



MARCH 6 • 7 • 8

MIAMI GARDENS, FLORIDA

jazzinthegardens.com



CELEBRATING 19 YEARS

JITG Music Fest (JITG), the City of Miami Gardens' premiere entertainment event, celebrates its 19th 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!





THE OVERVIEW

JITG MUSIC FEST

Hard Rock Stadium | Miami Gardens, Florida
Saturday • March 7th
Sunday • March 8th

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.





PAST PERFORMERS



USHER



MARY J. BLIGE



JILL SCOTT



KEM



RICK ROSS



DJ CASSIDY



ERYKAH BADU



DAVIDO



SUMMER WALKER



H.E.R.



4 JAZMINE SULLIVAN
JAZZINTHEGARDENS.COM



SEAN PAUL



FANTASIA



JANELLE MONÁE



T-PAIN



THE AUDIENCE



INCOME

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



EDUCATION

62% - COLLEGE OR PROFESSIONAL DEGREE
38% - OTHER



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



THE NUMBERS

75K+



FOLLOWERS

43K+



FOLLOWERS

35K+



SUBSCRIBERS

15K+



MONTHLY VISITORS

3.7K+



PUSH NOTIFICATION
SUBSCRIBERS

13K+



USERS

12K+





2025 CHATTER



JITG Music Fest



RollingStone | MUSIC | See Lauryn Hill Bring Out Doechi to Perform 'Doo Wop (That Thing)' in Miami

'SHE IS MY HERO'

SEE LAURYN HILL BRING OUT DOECHII TO PERFORM 'DOO WOP (THAT THING)' IN MIAMI

"My entire body is vibrating with joy right now," Doechi says after Best Rap Album-winning artists link up at Jazz in the Gardens Music Festival

By DANIEL KREPS
MARCH 9, 2025



Newsweek Best Outdoor Music Festival

10. Jazz in the Gardens Music Fest | Miami Gardens, FL

Welcome to Miami Gardens! The JITG Music Fest heats up the city every March with local musicians and big name artists bringing hip-hop, soul, jazz and R&B to the stage. Don't miss the Opening Night Party at Hard Rock Stadium for South Florida's best music, cuisine and social scene. Or take part in the unique Women's Impact Luncheon that'll leave you inspired before your evening on the dance floor.

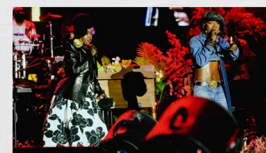


Photo courtesy of Jazz in the Gardens Music Fest

BEST OF MIAMI 2025 | ARTS & ENTERTAINMENT Best Music Festival Jazz in the Gardens

The two-day Jazz in the Gardens festival at Hard Rock Stadium is the stuff of headline-writers' dreams. It features super-influential artists in the biz, but it also cultivates and celebrates community. It kicks off with an annual opening night party and the Women's Impact Luncheon, drawing locals and visitors to honor influential figures in R&B, gospel, and soul music. One of the longest running R&B festivals in the nation, past performers include luminaries and chart-toppers like Chaka Khan, Usher, Anita Baker, Toni Braxton, H.E.R., and Doechi. It launched in 2006, but after a two-year hiatus due to the pandemic, its comeback caught the eye of Gary Gaudy, the CEO of Black Promoters Collective, a coalition of top independent concert promoters. The following year, city officials handed over promotion and talent booking to BPC, who began revamping JITG into a cross-generational cultural experience. This year's edition continued its evolution with the U.S. return of Doechi's icon Brexé Man and a viral moment of Lauryn Hill performing alongside Grammy-award winner Doechi. Gaudy plans to keep giving JITG's presence as a cultural force at the start of festival season, solidifying it as a local and national gem.

COMPLEX



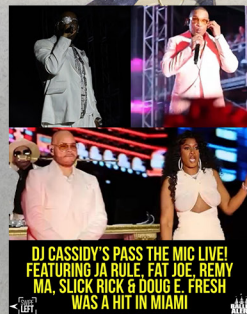
LAURYN HILL BROUGHT DOECHII OUT TO PERFORM IN MIAMI

SWIPE FOR MORE

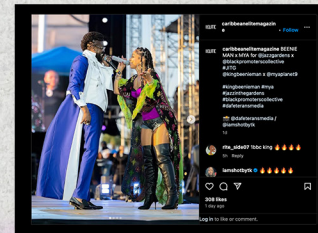
EBONY



LAURYN HILL BRINGS DOECHII TO THE STAGE FOR AN UNFORGETTABLE MIAMI PERFORMANCE



DJ CASSIDY'S PASS THE MIC LIVE! FEATURING JA RULE, FAT JOE, REMY MA, SLICK RICK & DOUB E. FRESH WAS A HIT IN MIAMI



CARIBBEAN ELITE

Beenie Man Brings Out Mýa At Jazz In The Gardens, They Performed 'Girls Dem Sugar'

#TSRTunez: It Went Down In Miami For Day One Of The Jazz In The Gardens Music Festival!



