

CITY OF MIAMI GARDENS PRESENTS

JITG *Music Fest*

MARCH 9 - 10 • 2024



JAZZINTHEGARDENS.COM
MIAMI GARDENS, FLORIDA • HARD ROCK STADIUM

JITG

Music Fest

CELEBRATING 18 YEARS

Jazz in the Gardens (JITG), the City of Miami Gardens' premiere entertainment event, celebrates its 18th year of 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 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!



JITG MUSIC FEST

Hard Rock Stadium | Miami Gardens, Florida

Saturday • March 9

Sunday • March 10

UNFORGETTABLE PERFORMANCES

Get ready for two days of pure musical magic at JITG! An unforgettable weekend filled with electrifying performances, soulful rhythms, and captivating melodies.

JITG FOOD TRUCK VILLAGE

Indulge in a culinary adventure at the JITG Food Truck Village! Explore a vibrant array of flavors from diverse cuisines, savor delicious bites, and enjoy the lively atmosphere as you immerse yourself in the ultimate festival dining experience.

JITG ARTISAN MARKETPLACE & BUSINESS VILLAGE

Discover a world of creativity and entrepreneurship at the JITG Artisan Marketplace & Business Village! Explore unique crafts, handcrafted goods, and innovative businesses. Engage with local artisans, shop for one-of-a-kind treasures, and connect with dynamic entrepreneurs.



JITG *Music Fest* PAST PERFORMERS



USHER



MARY J. BLIGE



JILL SCOTT



LL COOL J



RICK ROSS



COMMON



ERYKAH BADU



NE-YO



ROBIN THICKE



H.E.R.



JODECI



SEAN PAUL



FANTASIA



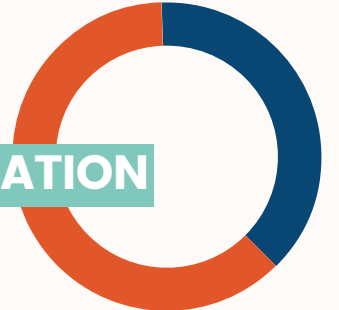
JANELLE MONÁE



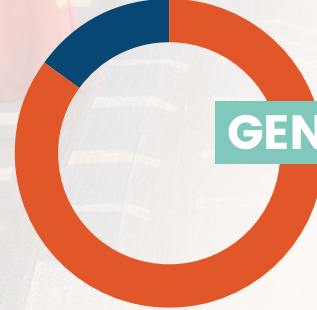
T-PAIN



INCOME 34% - MORE THAN 100K
69% - MORE THAN 69K



COLLEGE OR- 62%
PROFESSIONAL DEGREE
OTHER - 38% **EDUCATION**



GENDER 85% - FEMALE
15% - MALE

40% OF ATTENDEES ARE FROM
OUTSIDE THE STATE OF FLORIDA
SPRING TIME DESTINATION

LARGEST MARKETS OUTSIDE OF FLORIDA

- ATLANTA**
- WASHINGTON D.C.**
- NEW YORK**



72K+  FOLLOWERS

22K+  FOLLOWERS

33K+  SUBSCRIBERS

15K+  MONTHLY VISITORS

5K+  USERS

10K+   

OTHER SOCIAL PLATFORMS





Saturday was a movie for real



had the best time of my life ❤️❤️❤️



Jodeci understood the assignment. Awesome show!!❤️🔥❤️🔥



We had such a blast!!!!



His set was 🔥🔥🔥! Hyped alllllllll the way!



I'm definitely coming back next year ❤️



JITG
Music Fest

PRESS & MEDIA

CBS MIAMI



Miami Herald

VIBE

EBONY

billboard

**BE
T★**

ESSENCE



THE NASSAU
Guardian

SoulBOUNCE

okayplayer



upscale

The Washington Post



JITG *Music Fest*

PAST SPONSORS



BANK OF AMERICA





EVENT ASSETS

JITG MUSIC FEST

SATURDAY • MARCH 9TH
& SUNDAY • MARCH 10TH

TIME: 4:00PM - 11:00PM

ATTENDANCE: 25K+ PER DAY

WOMEN'S IMPACT LUNCHEON

FRIDAY • MARCH 8TH

TIME: 11:00AM - 2:00PM

ATTENDANCE: 5K+

OPENING NIGHT PARTY

FRIDAY • MARCH 8TH

TIME: 8:00PM - 2:00AM

ATTENDANCE: 2K+

JITG SUNDAY BRUNCH

SUNDAY • MARCH 10TH

TIME: 11:00AM - 2:00PM

JITG SUNDAY DAY PARTY

SUNDAY • MARCH 10TH

TIME: 12:00PM - 4:00PM

BRANDED SPOTIFY PLAYLIST



JITG *Music Fest* TITLE SPONSOR

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
- Custom experiential area up 40' x 40' in the Sponsor Activation area
- Two (2) full panels in the JITG mobile app

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



JITG PRESENTING SPONSOR

Music Fest

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
- Custom experiential area up 30' x 30' in the Sponsor Activation area
- One (1) full panel the JITG app

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



JITG GOLD SPONSOR

Music Fest

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)
- Custom experiential area up 20' x 20' in the Sponsor Activation area
- 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, Television 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



JITG SILVER SPONSOR

Music Fest

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)
- Custom experiential area up 20' x 10' in the Sponsor Activation area
- 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, Television 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



JITG BRONZE SPONSOR

Music Fest

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

- Custom experiential area up 10' x 10' in the Sponsor Activation area
- 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



Women's Impact LUNCHEON



Step into the spotlight and join us in celebrating Women's History Month at the Jazz in the Gardens Women's Impact Luncheon – a remarkable event presented by the City of Miami Gardens in conjunction with the JITG Music Fest. This luncheon is more than an event; it's an inspirational journey designed to empower women to lead centered, active, fulfilled, and balanced lives. And, yes, men are more than welcome and celebrated too!

