



JAZZIN' WITH A PURPOSE

The 7th Annual Greater Charleston Lowcountry Jazz Festival

Labor Day Weekend - September 3-6, 2015

Annually, The Lowcountry Jazz Festival presents at least **three dazzling performances** at the **North Charleston Performing Arts Center in Charleston, SC**, making it the largest jazz festival in the Carolinas.

More than 7,000+ jazz lovers descend upon the “low country” to enjoy jazz while taking in it’s culture, history, restaurants, and the lifestyle that makes Charleston, South Carolina the **#2 top tourist destination in the world!**

The event was envisioned by **Dr. Thaddeus John Bell, MD** in support of a charitable mission, **Closing the Gap in Health Care, Inc. (CTGIHC)**, founded in July 2004 to make a positive impact on the health outcomes of African Americans and underserved populations in our community.

The goal is **to improve the health literacy** while encouraging youth to pursue life-long fitness and healthy life style habits for healthy outcomes. The nonprofit organization receives ongoing support from the MUSC Foundation, Charleston Medical Association, City of North Charleston and the City of Charleston.



Ken Snipe - Ken@lowcountryjazzfest.com • LowCountryJazzFest.com • Closing the Gap in Healthcare, Inc.

2015 ARTIST LINEUP + EVENT EXCURSIONS





MARKETING WITH A MEANING

The Greater Charleston Lowcountry Jazz Festival is one of Charleston's and the **South's premier cultural events**. Event sponsorship offers unparalleled opportunities to advance your company's brand, including being featured in our extensive regional, national and **global marketing campaigns that reach more than 5 million households** in our region, as well as visibility in the city's highest profile venues, and radio mentions, video and email blasts to the world's largest community of jazz fans.

AUDIENCE PROFILE

Annual Attendance : 7,000+

Age Demo : 35-54

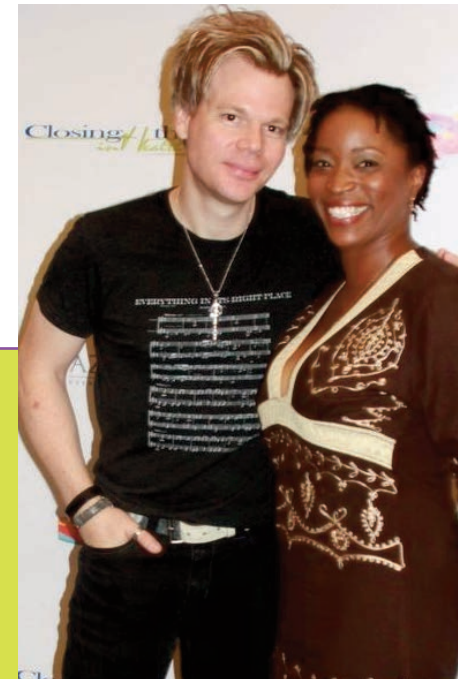
Gender : 56% Female / 44% Male

Average Income: \$55,000 - \$80,000 Annually

Geographics (Majority States Attending) :

55% from SC, followed by GA, VA, LA, NC, MS, TX, FL, NY, DC

Education : High School Diploma to Professional Degrees





FESTIVAL MARKETING & MEDIA PARTNERS

RADIO : SmoothJazz.com Global

50 Million Listeners

54,000 FaceBook Likes

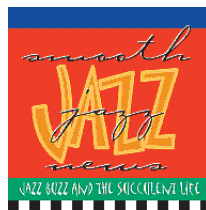
6,700 Twitter Followers

PRINT : Smooth Jazz News

SOCIAL : FaceBook/LowcountryJazz

Twitter/lowcountry_jazz

WEBSITE : LowCountryJazzFest.com



The Lowcountry Jazz Festival added 4 new photos.

March 14 at 8:06pm · 🌐

WORLD-CLASS JAZZ : LABOR DAY WEEKEND 2015

The Lowcountry Jazz Festival presents a dazzling weekend of performances at the North Charleston Performing Arts Center in Charleston, SC, September 3-6, 2015, making it the largest jazz festival in the Carolinas.

More than 7,000 jazz lovers descend upon the "low country" to enjoy jazz while taking in our culture, history, restaurants, and the lifestyle that makes Charleston, South Carolina the #2 top tourist destination in the world...

