

Casper College

# Kinser Jazz FESTIVAL



## SPONSORSHIP OPPORTUNITIES

A jazz event for musicians, students, and friends



# SPONSORSHIP OPPORTUNITIES

## OVERVIEW

### Mission

To offer a world-class jazz experience to Casper, Wyoming, and the Rocky Mountain Region, through:

- Presenting concerts by high-quality headliner artists
- Advancing performance opportunities to college, high school, and middle school students
- Supporting music education in Wyoming
- Showcasing the Casper College Music Department
- Furthering the development of jazz in Wyoming

### Process

- The Kinser Jazz Festival is the signature event for the Casper College Music Department
- The Kinser Jazz Festival is an annual event with the goal of reaching as many jazz aficionados as possible and emphasizing young musician and student programs
- Students and audience members come from throughout Wyoming, Montana, South Dakota, Colorado, Utah, and Nebraska



## **Economic Impact**

- The Kinser Jazz Festival attracts participants from throughout Wyoming and the Rocky Mountain region. Festival participants spend money on:
  - Lodging
  - Dining
  - Shopping
  - Winter activities around Casper, including skiing
- This event benefits the Casper College Music Department, Casper College, and the entire Casper community

## **Event Marketing**

- Casper College website/event webpage
- Event T-shirts and banners
- Email
- Social media
- Print media
- Radio and TV
- Posters
- Postcards







## **SPONSORSHIP OPPORTUNITIES**

### **TITLE SPONSOR – \$25,000 (1)**

- Event name will include sponsor's name – “The Kinser Jazz Festival sponsored by XYZ Company”
- Introduction from stage
- Corporate logo with top billing on projections during all student performances
- Corporate logo with top billing in publicity materials and mention in press release(s)
- Corporate logo on website and link to business website
- Top billing for corporate logo placement on festival T-shirt
- Backstage dinner with artists
- Reserved seating at headliner concert
- Assigned parking at headliner concert
- Sponsor booth space during festival
- Space for banners to hang in the Jean D. and H.A. (Dave) True, Jr. Atrium throughout festival
- Twelve complimentary tickets
- Private reception at president's house
- Priority ticket sales
- Invitation to luncheon with executive committee
- CD autographed by headliner artist(s)
- Poster autographed by headliner artist(s)

## **FOUNDERS CIRCLE SPONSOR – \$10,000**

- Corporate logo on rotation with other Founders Circle donors on projections during all student performances
- Corporate logo with prominent billing in publicity materials and mention in press release(s)
- Corporate logo on website and link to business website
- Prominent billing for corporate logo placement on festival T-shirt
- Backstage dinner with artist(s)
- Reserved seating at headliner concert
- Assigned parking at headliner concert
- Sponsor booth space during festival
- Space for banners to hang in the Jean D. and H.A. (Dave) True, Jr. Atrium throughout festival
- Ten complimentary tickets
- Private reception at president's house
- Priority ticket sales
- Invitation to luncheon with executive committee
- CD autographed by headliner artist(s)
- Poster autographed by headliner artist(s)



## **GOLD CIRCLE SPONSOR – \$7,500**

- Corporate logo in publicity materials and mention in press release(s)
- Corporate logo on website and link to business website
- Corporate logo placement on festival T-shirt
- Backstage dinner with artist(s)
- Reserved seating at headliner concert
- Sponsor booth space during festival
- Space for banners to hang in the Jean D. and H.A. (Dave) True, Jr. Atrium throughout festival
- Eight complimentary tickets
- Private reception at president's house
- Priority ticket sales
- Invitation to luncheon with executive committee
- CD autographed by headliner artist(s)
- Poster autographed by headliner artist(s)

## **SILVER CIRCLE SPONSOR – \$5,000**

- Corporate logo in publicity materials and mention in press release(s)
- Corporate logo on website and link to business website
- Corporate logo placement on festival T-shirt
- Sponsor booth space during festival
- Space for banners to hang in the Jean D. and H.A. (Dave) True, Jr. Atrium throughout festival
- Six complimentary tickets
- Priority ticket sales
- CD autographed by headliner artist(s)
- Poster autographed by headliner artist(s)

