



Ladies and gentlemen,
dear prospective sponsors,

the 2012 Boquete Jazz & Blues Festival festival was an overwhelming success.

With 49 musicians from Panama, the US and Europe performing in 16 shows plus a fantastic, colorful New Orleans-style street parade it was the best and biggest-ever music festival in the Chiriqui highlands. Due to the exciting program we tripled the attendance of previous years, and our visitors came from all over Panama, Costa Rica, the US and even Europe!

In addition, we were able to donate \$800 to our **Music for Schools program** which aims to improve musical education at local schools in Boquete.

The 2012 Boquete Jazz&Blues Festival has gained wide-spread national and international recognition as being a very important event in the music scene of Panama and Central America, second only to the famous Panama Jazz Festival!

The 2013 Boquete Jazz & Blues Festival from February 28th until March 3rd will showcase an even more exciting music program. We will conduct a much larger, national and international marketing campaign that will reach hundreds of thousands of people thereby attracting more national and international visitors to Boquete than ever before.

This is your unique chance to expose your business to a widespread national and international audience of potential customers. Please take a look at the enclosed media plan and the detailed list of benefits we are offering for your participation.

Whether you decide to contribute on the community sponsor level or any of the other categories, we would love to welcome you as a supporting partner of this important cultural and educational event of the Boquete community! Don't let this opportunity pass you by **in making your mark in the history of Boquete.**

Thank you for your time,
cordially

A handwritten signature in black ink, appearing to read 'Hans-J. Lebuser'.

Hans-J. Lebuser
President Boquete Jazz&Blues Festival Foundation
Phone: 6519-7876
president@boquetejazzandbluesfestival.com
www.boquetejazzandbluesfestival.com



Special limited supply offer to BJBFB sponsors:

Thanks to a generous donation of our principal sponsor **Panamonte Brands LLC.**, makers of the *Smoothest Rum on Earth™*, we are able to present this limited supply offer to potential festival sponsors:

- For every cash donation of \$100 you will get 1 bottle of great *Panama Red Rum* (US retail value \$25) in return, so for \$200 you'll get 2 bottles, and so on.
- For each cash donation of \$750 we'll give you 1 bottle of the unique, absolutely superb *Panamonte XXV Reserva Preciosa Rum* (US retail value \$400!).
- Each additional \$100 cash donation above \$750, \$1500 or \$3000 will get you an additional bottle of *Panama Red!*
- **This offer comes in addition to the other benefits allocated to the sponsor levels (community, bronze, silver, gold etc) specified in our sponsor letter!**

Become a sponsor and be one of the fortunate few to enjoy the *Smoothest Rum on Earth™*

You won't find this rum anywhere else in Panama, it's not for sale here!

Don't miss your chance to enjoy one of the finest rums on this planet while at the same time supporting the Boquete Jazz&Blues Festival!

Contact **Leslie** at 6682-5204 or **Hans** at 6519-7876 for payment details. Make a deposit to our foundation's bank account at Global Bank no. 16-101-23147-2 or write a cheque to „Fundacion Boquete Jazz&Blues Festival“ and drop it at Mailboxes ETC. in Boquete or David. Please also send us an email with your name and payment details to info@boquetejazzandbluesfestival.com

Reserve your bottle(s) now!

Hurry! Our supply is limited to 100 bottles of Panama Red and 30 bottles of Panamonte XXV Reserva Preciosa Rum. There will be no follow-up. Get your bottle while they last! Read more about this unique product here:

<http://panamontebrands.com> www.boquetejazzandbluesfestival.com



SPONSOR BENEFITS:

The 7th Annual Boquete Jazz & Blues Festival is accepting sponsors for a variety of positions. The festival will be held from February 28, 2013 through March 4, 2013 in the beautiful Chiriqui mountains beside the towering peak of Volcan Baru in Boquete.

Sponsor levels include:

- Platinum Sponsor (5 only) – Fee \$10,000
- Gold Sponsor – Fee \$3,000
- Silver Sponsor – Fee \$1,500
- Bronze Sponsor – Fee \$750
- Community Sponsor – Fee up to \$700, cash or in kind. Minimum value \$200

Sponsor exposures in our marketing materials is based on the level purchased.

