

2023 SPONSORSHIP OPPORTUNITIES

JEFFERSON STREET  
**JAZZ &  
BLUES  
FESTIVAL**





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## J.U.M.P.

This is a monumental year for the Jefferson Street Jazz and Blues Festival. We're celebrating 23 years of elevating awareness of Jazz & Blues in Nashville and around the world. JUMP Nashville is passionate about developing economic impact for the North Nashville, Jefferson Street corridor and using music to bring communities together.

The Jefferson Street Jazz & Blues Festival (JJBF) was developed specifically to showcase the rich musical history of Jefferson Street, bring the community together and provide exposure to the myriad of businesses on Jefferson Street. JJBF also provides a significant economic impact on ALL of Metro Nashville Davidson County.

JUMP Nashville is proud of commemorating and

honoring the legacy, impact and influence of multiple music genres and styles that once called Jefferson Street home. Detailing the many dimensions of all types of music, JJBF focuses on the musical impact of artists who have Nashville roots (or appreciation) and shares their accomplished sound with consumers who come from over 20 states to attend.

As you explore the pages that follow, we hope you feel the energy and develop an interest in being part of JJBF. We are excited to be a part of this year's events!

## Overview of the Jazz & Blues Festival

The summer of 2023 welcomes the 23rd Annual Jefferson Street Jazz & Blues Festival celebrating the vitality of the Jefferson Street community through its arts, music, food and culture. This event, brought to you by the Jefferson Street United Merchants Partnership (JUMP Nashville) is a day-long music, arts and food festival featuring local and national Jazz, R&B and Blues artists and food and retail vendors from the community.

With thousands of attendees, each year, the Jefferson Street Jazz & Blues Festival builds cultural awareness, attracts diversity and commemorates the historic Jefferson Street Corridor through the sounds of Jazz, Blues, Funk, Gospel, Soul and R&B. Not just a music festival, this event pays homage to the historic treasures and challenges that make the Jefferson Street community a unique and vital part of Nashville.

### Past Sponsors:



## The History of Jefferson Street and J.U.M.P.



From the 1940s through the early 1960s, Jefferson Street was one of America's best-known districts of Jazz, Blues, and Rhythm & Blues. Famous African American musicians played regularly in the clubs from Little Richard

and Jimi Hendrix to Ray Charles, Fats Domino and Memphis Slim. Nashville artists, many with hit records, made the district their home.

Jefferson Street was jumping! But when Nashville desegregated in the 60s and the construction of an interstate system through North Nashville began, the golden era was over. Jefferson Street Corridor was bisected by I-40, closing businesses and cutting off traffic to its remaining business community. With desegregation, black customers began shopping in other areas leaving this once vibrant area a collection of struggling businesses, boarded-up buildings, cracking sidewalks and damaged streets from the abandoned trolley that once ran through the middle of Jefferson Street.

Then, in 1994, a group of people who believed in Jefferson Street came together in a partnership to revitalize the historic community. From these tiny pilot programs came the Jefferson Street United Merchants Partnership (JUMP Nashville), a not-for-profit organization whose mission is "advocating for community, economic, and workforce development." With over 180 business, partner and individual

memberships, J.U.M.P. works to keep the community alive and thriving toward the advancement of Jefferson Street.

Today Jefferson Street is still the heart and soul of the social, economic and political African American community in Nashville. From the Bicentennial Mall and the Farmers Market to Meharry Medical College and Metro General Hospital, Tennessee State and Fisk University—there is continual growth and positive change everywhere. The community is alive and bustling with new and restored historic restaurants, landmarks, retail space and residences, as well as sidewalk improvements, capital investments and new construction. Because JUMP Nashville is so passionate about the continuous improvement of the community, the organization provides opportunities for growth through community engagement events, professional workshops and development programs such as driver's license reinstatement, low income affordable housing partnership with The North Nashville Consortium. Under the new leadership of Interim Executive Director Lauren Fitzgerald, JUMP Nashville is eager to continue uplifting North Nashville along with the involvement of former JUMP Nashville president and councilwoman Sharon Hurt. With the help Ms. Hurt and other community members, JUMP Nashville's new leadership is aspiring to bring greater change to its community.

