central, established in 1996, is the primary year-round provider of public and scholastic jazz programs for the entire Central New York region.

CNY Jazz’s growing list of programs includes Cabaret Concert Series, JAZZ@SITRUS, Scholastic Jazz Jams, Northeast Jazz & Wine Festival, Stage of Nations Blue Rain ECOfest, Jazz Vespers Series, SummerJazz Workshop, Jazz in the City, Black History Month & Jimmy Van Heusen cabarets, Syracuse Parks & Rec “Stan Colella” All-Stars, and more.

CNY Jazz By the Numbers

3.2	Economic benefit that our events bring CNY in millions of dollars
150	Number of CNY Jazz scholastic and public events held year-round
70,000	Annual audience for all CNY Jazz events
400	Number of students trained annually
40,000	Audience members who attend CNY Jazz scholastic events
100	Average number of public events held at Jazz Central each year



SPONSORSHIP OPPORTUNITIES

Do you need to build brand awareness, increase market share, thank your clients, reward your employees, and enjoy the “ripple effect” of engagement with cultural and educational initiatives? *Of course you do!*



Sponsoring CNY Jazz programming is a valuable and proven way to:

- Take advantage of our **robust event marketing** expertise — let us boost your brand!
- Thank your clients and recognize/reward your employees — with **VIP packages** to our popular programs, such as the Northeast Jazz & Wine Festival.
- Show your commitment to **community building** — Audiences appreciate music and art because they build a vibrant community. Your underwriting enlivens neighborhoods, attracts tourists, and connects diverse populations.
- **Generate goodwill** by supporting a local student or professional artist — CNY Jazz stands out in its unwavering commitment to **educate jazz scholars** and **promote local talent**. We want to keep the economic benefits of arts development right here! There is no stronger brand association!

	Exclusive Industry Sponsorship	Booth or Tabling	Stage Banner or Signage	VIP Packages (catering, seats & tastings)	Logo in Programs, Posters, Mailings	Print, Web, & Radio/TV Values	Public Speaking (Press Conference, Act Introductions)	Website Logo	Added Opportunities
Northeast Jazz & Wine Festival									
Title \$25,000	Y	\$600 value	\$3,000 value	(20) \$4,100 value	\$2,000 value	\$2,290/ \$25,000	(2) \$1,000 value	\$2,000 value	<i>Private Reception, Pavilion Title, Merchandise, etc: Call Us!</i>
Stage \$15,000	Y	\$600 value	\$2,500 value	(15) \$3,075 value	\$2,000 value	\$1,300/ \$15,000	(2) \$500 value	\$1,500 value	
\$1,000 - \$5,000	N	-	\$350 value	(4-10) \$820 - \$2050 value	\$1,000 value	\$650/ \$10,000	N/A	\$1,000 value	
Jazz in the City									
Title \$10,000	Y	\$600 value	\$2,000 value	(12) \$600 value	\$1,500 value	\$1,700/\$18,750	(3) \$500	\$1750 value	<i>Call Us!</i>
Event \$5,000	N	N/A	\$1,000 value	(8) \$400 value	\$750 value	\$650/\$9,400	(1) \$175	\$750 value	
Other \$250 - \$5,000	N	N/A	\$500 value	(2-6) \$100-\$400 value	\$500 value	\$400/\$4,700	N/A	\$500 value	
Stage of Nations Blue Rain Ecofest									
\$500 - \$10,000									<i>Call Us!</i>
CNY Jazz Orchestra Cabaret (Two)									
Title \$5,000	Y	\$200 value	\$100 value	\$1,600 value (2) tables/event	Save the Date \$500 Value	\$2,378 / N/A	\$200 value	\$500 value	<i>Additional Tables: \$800 each, Private Pre-show Reception</i>
Table \$2,000	N	-	\$100 value	\$800 value (1) table/event	Save the Date \$250 Value	\$660	-	\$250 value	
Black History Month Cabaret or Jimmy Van Heusen Cabaret									
Title \$2,500	Y	\$100 value	\$50 value	\$800 value (2) tables/event	Save the Date \$250 Value	\$1,189 / N/A	\$100 value	\$250 value	<i>Additional Tables: \$800 each, Private Pre-show Reception</i>
Table \$1,000	N	-	\$50 value	\$400 value (1) table/event	Save the Date \$125 Value	\$330	-	\$125 value	
January JAZZfest									
Title \$5,000	Y	\$200 value	\$200 value	(24) \$750 value	\$6,700 value	\$1,000 / \$1,000	\$100 value	\$250 value	<i>Scholarship Opportunities @ \$340, Special Sponsorships: Call Us</i>
Table \$2,500	N	\$200 value	\$200 value	(12) \$375 value	\$3,850 value	\$1,000 / N/A	-	\$125 value	
Scholastic Jazz Jams (Two)									
Title \$500	Y	Y	Y	Y	Save the Date \$250 Value	Educator e-Mail Value \$250	N	Y	<i>\$1,000 to Sponsor the Entire Jazz Jams Series</i>
Nancy Kelly's Vocal Jazz Jam & Stars of Tomorrow Cabaret									
Title \$1,000	Y	Y	Y	Y	Save the Date \$250 Value	Educator e-Mail Value \$250	N	Y	<i>\$1,000 to Sponsor the Entire Jazz Jams Series</i>
Summer JAZZ Workshop/Jazz at the Fair									
Title \$1,000	Y	4 days \$400 Value	\$100 value	N	Finale Program Cover \$50 value	Brochure Direct Mail \$150 value	\$100 value	Y	<i>\$2,000 to Exclusively Sponsor SummerJAZZ + Jazz Jams Series</i>
Scholarship \$340	N	N	N	N	\$25 value	N	N	N	
CNY Arts Management									
\$900-\$4,000	Y	Our in-school arts-in-education catalog, with 11 distinct offerings supporting K-12 music and social studies curricula							<i>Call Us!</i>
Youth Orchestra									
Title \$5,000	Y	Your banner on all 50 mobile concerts, plus all collateral							<i>Call Us!</i>
Jazz Central Theater (Two Year Minimum)									
Naming \$12,000	Y	Exclusive street-plus-theater signage; 150 pre-show recorded announcements; title designation in all press releases and subsequent calendar and editorial mentions; logo in all print and web by all tenants; and 100 CNY Jazz Club discount cards for employees, clients and more!							