PRESS & MEDIA

CBS MIAMI



Miami Herald

VIBE

EBONY

ESSENCE

Rolling Stone

billboard

Newsweek

BLACK ENTERPRISE



okayplayer



The Washington Post



COMPLEX



BLAVITY

MIAMI New Times

TRAVEL + NOIRE

SoulBOUNCE

RATED R&B

upscale





PAST SPONSORS



BANK OF AMERICA

Tito's



Handmade
VODKA
AUSTIN ★ TEXAS



The Money Superstore®



RÉMY MARTIN





COMMUNITY OUTREACH



Cherishing Our Children Since 1977





EVENT ASSETS

WOMEN'S IMPACT LUNCHEON

FRIDAY • MARCH 6TH

TIME: 11:00AM - 2:00PM

ATTENDANCE: 5K+

OPENING NIGHT PARTY

FRIDAY • MARCH 6TH

TIME: 8:00PM - 2:00AM

ATTENDANCE: 3K+

JITG MUSIC FEST

SATURDAY • MARCH 7TH
& SUNDAY • MARCH 8TH

TIME: 4:00PM - 11:00PM

ATTENDANCE: 40K+ PER DAY





UJTG
MUSIC FEST
2 0 2 6



TITLE SPONSOR

\$500,000+

DOECHII

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

- Three (3) 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

HOSPITALITY

- Twenty-four (24) invitations to catered Sponsor Garden
- Ten (10) PLATINUM tickets
- Twenty (20) PRIME tickets
- Fourty (40) General Admission tickets
- Ten (10) Opening Night Party tickets
- Ten (10) Women's Impact Luncheon tickets

MEDIA ENTITLEMENTS

- Sponsor logo and link featured on event website
- Two (2) full ads in the JITG mobile app and digital guide with branded push notifications
- Featured on all JITG media elements
- Featured in the JITG Social Media Integration Program

PUBLIC RELATIONS

- Recognition in all JITG regional and national press releases
- Sponsor will be included in all promotional material





PRESENTING SPONSOR

\$200,000+

JAZMINE
SULLIVAN

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

HOSPITALITY

- Twelve (12) invitations to catered Sponsor Garden
- Thirty (30) PRIME tickets
- Twenty (20) General Admission tickets
- Four (4) Opening Night Party tickets

MEDIA ENTITLEMENTS

- Sponsor logo and link featured on event website
- One (1) full panel the JITG app and digital guide with branded push notifications
- Select Radio, Television and Print Media elements
- Featured in the JITG Social Media Integration Program

PUBLIC RELATIONS

- Recognition in all JITG regional and national press releases
- Sponsor will be included in promotional material





GOLD SPONSOR

\$100,000+

BEENIE MAN

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

- Six (6) invitations to catered Sponsor Garden
- Twenty (20) PRIME tickets
- Ten (10) General Admission tickets

MEDIA ENTITLEMENTS

- Sponsor logo and link featured on event website
- One (1) full panel the JITG app and digital guide with branded push notification
- Select Radio, Television and Print Media elements
- Featured in the JITG Social Media Integration Program

PUBLIC RELATIONS

- Sponsor will be included in promotional material





SILVER SPONSOR

\$50,000+

JEEZY

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

HOSPITALITY

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

MEDIA ENTITLEMENTS

- Sponsor logo and link featured on event website
- One (1) full ad the JITG mobile app and digital guide with branded push notifications
- Select Radio, Television and Print Media elements
- Featured in the JITG Social Media Integration Program

