

MAKING MUSIC MOVES • ASWEETER LEVEL! • 16TH

MARCH 11TH-12TH 2023

MIAMI GARDENS • FLORIDA

JITG

JAZZ IN THE GARDENSTM

GARDENS

Music Fest

SPONSORSHIP OPPORTUNITIES



MIAMI GARDENS



★ 2020 ★

JAZZINTHEGARDENS.COM



SPONSORSHIP OPPORTUNITIES • JAZZ IN THE GARDENS



ABOUT JAZZ IN THE GARDENS

Jazz in the Gardens (JITG), the City of Miami Gardens' premiere entertainment event, celebrates diversity, culture, and art through various genres of music.

Considered the undeniable "travel destination for the spring," JITG occurs annually in March and serves as the event of the highly anticipated music festival season. The JITG experience is complemented by scenic beaches, plentiful shopping, incredible golf courses, 5-star restaurants, and many other inviting attractions that make South Florida a "must visit" destination. The City of Miami Gardens and its partners produce an extraordinary experience for our supporters and sponsors.

The JITG brand has extended its reach domestically and internationally by way of an aggressive marketing and social media campaigns. The brand has been strategically featured in several major metropolitan markets including New York, Chicago, Dallas, Washington DC, Atlanta, Detroit, Los Angeles, Houston, and the Bahamas among others.

Sponsors have face-to-face activation potential at JITG and access to exceptional promotional strategies that utilize current social media platforms to reach our highly sought-after audience of active consumers. Our goal is to create an atmosphere where sponsors exceed their promotional objectives and thrive! We are eager to partner with you and can't wait to see you in the Gardens!

CITY OF MIAMI GARDENS

Welcome to the beautiful City of Miami Gardens—a place of growth and development!

With over 113,000 residents, Miami Gardens is the third largest city in Miami-Dade County and the third largest predominately African-American city in the U.S. (according to 2010 Census Data). We are home to senators and teachers, seniors and students, doctors and lawyers, and up and coming entrepreneurs. We invite you to come grow with us and make the City of Miami Gardens your home as well.

The City of Miami Gardens is an exciting place to live, learn, work and play. The following highlights are just some of the reasons why:

- The City's signature multi-cultural celebration, Jazz in the Gardens Music Festival draws tens of thousands of people to the Miami Gardens every year.
- Hard Rock Stadium, located in the heart of the City, is the host venue for Jazz in the Gardens. It is also home to the Miami Dolphins and Miami Hurricanes football teams, and host to National Championship games and the 2020 Super Bowl.
- The City of Miami Gardens is the home of two private higher educational institutions – Florida Memorial University and St. Thomas University.

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MAKIN' MUSIC MOVES • A SWEETER LEVEL!



CIVIC SUPPORT

- JITG is one of the most highly acclaimed and fastest growing cultural events in the nation.
- Attendance records each year soar to new peaks as over almost 70,000 patrons from around the world flock to the Festival.
- Festival attendees are of a distinctive mix of ethnicities, including Caribbean, African-American, Hispanic, European and Caucasian. An in-depth demographic survey is available upon request.
- JITG attendees bask in the music, indulge in an assortment of cultural fare, and interact with sponsors. They also shop at exhibits and pop-up shops presented by vendors and sponsors.
- JITG has been hosted annually by nationally syndicated radio personalities such as Rickey Smiley, Tom Joyner, Michael Baisden and D.L. Hughley, with a fan-base of over 10 million listeners.

AUDIENCE DEMOGRAPHICS:



80% ARE BETWEEN THE AGES OF 35 - 60
72% HAVE HHI BETWEEN \$60,000 - \$140,000+
37% HAVE A BACHELOR'S DEGREE AND
37% HAVE ADVANCED DEGREES
94% HAVE A FAVORABLE IMPRESSION OF THE FESTIVAL

JITG engages progressive marketing strategies including but not limited to: TWITTER, INSTAGRAM, FACEBOOK, YOUTUBE, SNAPCHAT AND THE JITG MOBILE APP AND WEBSITE, along with engaging social media influencers.



TITLE SPONSOR /JAZZ IN THE GARDENS

RIGHTS, MARKETING, EXCLUSIVITY

- Rights to the JITG property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the JITG logo (subject to approval by the City of Miami Gardens and at the sponsor's expense)
- Logo on all official JITG step & repeat signage

ON-SITE ENTITLEMENTS

- Four (4) fifteen (15) second company spots on LED video walls per day (subject to approval by the City of Miami Gardens and at the sponsor's expense)
- One (1) fifteen (15) second video presentation to greet and welcome the audience
- Exclusive live stage mentions as the Title Sponsor
- Four (4) 10 x 10 vendor booths or preferred positioning in the Sponsor Activation area
- Two (2) full panels in the JITG event guide

\$500,000

HOSPITALITY

- Twenty-four (24) invitations to catered Sponsor Garden
- Twenty-four (24) PRIME tickets
- Twenty-four (24) RESERVE tickets
- Forty (40) General Admission tickets
- Ten (10) Opening Night Party tickets