As a celebration, JUMP Nashville launched a day long music festival, in 2001, to celebrate

the spirit of Jefferson Street and bring together the community showcasing local businesses and culture. The Jefferson Street Jazz & Blues Festival is the largest annual public community

music festival in North Nashville and Middle Tennessee, and is designed to attract residents and visitors to historic Jefferson Street.

## Exposure Potential

This year, JUMP Nashville is taking the annual Jefferson Street Jazz & Blues Festival to new heights with national headliners on both nights. The additional talent will help JUMP Nashville foster broader and larger festival experience and economically boosts the Jefferson Street corridor. The strength and credibility of JUMP Nashville maximizes the visibility and exposure provided to sponsors of the 23rd Annual Jefferson Street Jazz & Blues Festival. The content and opportunities provided in this package combine various ways to provide sponsors with valuable marketing opportunities.

This festival increases support of the Jefferson Street community while encouraging visitors and residents to consider the music and culture that shaped historic North Nashville so many years ago, and celebrates the diversity of music that has made Nashville, “Music City.” Together, we want to extend our partnership to corporate and individual sponsors who are interested in developing core messages within the diverse demographic attendee mix. Both primary and secondary demos are listed below for each of the events during the family-friendly festival event.

Entities and organizations, who partner with us, are interested in impacting the following demographic mix for a festival experience:

### Jazz & Blues Festival

#### Primary

##### Attendee projection:

African American, married couples, families and singles

Age: 35-65+

##### Community Support:

African American music enthusiasts in mid-Tenn.

Age: 18-60

#### Secondary

African American business owners

Age: 25-50

Diverse, enthusiasts of African American music

Age: 18-60

Residents of North Nashville specifically along the

## Exposure Value

We value our partnership with sponsors and strive to serve as good stewards of your generous gift. We are committed to delivering valuable benefits and a positive experience to each sponsor. Listed below is information representative of exposure value from previous executions of JJBF. The organization provides and plans for sponsors to receive maximum value. Proposed media sponsors and advertising quantities are subject to change.

### Summary

- Minimum impressions: 25K
- Total publicity value minimum: \$50K
- Average Annual Income: \$45,000
- Average Age: 40
- Marital Status: 55% married
- Number of states: 17
- Attendees - 7,000 in 2019 over two days

### Media Coverage

- TV coverage WTVF, Fox17, WKRN, WSMV
- Print coverage *The Tennessean*, *Tennessee Tribune*, *Nashville Scene*, etc.
- Online coverage: *The Tennessean*, *Tennessee Tribune*, *Nashville Scene*, *NowPlayingNashville.com*, etc.

### Visibility

- Large logo banners at each event, venue, stage, entrances & special events
- Name/logo on VIP table signage
- T-shirts and website logos
- 3,000+ brochures and/or promotional collateral

### Digital Media Coverage

- JUMPNashville.com-60k impressions
- NashvilleJazzAndBluesFest.com-125k impressions
- NowPlayingNashville.com—5M impressions (Tennessean Event calendar impressions included)
- VisitMusicCity.com (NCVC)—3.5M impressions 250 mile promotion
- Media partner sites—3.7M impressions
- J.U.M.P. Facebook Brand Pages – 5,600 fans (combined)
- J.U.M.P. Twitter handles – 700 followers (combined)
- Yelp

Radio Coverage

- 60+ (:5/:15/:30) second recorded radio promotions
  - WFSK 88.1 FM, WQQK 92Q or 102.1 The Ville
  - Live on-site interviews

TV Coverage – to be confirmed for event specific promotions

- Radio 0 WQQK-Cumulus; WFSK-88.1 (:15/:30) spots
- Coverage by WTVF, WKRN, WSMV, Fox17 with traffic reports on all local media