As a sponsor, you have the opportunity to connect with an engaged and active female consumer base. Align your brand with an occasion that brings together distinguished guest speakers, who, in the past, have included luminaries such as Actress & Author Sheryl Lee Ralph, 'The Voice' Season 4 Finalist Karina Iglesias, and Atlanta Housewife Cynthia Bailey. This influential gathering provides an intimate platform for sponsors to engage with our audience and make a lasting impression.

Don't miss the chance to be part of an event that goes beyond entertainment – it's an experience that resonates with the spirit of empowerment and celebration. Let's make a positive impact together!



MIAMI GARDENS



★ 2020 ★

JITG
Music Fest

Women's Impact LUNCHEON

TITLE SPONSOR

RIGHTS, MARKETING, EXCLUSIVITY

- Title Sponsorship rights to the Women's Impact Luncheon property mark and logo in pre-approved advertising and marketing material as the Title Sponsor
- Right to activate a co-branded promotion utilizing the Women's Impact Luncheon logo (subject to approval by the City of Miami Gardens and at the sponsor's expense)
- Right to distribute a dedicated press release announcing the partnership with prior written approval from the City of Miami Gardens

ON-SITE ENTITLEMENTS

- Opportunity to give a five (5) minute presentation introducing the sponsor's organization to the audience
- Opportunity to have a promotional table at the Women's Impact Luncheon
- Opportunity for exclusive photos with the keynote speakers
- Opportunity to provide swag bags and items for participants (at sponsor's expense) 0

HOSPITALITY

- Two (2) tables of seating for twenty (20) guests at the Luncheon
- Four (4) PLATINUM tickets to JITG Music Fest
- Four (4) invitations to the JITG Official Opening Night Party

MEDIA ENTITLEMENTS

- Logo on the Women's Impact Luncheon Step and Repeat
- Logo on the JITG website as the Title Sponsor of the Women's Impact Luncheon
- Logo inclusion in all print media related to the Women's Impact Luncheon
- Select Social Media Engagement with the JITG platforms as the Title Sponsor of the Women's Impact Luncheon
- Logo inclusion in all Women's Impact Luncheon promotional evites





Women's Impact LUNCHEON

PRESENTING SPONSOR

RIGHTS, MARKETING, EXCLUSIVITY

- Rights to the Women's Impact Luncheon property mark and logo in pre-approved advertising and marketing material as a Presenting Sponsor
- Right to activate a co-branded promotion utilizing the Women's Impact Luncheon logo (subject to approval by the City of Miami Gardens and at the sponsor's expense)
- Right to distribute a dedicated press release announcing the partnership with prior written approval from the City of Miami Gardens

ON-SITE ENTITLEMENTS

- Opportunity to give a three (3) minute on-stage presentation
- Opportunity for photos with guest speakers
- Opportunity to have a promotional table at the Women's Impact Luncheon to promote the sponsor's organization to the attendees
- Opportunity to provide items for swag bags for participants (at sponsor's expense)

HOSPITALITY

- One (1) table of seating for ten (10) guests
- Four (4) PRIME tickets to JITG Music Fest
- Four (4) invitations to JITG Official Opening Night Party

MEDIA ENTITLEMENTS

- Logo on the Women's Impact Luncheon Step and Repeat
- Logo on the JITG website as a Women's Impact Luncheon Presenting Sponsor
- Logo inclusion in all print media associated with the Women's Impact Luncheon
- Select Social Media engagement with the JITG platform related to the Women's Impact Luncheon
- Logo inclusion in all Women's Impact Luncheon promotional evites

Women's Impact LUNCHEON

HOST SPONSOR

RIGHTS, MARKETING, EXCLUSIVITY

- Rights to the Women's Impact Luncheon property mark and logo in pre-approved advertising and marketing material as a Host Sponsor
- Right to activate a co-branded promotion utilizing the Women's Impact Luncheon logo (subject to approval by the City of Miami Gardens and at the sponsor's expense)
- Right to distribute a dedicated press release announcing the partnership with prior written approval from the City of Miami Gardens

ON-SITE ENTITLEMENTS

- Opportunity for exclusive photos with the keynote speakers
- Opportunity to have a promotional table at the Women's Impact Luncheon
- Opportunity to provide items for swag bags for participants (at sponsor's expense)

HOSPITALITY

- Six (6) Seats at Women's Impact Luncheon
- Four (4) RESERVED tickets to JITG Music Fest
- Four (4) invitations to JITG Official Opening Night Party

MEDIA ENTITLEMENTS

- Logo on the Women's Impact Luncheon Step and Repeat
- Logo on the JITG website as a Host Sponsor of the Women's Impact Luncheon
- Sponsor included in all Women's Impact Luncheon promotional e-vites

