



**in case you missed
this year's Jazz Festival**

**...it's not just your
parent's music anymore**



The Festival pushes the boundaries for 10 awesome days. 350 incredible concerts feature the heart pounding sounds of cool jazz, funk, pop, rap, rock, soul and blues by some of the biggest names in music!

“New strategy nets massive turnout.”

- Toronto Star 2011

“The 25TH TD Toronto Jazz Festival will be remembered for drawing record-breaking crowds...”

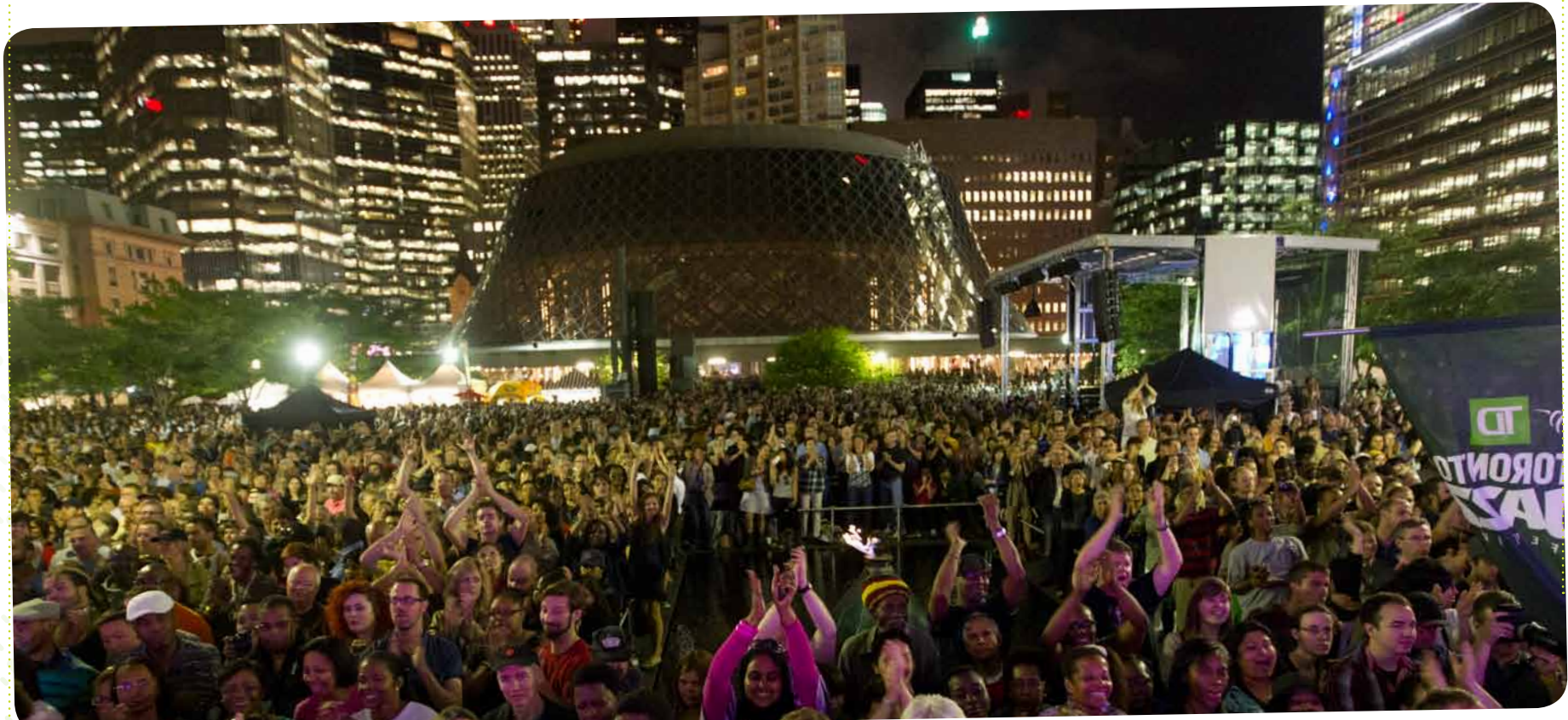
- Toronto Star 2011

The TD Toronto Jazz Festival:

- Is recognized as one of the most successful festivals in the world
- Showcases over 1,500 musicians
- Presents some of the worlds highest profile music celebrities
- Features 40 locations throughout Toronto.