## Sponsorship Levels & Asset Values

Sponsorship Package	Ask	Value	Perks	PR/Media Coverage & Mentions	Advertising & Branding	Available Packages
<b>Headliner</b>	100k	<b>\$125k</b>	40 general admission (20 pairs) & 20 VIP tickets(10 pairs); photo-ops with artists; 1 large vendor booth; opportunity to display own banner at main stage.	Name mention on all live & recorded TV and radio ads; logo on all print media ads; presented by mention/logo in social media, press releases, and other event publicity; inclusion in onsite media coverage, mentions at main stage during event.	Presented by logo on all printed collateral and signage (large event logo banner at entrance and stage, t-shirts, posters, flyers & brochures; event banners at/by JJBF main stage; logo on event, media and partner websites; placement of products in VIP area and event/VIP swag bags (TBD); 10 mentions in social media	2
<b>Opening Act</b>	\$20k	<b>\$35k</b>	20 general admission (10pairs) & 10 VIP tickets(5 pairs); photo-ops with artists; 1 large vendor booth	Name mentioned in print media ads; logo or mention in social media, press releases & event publicity; onstage recognition by Emcees	Second tier logo placement on large event banner at main stage and at the gate and stage for JJBF; Logo on printed collateral (t-shirt, posters, flyers & brochures); placement of products in VIP area and event/VIP swag bags; 6 mentions in social media	2
<b>Blues Legend</b>	\$15k	<b>\$22k</b>	20 general admission(10 pairs) & 8 VIP tickets(4 pairs); 1 small vendor booth in high traffic area; opportunity to display own banner (location TBD)	Logo on all traditional print ads; mentions in social media, press releases & event publicity; onstage recognition by Emcees	Signage at entrance; third tier logo on all printed collateral (posters, flyers & brochures); logo on event t-shirt event/co-sponsor/media partner website; 4 mentions in social media	3
<b>Jazz Great</b>	\$10k	<b>\$16k</b>	16 general admission (8 pairs) & 6 VIP tickets (3 pairs) 1 small vendor booth; opportunity to provide display banner	Logo on all print media ads;mentions in social media, press releases & event publicity; onstage recognition by Emcees at JJBF festival	Name/ logo on event banner at JJBF; logo on all printed collateral (posters, flyers & brochures); logo on event/co-sponsor/media partner(s) websites; 2 mentions in social media	4

<b>Soul Singer</b>	\$5k	<b>\$10k</b>	10 general admission (5 pairs) & 4 VIP tickets (2 pairs); 1 small vendor booth; opportunity to provide display banner	Logo on all print media ads; mentions in social media, press releases & event publicity; onstage recognition by Emcees at JJBF festival	Name/ logo on event banner at JJBF; logo on all printed collateral (posters, flyers & brochures); logo on event website; 2 mentions in social media	4
<b>Cool Cat</b>	\$3k	<b>\$5k</b>	4 general admission (2 pairs) & 2 VIP tickets (1 pair)	Logo on all print media ads; onstage recognition by Emcees at JJBF festival	Name on event banner at JJBF; logo on event website, and 2 mentions in social media	28

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Sponsorship Package	Ask	Perks	PR/Media Coverage & Mentions	Advertising & Branding	Available Packages
<b>Trumpet Circle</b>	\$2k- \$2,999k	4 general admission tickets (2 pairs)	Emcee mention from the stage	Name on event banner at JJBF; logo on event website, and 1 social media mention.	10
<b>Baritone</b>	\$1k- \$1,999k	2 general admission tickets (1 pair)	Emcee mention from the stage	Logo on event website, and 1 social media mention.	10
<b>Tenor</b>	\$500	1 JUMP Membership for one year	n/a	Company/Logo'ed banner hung; company mentioned on social media	10
<b>Alto</b>	\$300	1 JUMP Membership for one year	n/a	Company mention on social media	15
<b>Soprano</b>	\$200	n/a	n/a	Company mention on social media	15

## When May We Begin Your Sponsorship Engagement Opportunity?

### Questions & Inquiries



JEFFERSON STREET  
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For more information regarding specific sponsorship opportunities or how we can help shape our offerings to meet your marketing needs, feel free to contact Tarsha Robinson or Sharon Hurt at [sharon.hurt2017@gmail.com](mailto:sharon.hurt2017@gmail.com) or call 615-726-5867.