Platinum Sponsor level is offered to 5 companies, exclusive to their industries (i.e., cell phone, auto dealer, retail merchant, liquor company, etc.) Each of these 5 sponsor's logos will be displayed in a consistent size and format with the other sponsors of this level on all marketing materials published.

- * This exposure includes 750,000 reader hits in paid advertising in print media
- * Approximately 800,000 hits on online jazz and blues websites
- * All festival banners, posters, fliers, programs, staff and VIP merchandise gifts will display sponsor logo in consistent size and format with other sponsors of this level
- * Half page ad on inside of festival program artwork to be provided by sponsor
- * Space near the entrance to the festival for display of products, collateral materials and staff to promote their product or service
- * Named in on-stage announcements at all festival events in rotation
- * Engraved plaque recognizing their contribution to the festival
- * 6 full festival passes
- * Air transportation to David for 6 people
- * Ground transfers to Boquete and back to David
- * Housing in a first class hotel (3 rooms for 3 nights)
- * Reserved seating at all festival events
- * 6 gift bags containing festival merchandise and local products

- * 3 banners that prominently display their brand identity exclusively, along with festival logo and dates, to display at their places of business
- * Professional photo shoot with festival artists (3 poses)

Gold Sponsor level is offered to companies on a non-exclusive basis

- * Brand identity will be displayed in a grouping with other Gold level sponsors at the bottom of the Home page and on the Sponsor page on the BJBFB website in a size larger than Silver and Bronze levels, with a link to Sponsor website
- * Brand identity in a grouping with other Gold level sponsors on banners at the festival in a size larger than Silver and Bronze levels
- * Brand identity in a grouping with other Gold level sponsors in the festival program in a size larger than Silver and Bronze levels
- * Engraved plaque recognizing their contribution to the festival
- * 4 full festival passes
- * Reserved seating at all festival events
- * 4 gift bags containing festival merchandise
- * Professional photo shoot with festival artist (1 pose)

Silver Sponsors level is offered to companies on a non-exclusive basis

- * Brand identity will be displayed in a grouping with other Silver level sponsors on the Home page and Sponsor page of the BJBFB website in a size and position between Gold and Bronze levels, with a link to the Sponsor website
- * Brand identity in a grouping with other Silver level sponsors on banners at the festival in a size and position between Gold and Bronze levels
- * Brand identity in a grouping with others at the Silver level in the festival program in a size and position between the Gold and Bronze levels, in festival program
- * Framed certificate of appreciation for their contribution to the festival.
- * 3 full festival passes
- * Reserved seating at all festival events
- * 3 gift bags containing festival merchandise

Bronze Sponsors level is offered to companies on a non-exclusive basis

- * Brand identity will be displayed in a grouping with others at the Bronze level on the Sponsor page of the BJBFB website in a size smaller and below that of the Gold and Silver levels
- * Brand identity in a grouping with other Bronze level sponsors on banners at the festival in a size and position below the Gold Silver level sponsors
- * Brand identity in a grouping with others at the Bronze level, in a size smaller and below Gold and Silver Sponsors in festival program
- * Letter of appreciation for their contribution to the festival
- * 2 full festival passes
- * Reserved seating at all festival events
- * 2 gift bags containing festival merchandise

Community sponsor level is offered to companies or individual sponsors on a non-exclusive basis.

- Community sponsors' names will be displayed in a grouping with others at the same level on the sponsor page of the BJBFF website and in the BJBFF newsletter with links to their own websites.
- Community sponsors' names will be displayed in a grouping with others at the same level in the festival program
- Letter of appreciation for their contribution to the festival
- 1 full festival pass

All sponsors at all levels will also receive a commemorative festival tile.

In-kind donations; For the purpose of assignment to cash-sponsor levels in-kind donations will be appreciated with 50% of their declared value.

Please refer to 2013 Media Plan for details on paid advertising exposures.

Sponsor payment schedule will require a 50% deposit at the time of contract signing, with the balance due on or before October 1, 2012 in order to be included in print advertising campaign.

All brand identity artwork to be submitted in CMYK at 300 dpi. Size specifications for artwork to be provided at a later date.