## **BRONZE CIRCLE SPONSOR – \$2,500**

- Corporate logo in publicity materials and mention in press release(s)
- Corporate logo on website and link to business website
- Corporate logo placement on festival T-shirt
- Backstage dinner with artists
- Sponsor booth space during festival
- Space for banners to hang in the Jean D. and H.A. (Dave) True, Jr. Atrium throughout festival
- Four complimentary tickets
- Priority ticket sales
- Poster autographed by headliner artist(s)

## **LEADERSHIP CIRCLE SPONSOR – \$1,000**

- Corporate logo in publicity materials and mention in press release(s)
- Corporate logo on website and link to business website
- Corporate logo placement on festival T-shirt
- Two complimentary tickets
- Priority ticket sales
- Poster autographed by headliner artist(s)

## **ARTIST CIRCLE SPONSOR – \$500**

- Poster autographed by headliner artist(s)
- Logo on festival T-shirt
- Priority ticket sales
- Name in program

## **PARTNERS – \$250**

- Priority ticket sales
- Name in program

## **FRIENDS – \$100**

- Name in program



## **IN-KIND CONTRIBUTION**

- Recognition on day of event
- Sponsor booth space during festival
- Promotional materials distributed to all participants

## **IN-KIND SUGGESTIONS:**

- Meals for adjudicators
- Meals for artists
- Festival T-shirts
- Promotional items for distribution to student ensembles
- Door prizes (any musical supplies: reeds, mouthpieces, strings, drumsticks, etc.)
- Food for participants
- Audio equipment



# SPONSORSHIP AGREEMENT

YES! I/we would like to be a sponsor of the 2019 Kinser Jazz Festival.

## TYPE OF SPONSORSHIP (Check all that apply):

- \_\_\_\_\_ Title Sponsor – \$25,000
- \_\_\_\_\_ Founders Circle Sponsor – \$10,000
- \_\_\_\_\_ Gold Circle Sponsor – \$7,500
- \_\_\_\_\_ Silver Circle Sponsor – \$5,000
- \_\_\_\_\_ Bronze Circle Sponsor – \$2,500
- \_\_\_\_\_ Leadership Circle Sponsor – \$1,000
- \_\_\_\_\_ Artist Circle Sponsor – \$500
- \_\_\_\_\_ Partners – \$250
- \_\_\_\_\_ Friends – \$100
- \_\_\_\_\_ In-kind contribution, description and value:

---

---

---

---

Contact name \_\_\_\_\_

Company name \_\_\_\_\_

Telephone number \_\_\_\_\_ Email \_\_\_\_\_

Mailing address \_\_\_\_\_

***\*PLEASE PROVIDE ADVANCE NOTICE IF YOU WOULD LIKE A SPONSOR PROMOTION TABLE\****

### **Please make check payable to:**

Casper College Foundation  
Memo: Kinser Jazz Festival  
Casper College Foundation  
125 College Dr.  
Casper, WY 82601

For more information:

Joshua R. Mietz, D.M.A., executive director  
joshuamietz@caspercollege.edu  
307-268-2246



## HOW CAN YOU HELP?

### SPONSOR OR DONATE

### SPREAD THE WORD

Like us on Facebook: Kinser Jazz Festival

### VOLUNTEER

Receive one complimentary ticket to the headliner performance of your choice when you volunteer for two shifts.

### CONTACT US

Joshua R. Mietz, D.M.A., executive director

[joshuamietz@caspercollege.edu](mailto:joshuamietz@caspercollege.edu)

307- 268-2246

[caspercollegejazz.com](http://caspercollegejazz.com)

[caspercollege.edu/foundation](http://caspercollege.edu/foundation)



Join us on facebook,  
search Kinser Jazz Festival

Casper College

# Kinser Jazz FESTIVAL

Casper College