



# **Sponsorship Proposal**

February 5<sup>th</sup> – 8<sup>th</sup>, 2015

Boquete Jazz & Blues Foundation

Be part of the excitement at:

## ***THE 2015 Boquete Jazz & Blues Festival***

Thank you for your interest in exploring sponsorship opportunities for the 2015 Boquete Jazz and Blues Festival (BJBF).

This will be the 9<sup>th</sup> year of the Boquete Jazz & Blues Festival, scheduled for February 05<sup>th</sup> – 08<sup>th</sup> of 2015 in Boquete Panama. Since the founding of the festival by Antonio Singh & Anayansi Menendez, we are proud to say that we have grown in attendance and musical caliber every year. This includes welcoming World Class artists and more and more international and national visitors. While seeing this growth as a valuable contribution to the development and well-being of Chiriqui province and the whole of Panama we also recognize the weight of responsibility it bears on this foundation to be stewards of this growth in achieving our Intentions.

---

*Our vision is to firmly place Boquete on the national and international map of Jazz and Blues events that are not to be missed.*

*Our mission is to promote the musical arts and tourism in the Chiriqui highlands and beyond by attracting growing numbers of Panamanian as well as international music-aficionados to this beautiful area.*

*Our dedication is to support musical education at schools in the Boquete area. To this end 100% of the festival profits go to our [Music for Schools](#) program to buy musical instruments and to improve musical education in schools.*

---

## ***INVESTING IN THE FUTURE***

***DID YOU KNOW*** that The Boquete Jazz and Blues Festival Foundation donates 100% of profits of the festival to local schools in order to support and improve musical education, and to find and develop local musical talents? Our hope is to inspire the young that through self-discipline and training they can aspire to greatness in their personal efforts and interests, whether ultimately in music or something else throughout their lives. The greater the donations to cover our overhead the greater the impact we will have on the community.



## ***HERE IS WHAT YOU CAN EXPECT FROM OUR FESTIVAL NEXT YEAR:***

Every year the talent at this Festival is increasing in caliber. BJBF is booking top-notch professional musicians from the US, Europe and Central America. The high-energy shows performed by artists make for four great days of indoor and outdoor entertainment in the beautiful setting and cool climate that the town of Boquete has to offer.



With your generous donations our marketing campaign will be both national and internationally promoted.

### **Boquete Jazz & Blues Festival's sponsorship benefits include but are not limited to:**

- Visibility and partnership up until the commencement of the 2015 capital campaign: you will be part of the BJBF activities during the whole year!
- At our pre-festival fundraisers in the community all sponsors will have an opportunity to promote their company products and services. These events will cater to varying demographics that have interests in supporting the arts in the community.
- Logo display in print and electronic media advertising and banners, local radio and television shows, mention in the festival program and on our merchandise materials including posters, banners, flyers, and more.

We will work with you for maximum exposure to build a lasting relationship between yourself and BJBF.

**We offer your organization an opportunity to renew your support or become a first-time BJBF sponsor of the 2015 Boquete Jazz & Blues Festival. Your financial support helps to pay for this top quality talent, our facilities, staging and collateral materials - all essential components to hosting this premiere event.**

## DID YOU KNOW

Our Festival is managed and staffed entirely by volunteers!

They include business and professional people, retired citizens, homemakers and members of the community – all lending their various areas of expertise.

## WHAT IS THE BOQUETE JAZZ & BLUES FESTIVAL (BJBF)?

- BJBF is – next to the Panama Jazz Festival – the second largest music festival in Panama
- BJBF is the only festival in all of Central America that combines world-class Blues and Jazz shows on one stage
- BJBF is the first festival that brought first-class Blues acts to Panama thereby attracting increasing numbers of Blues lovers from the US and Europe in addition to Jazz fans.
- At its 9th edition in February 2015 the festival will present 57 musicians performing in 16 shows over a span of 4 days. In addition there will be an art show, a New Orleans- style street parade, and activities in our **Music for Schools** program.
- The 2014 festival counted nearly 3000 visitors to all events, and it sold out completely. There's no doubt that BJBF2015 will sell out again, and much earlier!

## WHO ATTENDS THE BOQUETE JAZZ & BLUES FESTIVAL?

Each year we have seen a substantial increase in attendance. At the 2014 festival we had nearly 3000 national and international visitors attending the various festival events.

These attendees include national and International music lovers consisting of Panamanians, expats residing in Panama, and tourists from the US, Europe and neighboring countries.

This year we are once again stepping up our event promotion and public relations activities. Our website already attracts up to 15,000 visitors per month. We're reaching tens of thousands music lovers with our facebook page and groups. We have signed up a wide variety of top-notch award-winning Jazz and Blues entertainers that will draw even larger international audiences of Jazz and Blues aficionados.

**We need your generous financial support to allow us to deliver the best-ever event next year.**

**Our goal is to raise \$30,000 in sponsorship funds for 2015 and we ask for your commitment quickly so that we can move forward implementing our event plans.**

Please review our sponsorship opportunities on the attached chart – there are many ways you can get involved in supporting this fine event. Our sponsorship committee is dedicated to helping you select the right sponsorship level that suits your business objectives and budget. We will be creative to make it work for you.

**Sponsorship Inquiries:**

**Hans-J. Lebuser:** [info@boquetejazzandbluesfestival.com](mailto:info@boquetejazzandbluesfestival.com)





# Sponsorship Levels

	EVENT SPONSOR	SIGNAGE AT EVENT	AD SPACE/LISTING IN EVENT PROGRAM	LOGO ON PROMOTIONAL MATERIAL	WEBSITE RECOGNITION WITH HYPERLINK	RECOGNITION AT FESTIVAL	Tickets Etc.
Platinum Sponsors \$5,000+ cash or \$10,000 in kind	Premium Sponsor	Premium Signage	Full Page ad in Program	Logo on all Promotional Material	YES, on the Festival Website	Premium Stage Recognition	2 VIP Green Room Access Tile
Gold Sponsors \$3,000+ cash or \$6,000 in kind		Premium Signage	Premium Half Page ad in Program	Logo on all Promotional Material	YES, on the Festival Website	Premium Stage Recognition	2 VIP Tile
Silver Sponsors \$1,500+ cash or \$3,000 in kind		Premium Signage	Half Page ad in Program	Logo on some Promotional Material	YES	YES	2 VIP Tile
Copper Sponsors \$750+ cash or \$1,500 in kind			Quarter Page ad in Program	Logo on some Promotional Material	YES	YES	2 Event Tile
Bronze Sponsors \$500+ cash or \$1,000 in kind			Listing in Program	Logo on some Promotional Material	YES	YES	1 Event Tile
Community Sponsors \$250+ cash or \$500 in kind			Listing in Program		YES	YES	1 Event
Friends of the Festival: \$100+ cash or \$200 in kind					YES	YES	1 Event