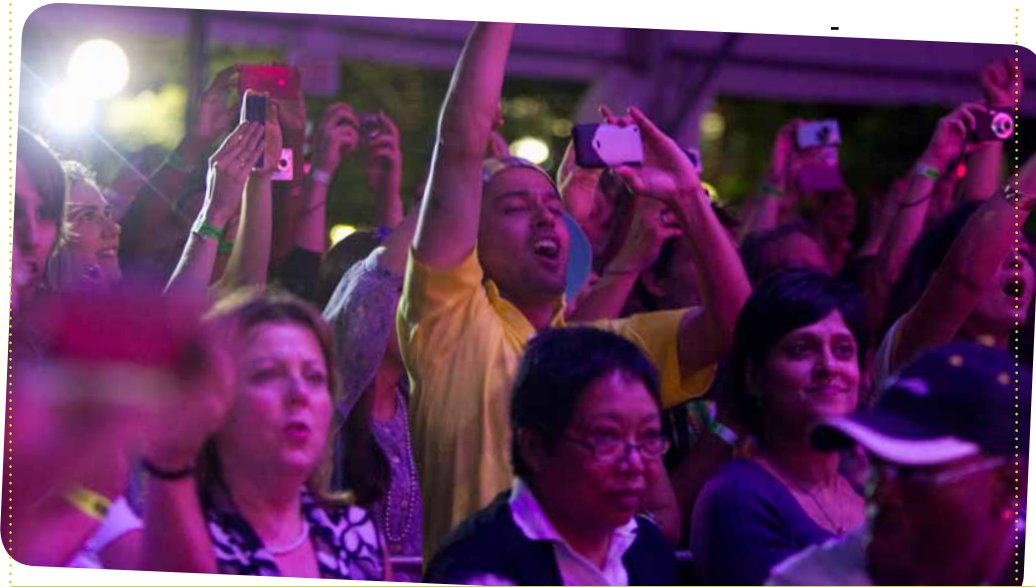
The hub of the Festival is located in the heart of Toronto’s Entertainment District:

- 13,000 sq. ft. Mainstage Marquee
- Large outdoor stage
- Traffic exceeding 250,000 people.



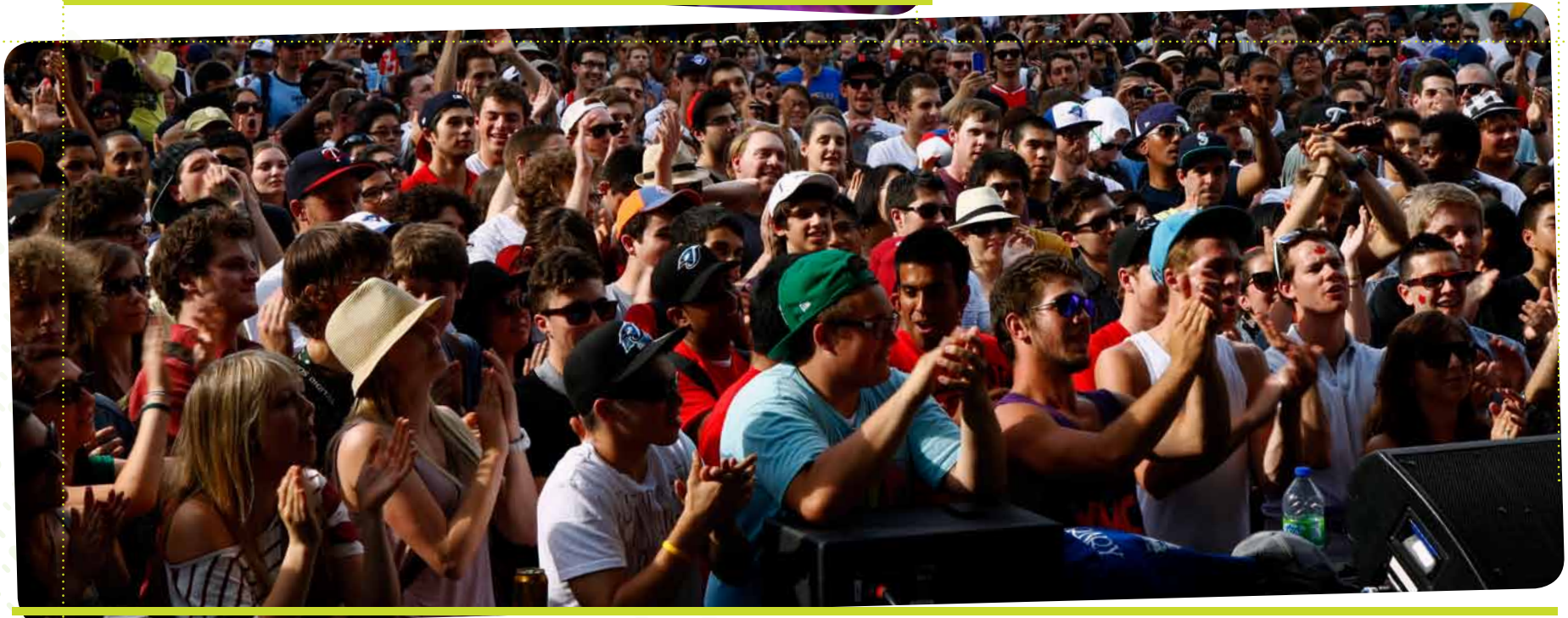
“I love coming to Toronto...and the audience was just super. I’ll remember this night.”