Hans-J. Lebuser
President Boquete Jazz & Blues Festival Foundation
Phone: 6519-7876
president@boquetejazzandbluesfestival.com
www.boquetejazzandbluesfestival.com

Sponsoring and benefits BJBF 2013

	Sponsor levels						
	Friends of BJBF (2)	Program 100+ (3)	Community (4)	Bronze(5)	Silver (5)	Gold (5)	Platinum (5)
Donation \$	100	100 +	200-700	750	1500	3000	10000
Festival passes	1	1	1	2	3	4	6
Merchandise	choice value \$45	1 tile	1 tile	1 tile	1 tile	1 tile	1 tile
Welcome bags, value \$10	-	-	-	2	3	4	6
Panamonte XXV rum, value \$400 (1)	-	-	-	1	2	4	12
Panama Red rum. value \$25 (1)	-	1 or more (3)	2 or more (4)	(5)	(5)	(5)	(5)
Flights Albrook-DAV v.v	-	-	-	-	-	-	6
Ground transport DAV- Boquete v.v	-	-	-	-	-	-	6
Hotel rooms	-	-	-	-	-	-	3
Reserved seating VIP section	-	-	-	x	x	x	x
preferred seating behind VIP section	x	x	x	-	-	-	-
Photo poses(Value \$400 per pose)	-	-	-	-	-	1	3
Engraved plate acknowledgement	-	-	-	-	-	-	1
Sponsor certificate, printed	-	-	x	x	x	x	-
Exposure on website	-	-	x	x	x	x	x
Exposure in festival program	-	-	x	x	x	x	x
Exposure at festival venue	-	-	-	x	x	x	x
Exposure on BJBF banners and posters	-	-	-	-	-	-	x
Total initial benefit value (5)	\$75	\$75	\$100	\$500	\$940	\$2200	\$ 7160

Remarks:

(1) The special rum benefits are based on a limited supply of 30 bottles of Panamonte XXV, and 100 bottles of Panama Red. First comes first serves!

(2) Friends of the festival will get a festival pass, 1 special t-shirt worth \$15 plus 2 items of choice of merchandise worth up to \$ 30 plus preferred seating directly behind VIP reserved seats. Total value \$75

(3) Donors in the 100+ program will get 1 bottle of Panama Red per each \$100 donation as long as supply lasts. This comes in addition to the basic benefits of 1 festival pass and a tile for the first \$100 (Total value \$75 plus \$25 per added bottle)

(4) Community level sponsorship starts at \$200 cash (or \$400 value in kind) earning 2 bottles of Panama Red as long as supply lasts. Each additional cash donation of \$100 adds 1 bottle. This comes in addition to the other benefits at that level.

(5) Each additional cash donation of \$100 above the fees for these levels will entitle to 1 bottle of Panama Red valued \$25

For the purpose of allocation of sponsors to a specific sponsor level donations in-kind are counted at 50% of their stated value.

For further information see our sponsor solicitation letter.

Finally: Buy our merchandise!

Merchandise prices

T-shirts	12
baseball caps	13
mugs	8
festival tile	20
car license plate	10
bumper sticker	2
shopping bag	3
umbrellas (x)	10
seat cushions (x)	8



(x): Will be available at the festival



2013 MEDIA PLAN

The 7th Annual Boquete Jazz & Blues Festival will be covered with both paid advertising and editorial content in Panama's most widely read publications, including online versions and event calendars. In addition, international press will receive press releases and calendar dates on a timely basis.

Wherever possible, the online versions of these publications will contain our ads and links to our website. These include:

FOCUS Panama: 100,000 copies of this popular tourist publication are distributed in hotels, restaurants, travel agencies, airline offices, taxis, automobile dealers, foreign embassies and the offices of IPAT, two times each year. BJBFB is advertising in the July-January, 2012 issue, but without sponsor identity, prior to the festival dates. The February-June issue already carries a half page, full color ad.

Panama 9080°: 25,000 copies of this magazine are distributed to VIPs, the US Embassy, Tocumen and Albrook Airports, hotels, restaurants, offices, tourist locations and subscribers in Europe, USA, Canada and throughout Panama. Our one third page ad will have a shelf life of 6 months including 4 leading up to the festival and 2 months following it.