PUBLIC RELATIONS

- Sponsor will be included in promotional material





BRONZE SPONSOR

\$25,000+

DJ CASSIDY

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

HOSPITALITY

- Four (4) Invitations to catered Sponsor Garden

MEDIA ENTITLEMENTS

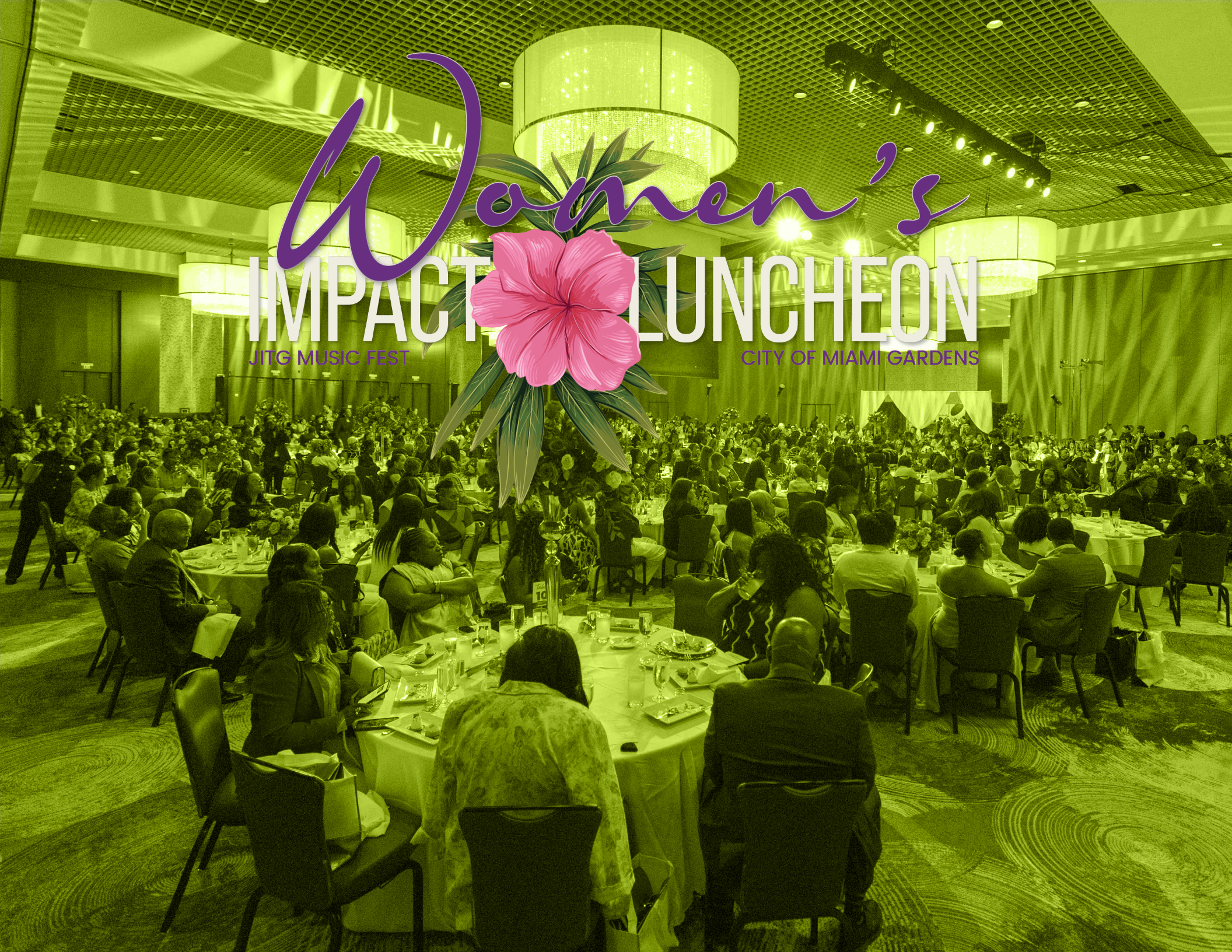
- Sponsor logo and link featured on event website
- One (1) half-page ad the JITG mobile app and digital guide



Women's IMPACT LUNCHEON

JITG MUSIC FEST

CITY OF MIAMI GARDENS



Women's IMPACT LUNCHEON

JITG MUSIC FEST CITY OF MIAMI GARDENS

FRIDAY • MARCH 6TH

TIME: 11:00AM - 2:00PM • ATTENDANCE: 5K+

Step into the spotlight and join us in celebrating **Women's History Month** at the 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, Fantasia, and Singer/Songwriter Kandi Bures. 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!



Women's **TITLE SPONSOR**

IMPACT LUNCHEON \$30,000+
JITG MUSIC FEST CITY OF MIAMI GARDENS

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)

HOSPITALITY

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

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 material



Women's **PRESENTING SPONSOR**

IMPACT LUNCHEON \$20,000+
JITG MUSIC FEST CITY OF MIAMI GARDENS

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

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 material



Women's **HOST SPONSOR**

IMPACT LUNCHEON \$15,000+
JITG MUSIC FEST CITY OF MIAMI GARDENS

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

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 material