MEDIA ENTITLEMENTS

- Sponsor logo and link featured on event website and mobile application
- Featured on all JITG radio, television and print media elements
- Featured in the JITG Social Media Integration Program

PUBLIC RELATIONS

- Recognition at JITG Press Conference
- Recognition in all JITG regional and national press releases
- Sponsor will be included in all promotional e-vites

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PRESENTING SPONSOR / JAZZ IN THE GARDENS

\$150,000

RIGHTS, MARKETING, EXCLUSIVITY

- Rights to the JITG property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the JITG logo (subject to approval by the City of Miami Gardens and at the sponsor's expense)
- Logo on all official JITG step & repeat signage

ON-SITE ENTITLEMENTS

- Two (2) fifteen (15) second company spots on LED video walls per day (subject to approval by the City of Miami Gardens and at the sponsor's expense)
- Exclusive live stage mentions as the Presenting Sponsor
- Two (2) 10 X 10 vendor booths
- One (1) full panel the JITG event guide

HOSPITALITY

- Twelve (12) invitations to catered Sponsor Garden
- Sixteen (16) PRIME tickets
- Sixteen (16) RESERVE tickets
- Twenty (20) General Admission tickets
- Four (4) Opening Night Party tickets

MEDIA ENTITLEMENTS

- Sponsor logo and link featured on event website and mobile application
- Select Radio, Television and Print Media elements
- Featured in the JITG Social Media Integration Program

PUBLIC RELATIONS

- Recognition at JITG Press Conference
- Recognition in all JITG regional and national press releases
- Sponsor will be included in all promotional e-vites

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GOLD SPONSOR /JAZZ IN THE GARDENS

\$75,000

RIGHTS, MARKETING, EXCLUSIVITY

- Rights to the JITG property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the JITG logo (subject to approval by the City of Miami Gardens and at the sponsor's expense)

ON-SITE ENTITLEMENTS

- One (1) fifteen (15) second company spots on LED video walls per day (subject to approval by the City of Miami Gardens and at the sponsor's expense)
- Two (2) 10 X 10 vendor booths
- One (1) full panel ad the JITG event guide

HOSPITALITY

- Eight (8) invitations to catered Sponsor Garden
- Eight (8) PRIME tickets
- Eight (8) RESERVE tickets
- Twenty (20) General Admission tickets

MEDIA ENTITLEMENTS

- Sponsor logo and link featured on event website and mobile application
- Select radio and print media elements
- Featured in the JITG Social Media Integration Program

PUBLIC RELATIONS

- Recognition at the JITG Press Conference
- Sponsor will be included in all promotional e-vites



SILVER SPONSOR /JAZZ IN THE GARDENS

\$35,000

RIGHTS, MARKETING, EXCLUSIVITY

- Rights to the JITG property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the JITG logo (subject to approval by the City of Miami Gardens and at the sponsor's expense)

ON-SITE ENTITLEMENTS

- One (1) 10 X 10 vendor booth
- One (1) full panel ad the JITG event guide

HOSPITALITY

- Four (4) invitations to catered Sponsor Garden
- Four (4) PRIME tickets
- Four (4) RESERVE tickets
- Ten (10) General Admission tickets

MEDIA ENTITLEMENTS

- Select media elements
- Featured in the JITG Social Media Integration Program

PUBLIC RELATIONS

- Recognition at the JITG Press Conference
- Sponsor will be included in all promotional e-vites

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BRONZE SPONSOR /JAZZ IN THE GARDENS

\$15,000

RIGHTS, MARKETING, EXCLUSIVITY

- Right to activate a co-branded promotion utilizing the JITG logo (subject to approval by the City of Miami Gardens and at the sponsor’s expense)

ON-SITE ENTITLEMENTS

- One (1) 10 X 10 vendor booth
- One (1) half page (1/2) panel ad the JITG event guide

HOSPITALITY

- Two(2) invitations to catered Sponsor Garden
- Two (2) PRIME tickets
- Two (2) RESERVE tickets
- Ten (10) General Admission tickets

MEDIA ENTITLEMENTS

- JITG Website featuring the name and/or logo as a Bronze Sponsor
- Links to the sponsor’s website from the JITG website

PUBLIC RELATIONS

- Recognition at the JITG Press Conference

OTHER SPONSOR OPPORTUNITIES

Rights fees vary

Each can be customized to meet sponsor objectives, subject to approval by the City of Miami Gardens:

- JITG Opening Night Party
- Themed and Branded Jazz Lounge located in the private Sponsor Garden
- JITG website advertising
- JITG mobile app advertising
- JITG weekly social media advertising
- JITG Media Compound Sponsor
- JITG Vendor World

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CONTACT INFORMATION

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JAZZ IN THE GARDENS

CITY OF MIAMI GARDENS

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JAZZ IN THE GARDENS SOCIAL MEDIA

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