



## Sponsorship Prospectus

Produced by The Jazz Society of Oregon, an all-volunteer 501(c)(3) non-profit organization that exists to advance the Oregon jazz scene by growing the audience & opportunities for local musicians

42nd Annual Cathedral Park Jazz Festival - July 15-17, 2022



# The Cathedral Park Jazz Festival

For one weekend every summer, Cathedral Park is filled with thousands of Portlanders enjoying the longest running FREE Jazz festival west of the Mississippi. 2022 marks the 42nd consecutive year of The Cathedral Park Jazz Festival, a three-day concert showcasing Portland's wealth of local and regionally based Jazz musicians in a relaxed, outdoor setting along the banks of the Willamette River.

As a 2022 Sponsor, you have a unique opportunity to be a visible part of a major musical event and summer tradition for the Portland Metro area. Your business message will be seen by an estimated 15,000+ people attending the festival over the course of three days. In addition to featuring some of the best Jazz musicians in the area, the Festival fosters cooperation and pride in the north Portland communities of Cathedral Park and St. Johns. So by supporting the Festival, you're also supporting local community organizations and businesses, as well as supporting the Jazz Society of Oregon's revived JazzScene, jazz artists and jazz venue programs.

CPJF is produced by The Jazz Society of Oregon, an all-volunteer, 501(c)(3) focused on bringing Portland based and national musicians, the venues that host performances and the audiences who love them together. The JSO and CPJF are supported entirely by donations, sponsors, grants and memberships. The festival receives no tax dollars or City funding. As a corporate or community sponsor, we will recognize your support at all Jazz Society of Oregon activities throughout the year and on our highly visible website [www.jazzoregon.org](http://www.jazzoregon.org), our social media platforms, CPJF VIP hospitality chalet, as well as our jazz events.



**Jazz in Our Community**

CPJF is a showcase for Portland's Jazz community

as well as the Cathedral Park neighborhood in the St. Johns community. The Festival encourages and promotes cooperation, recognition of the neighborhood, community spirit, and celebration of the beautiful and historic Cathedral Park. In 2021, well over 20,000 people enjoyed CPJF with friends and family as they took in the compelling music and beautiful Portland summer. In 2020, We had a successful 3 day virtual event!

For 2022, once again, there will be plenty of what's great about our community:

- An adults-only Beer/Wine Gardens with multiple brews for your enjoyment;
- One block of Crawford Street will be closed to host a Food Park, featuring a variety of delicious local food to enjoy while listening to the music;
- Community organizations will be on hand welcoming all and promoting the St Johns area;
- The festival will open each day with great youth bands. Friday night features several styles of Blues and R&B. Saturday and Sunday feature many styles of Jazz both days.



Roosevelt High School Jazz Band

## 2022 Sponsorship

# Opportunity



The Jazz Society of Oregon has promoted America's original art form—JAZZ—for over forty years featuring original content promoting local jazz musicians, venues, and jazz education in the Portland Metro Area. The Cathedral Park Jazz Festival is an important part of achieving all of our community-focused goals.

In just two and one-half days, your business can be exposed to 15,000+ people in our community expressing your support for the community and for jazz. As a corporate/community sponsor, your business will be recognized in all of The Jazz Society of Oregon's activities all year, on our [www.jazzoregon.org](http://www.jazzoregon.org) website, as well as during the Cathedral Park Jazz Festival.

There are multiple options for supporting the event:

- As the Title Sponsor, or as a Presenting Sponsor, your company will benefit from name recognition many times the festival is mentioned in advertising, promotions, social media, as well as premium representation at Cathedral Park during the event.
- As a Stage Sponsor for one of the performance days you will be supporting the entertainment for that day and receive recognition from the stage and in the program. Your brand will be acknowledged in marketing related to the talent on the schedule.
- There are many other options to get involved and support the CPJF including on-site advertising, in-kind contributions, and volunteering.

## How You Can Be a Big Part of the Festival Success

We welcome your financial support and would like to offer you a range of donation options. We appreciate any and all donations. You can make your donation at [www.jazzoregon.org](http://www.jazzoregon.org)