[See More](#)





SPONSORSHIP OPPORTUNITIES





TITLE SPONSOR : \$50,000 - *Company/Brand Presents the 7th Annual Greater Lowcountry Jazz Festival*

- Logo featured on ALL official LowCountry Jazz Festival Branding
- Logo featured on Main Stage backdrop banner

On-Site Festival

- 15-second video spots during one intermission each night of the festival (Video production at sponsor's expense)
- Exclusive Live Stage Mentions as the Presenting sponsor
- Vendor booth
- Coupon/Promotional item placement opportunity at all events (Distribution handled by sponsor)

Hospitality

- 10 Tickets to each night of Festival events
- 10 Tickets to Exclusive Sponsor Reception
- Discounted Additional Ticket Rate Available

Media Entitlements

- Logo prominently displayed on all advertising media
- Links from the Closing the Gap in Health Care, Inc. & LowCountry Jazz Festival website to the sponsor's site.
- Featured on all LowCountry Jazz Festival Radio, TV, and Print Media
- Featured on all Social Media campaigns including Facebook Timeline
- Name/Logo included on all Festival advertising (TV, radio, print, social media, internet)
- Prominent Full Page ad in the Official Festival Program

Public Relations

- Title Sponsor mention all press releases
- Sponsor will be included in all promotional e-vites & e-newsletters



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PLATINUM LEVEL SPONSOR : \$10,000 - *Recognition as Platinum Sponsor*

On-Site Festival

- Live Stage Mentions
- One vendor booth

Hospitality

- 6 Tickets to each night of Festival events
- 6 Tickets to Exclusive Sponsor Reception
- Discounted Additional Ticket Rate Available

Media Entitlements

- Links from the Closing the Gap in Health Care, Inc. & LowCountry Jazz Festival website to the sponsor's site.
- Featured on all LowCountry Jazz Festival Radio, TV, and Print Media
- Name/Logo included on all Festival advertising (TV, radio, print, social media, internet)
- Quarter Page ad in the Official Festival Program

Public Relations

- Sponsor will be included in all promotional e-vites & e-newsletters



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GOLD LEVEL SPONSOR : \$5,000

On-Site Entitlements

- Live Stage Mentions

Hospitality

- 4 Tickets to each night of Festival events
- 4 Tickets to Exclusive Sponsor Reception
- Discounted Additional Ticket Rate Available

Media Entitlements

- Links from the Closing the Gap in Health Care, Inc. & LowCountry Jazz Festival website to the sponsor's site.
- Featured on all LowCountry Jazz Festival Radio, TV, and Print Media
- Name/Logo included on all Festival advertising (TV, radio, print, social media, internet)
- 1/8 Page ad in the Official Festival Program

Public Relations

- Sponsor will be included in all promotional e-vites & e-newsletters





SILVER LEVEL SPONSOR : \$2,500

On-Site Entitlements

- Live Stage Mentions

Hospitality

- 2 Tickets to each night of Festival events
- 2 Tickets to Exclusive Sponsor Reception
- Discounted Additional Ticket Rate Available

Media Entitlements

- Sponsor Name and link from LowCountry Jazz Fest website

Public Relations

- Sponsor will be included in all promotional e-vites & e-newsletters





SPONSORS TO PARTICIPATE IN HEALTH SUMMIT :

Closing the Gap in Healthcare, Inc. was established to promote health literacy among African American and underserved populations. The information provided is relevant across all cultural backgrounds.

The Jazz Festival includes the Jazzing with Sugar Health Summit on Saturday morning that is free to the community and festival goers. This information is relevant to all people. The health summit features current medical issues and promotes wellness and healthy lifestyles. Some of the most common issues discussed include, but are not limited to, high blood pressure, cancer, heart disease, diabetes, and preventative medicine. Attendees are engaged and educated from medical professionals in a culturally sensitive manner that is easy to understand and digest.

Sponsors are encouraged to participate in this event and have a booth for interaction with the concentrated and customized consumer base.

WOULD YOU LIKE TO HELP?

The Greater Charleston Lowcountry Jazz Festival is an event by **Closing the Gap in Health Care, Inc.**, a 501(c)(3) non-profit service organization. All contributions are tax deductible to the fullest extent allowed by law. Tax ID # 52-2450102.

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MORE INFORMATION

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