Panama Planner: 30,000 copies of this award winning publication are distributed in the most upscale of Panama hotels and business locations, as well as online at their PanamaInfo website. There are special sections for those who are interested in living in Panama. This is the only publication that is placed *in the rooms* of hotels to ensure it is read. It is also distributed to the US and Canadian Embassies, and it has a contract to deliver 10,000 copies to ATP for distribution at international trade fairs and activities, as well as at the ATP information stand in the Panama City airports. Our quarter page ad will appear in the January issue, which has a 6 month shelf life that will include the 2 months leading up to and 4 months after, the festival.

Air Panama Escapes: 25,000 copies are in the seat back of every Air Panama flight so that a captive audience will see the half page ad we are running in the December/January and February/March issues. In addition, this publication is distributed all around Panama in hotels, hospitals, banks, embassies, supermarkets, pharmacies, book stores and fairs.

El Visitante: 13,000 copies every week are widely distributed throughout the country. Our quarter page ad will appear 4 times in the special July issue featuring Chiriqui and again 4 times in the month of February, just prior to the festival, for a total of **104,000** impressions.

La Prensa Weekend: 334,400 copies will contain our half page ad the weekend just prior to the festival. This, as well as **La Prensa Chiriqui** will provide broad coverage for our festival and our sponsors.

La Prensa Chiriqui: 16,500 copies of Chiriqui's special edition of the nation's largest newspaper will contain a quarter page ad for three weeks immediately prior to the festival. In addition, three weeks of ads will be placed in the entertainment section RUTA 4, providing an additional 16,500 for a total of **33,000** exposures in this publication.

El Informe: **75,000** copies of David's leading weekly newspaper will contain a half page ad the three weeks immediately prior to the festival.

Update-Panama: 10,000 copies of this, Panama's newest publication, will be distributed to hotels, embassies, restaurants, offices and tourist locations throughout Panama and will feature monthly advertisements about the festival beginning in June and will continue through March of 2013 for a total of **80,000** impressions.

Online media: In addition to the print publications, over a dozen online music industry websites and calendars will contain listings and links to our website, publicizing the event with sponsor logos in place.

Banners: Large format Banners will be placed along the highway entering Boquete and at all festival locations. These banners will be captured by the media on the parade route, at the opening ceremony and at all festival venues.

Four color fliers and rollup banners will be distributed and displayed at a variety of high attendance events including the Panama Jazz Festival in January, the Panama Tourism Fair in September and the Boquete Flower Fair in January.

Festival program: An attractive, multi page program containing a half page ad for Platinum Sponsors and group ads for Gold, Silver and Bronze sponsors will be distributed at all festival activities.

COMMUNITY CULTURAL BENEFITS

Boquete is fortunate to have cultivated young musical talent over the last few years. An example is the work of Manolito Sanguino, child prodigy pianist and saxophonist who this year moved from Boquete to Holland to further his studies, and where he has recently been awarded First Place in the International Young Musicians competition. In addition, he has been asked to perform a solo with the Beethoven Orchestra. Manolito's efforts were supported by the Boquete community through fundraising concerts at the Boquete Theater & Events Center. You can view one of his performances on the piano at:

<http://www.youtube.com/watch?v=DCOOykGjNq4>

And, on the saxophone at:

<http://www.youtube.com/watch?v=BTujL1c6rR4&feature=relmfu>

This is the kind of talent that lies hidden inside our young people in Boquete. All that is needed is equipment and education for these talents to come out into the open.

The 6th Annual Boquete Jazz & Blues Festival Foundation profits have been given to the Academia Internacional de Boquete whose 160 elementary school students are preparing to create a school orchestra. Funds donated by the BJBFF **Music For Schools** program will go toward the purchase of musical instruments, and our foundation is assisting in identifying music professionals to participate in their educational program.



Boquete Jazz & Blues Festival is proud to be involved in the growth of the love of music by our school students, and we are looking forward to generating more funds in the future for our **Music For Schools** program. ALL profits from our festival go toward this program..

Please lend your support and brand identity to this important cultural education program.