<p><b>Title Sponsor</b></p>	<ul style="list-style-type: none"> <li>● “Main Title Sponsor” for all JSO events, inclusions</li> <li>● Logo on JSO website</li> <li>● Banner displayed at all events</li> <li>● JSO/CPJF Social Media 2022</li> <li>● VIP Chalet - CPJF for 6-8 (incl. food, beer, wine)</li> <li>● Inclusion in all promotional media supporting JSO events and CPJF through 2022</li> <li>● Meet &amp; Greet with musicians</li> <li>● Free entry to all JSO events in 2022 for 2 attendees</li> </ul>	<p><b>\$25,000</b></p>
<p><b>Presenting or Co-presenting Sponsor</b></p>	<ul style="list-style-type: none"> <li>● “Presenting Sponsor” we are open to two “Co-Presenting Sponsors”</li> <li>● Logo on JSO website</li> <li>● JSO/CPJF Social Media 2022</li> <li>● Banner displayed above stage for CPJF</li> <li>● VIP Chalet - CPJF for 4-6 (incl. food, beer, wine)</li> <li>● Inclusion in all promotional media supporting JSO events and CPJF through 2022</li> </ul>	<p><b>\$15,000</b> <b>Presenting Sponsor - SOLD</b></p>
<p><b>Beer Garden &amp; Wine Garden Sponsors</b></p>	<ul style="list-style-type: none"> <li>● Naming rights as “BRAND NAME” Beer Garden</li> <li>● Banner / signage displayed on / around beer and wine garden perimeter</li> <li>● JSO/CPJF Social Media 2022</li> <li>● VIP Hospitality Tent for up to 4 (incl. food, beer, wine)</li> <li>● Inclusion in select media supporting CPJF 2022</li> </ul>	<p><b>\$10,000</b> <b>Wine Sponsors - SOLD</b> <b>Beer Sponsor -</b></p>
<p><b>Friday Night Stage Sponsor</b></p>	<ul style="list-style-type: none"> <li>● Recognized sponsor for talent performing Friday night</li> <li>● Logo on JSO website</li> <li>● JSO/CPJF Social Media 2022</li> <li>● Banner displayed location</li> <li>● VIP Hospitality Tent for up to 6 on Friday night (incl. food, beer, wine)</li> <li>● Inclusion in select media supporting CPJF 2022</li> </ul>	<p><b>\$5,000</b></p>
<p><b>Saturday Stage Sponsor</b></p>	<ul style="list-style-type: none"> <li>● Recognized sponsor for talent performing Saturday</li> <li>● Logo on JSO website</li> <li>● JSO/CPJF Social Media 2022</li> <li>● Banner displayed location</li> <li>● VIP Hospitality Tent for up to 6 on Saturday (incl. food, beer, wine)</li> <li>● Inclusion in select media supporting CPJF 2022</li> </ul>	<p><b>\$5,000</b></p>
<p><b>Sunday Stage Sponsor</b></p>	<ul style="list-style-type: none"> <li>● Recognized sponsor for talent performing Sunday</li> <li>● Logo on JSO website</li> <li>● JSO/CPJF Social Media 2022</li> <li>● Banner displayed location</li> <li>● VIP Hospitality Tent for up to 6 on Sunday (incl. food, beer, wine)</li> <li>● Inclusion in select media supporting CPJF 2022</li> </ul>	<p><b>\$5,000</b></p>

<b>Festival Benefactor</b>	<ul style="list-style-type: none"> <li>• Logo on JSO website</li> <li>• JSO/CPJF Social Media 2022</li> <li>• 1 banner displayed location TBD</li> <li>• VIP Hospitality Tent for up to 4 (incl food, beer, wine)</li> <li>• Meet &amp; Greet with musicians</li> <li>• Inclusion in select media supporting CPJF 2022</li> </ul>	<b>\$3,000</b>
<b>Underwrite &amp; Sponsor A Band</b>	<ul style="list-style-type: none"> <li>• Logo on JSO website</li> <li>• 1 banner displayed location</li> <li>• VIP Hospitality Tent for up to 4 (incl food, beer, wine)</li> <li>• Meet &amp; Greet with musicians you sponsored</li> <li>• Inclusion in select media supporting CPJF 2022</li> </ul>	<b>\$1000</b>
<b>Festival Patron</b>	<ul style="list-style-type: none"> <li>• Logo on JSO website</li> <li>• 1 banner displayed location</li> <li>• VIP Hospitality Tent for up to 4 (incl food,beer,wine)</li> <li>• Inclusion in select media supporting CPJF 2022</li> </ul>	<b>\$1000</b>
<b>Festival Ambassador</b>	<ul style="list-style-type: none"> <li>• Logo on JSO website</li> <li>• 1 banner displayed location</li> <li>• VIP Hospitality Tent for up to 2 (incl food,beer,wine)</li> </ul>	<b>\$500</b>
<b>Festival Supporter</b>	<ul style="list-style-type: none"> <li>• Supporter thank you on JSO website</li> <li>• VIP Hospitality Tent CPJF for 2 (incl food,beer,wine)</li> </ul>	<b>\$250</b>

**\*NEW -VIP Chalet Tents -10' x 10' -250 - per day &**

**10' x 20' - \$500 per day (3 days + wine/beer)**

In addition to our cash sponsorship opportunities, we appreciate in kind donations as well. A partial list of goods needed:

- Bottled water
- Catered food and beverages for VIP and Artist Backstage Hospitality
- Sturdy portable fencing, white picket fence preferred
- One gator or golf cart
- Ice Trailer with ice
- Generators