

2. Packages



29 APR - 2 MAY 2011

Gig Sponsorship Packages

You can sponsor individual gigs and events at the Barbican International Jazz and Blues Festival.

If you do so, you'll be promoting your brand in association with our excellent music and events. You could put your brand's name to the international artistes appearing at the Festival. Or you could sponsor the local musicians in the Festival – or do both!

We'll put your brand in the spotlight, so you can take centre stage. If you're an individual wanting to sponsor gigs solo, you can do that too.

Benefits

- 2 x complimentary tickets to the show you sponsor
- Sponsor logo inside Festival brochure, on gig write-up
- Sponsor logo on Festival website
- Sponsor logo on Festival event-board placed in each venue
- Opportunities to distribute your brand's publicity at gigs

Prices

- 1 x gig = **£200**
- 5 x gigs = **£800**
- 10 x gigs = **£1500**

Young People's Festival Package

You'll be associating your brand with the future of jazz and blues by sponsoring the youth strand of the Festival.

Youth bands, musicians under 25, the next generation of musicians and entertainers will be benefiting when you sponsor this aspect of the Festival.

Your sponsorship will also enable workshops with top-quality professional musicians, umbrella-making sessions and competitions that help young people take part in the Festival.

Benefits

- association with youth aspect of Festival
- branding on youth events
- tickets to youth events
- your brand's mention at sponsored gigs
- press and PR opportunities around each event
- your brand on Festival event-boards advertising youth music gigs

Prices

- Youth programming sponsorship – **£1500**
- Umbrella workshop - **£500**
- Competition - **£500**

NB: These packages are non-exclusive. To sponsor all Festival gigs, see our Festival Sponsorship Package. All sponsorships are subject to negotiation and conditions apply.

The Barbican International Jazz and Blues Festival

www.barbicanjazzandbluesfestival.com

Festival info: **+44 (0) 7768 726899**

info@barbicanjazzandbluesfestival.com

Bank Holiday Grand Festival Parade package

If you agree to sponsor our Bank Holiday Grand Festival Jazz Parade, your brand will be associated with the most accessible aspect of the festival with anticipated crowds of 5,000+

This is the family day of the Festival, with street entertainers, free music and a Grand Festival Jazz Parade, attracting loads of people to the Barbican.

Benefits

- Your branding along the parade route
- Branded umbrellas
- Photography and PR opportunities
- Your brand on our Festival events boards
- A link to your brand from the Parade part of Festival website
- Brochure publicity
- Opportunities to distribute your brand's publicity or samples
- Parade positions for you and your staff
- Places at the umbrella-making workshop for you and your staff

Price £1,500

Festival Sponsorship Package

This is a significant package of sponsorship, aimed at larger brands and businesses. Your brand will be displayed across our network of participating venues. We can ensure a prominent position and visibility for your brand at our gigs. We will work with you to make sure your branding fits the venues and that the quality of branding is high.

Benefits

- Brand association with our quality event
- Your brand displayed through our network of venues
- Your brand displayed prominently throughout the Festival site
- Sponsor branding on Festival brochure front page (full-colour, 20,000 copies, distributed South West)
- All-year-round press and PR opportunities in association with the Festival
- 4 tickets for every ticketed Festival gig
- Sponsor feature in Festival brochure
- Sponsor announcements throughout the Festival
- Your logo inside Festival brochure
- Your logo on Festival website
- Your logo on Festival event boards
- Opportunities to distribute your brand's publicity throughout the Festival

Price £10,000

NB: All packages subject to negotiation. Conditions apply. Other packages on request. All prices exclude VAT and are subject to availability.

Swing Sunday Package

You'll be associated with a stylish and fun aspect of the festival with anticipated crowds of 2,000+ This feature of the Festival turns the Barbican into a huge open-air dance-floor, attracting loads of people to its swing-themed events.

Benefits

- Branding throughout the Swing Sunday Festival site
- Photography and PR opportunities
- Brand announcements throughout the day
- A link to your brand from the Swing Sunday part of Festival website
- Brochure publicity
- Opportunities to distribute your brand's publicity or samples
- Your brand on our Festival events boards

Price £1,500