- Aretha Franklin, June 26 2011



The Festival is a well studied event:

- Multicultural
- Draws a broad age range
- Brand loyal
- Sponsor receptive
- 95% audience return rate

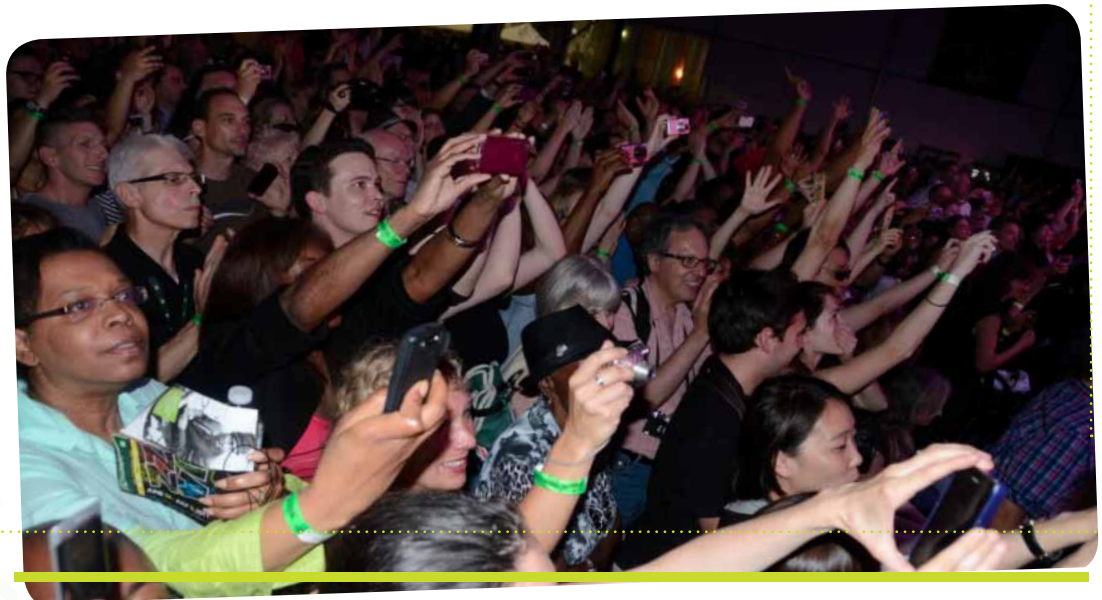


“... a force in the city’s economic and cultural life”

- National Post, 2011



- Advertising impressions: 41,000,000 (print, broadcast, online)
- Editorial impressions: 51,000,000
- Festival website: over 1M pageviews:
163,000 unique visits from May – July 2011
- Facebook page: 1,191 Likes
- Twitter followers: 5,020
- Enews Subscribers: 12,000
- New mobile website generated 20% of website traffic during peak periods
- \$800,000+ marketing and advertising campaign
- Over 179,000 pieces of marketing materials produced



“Jazz Festival offers opportunity for discovery”

- CTV, 2011

Jazz: A Powerful Sponsorship

Proprietary Rights include:

- Right to title or present an existing program
- Right to develop a customized program

Customized programs would be developed in collaboration with the Festival and designed to enhance the “festival experience”.

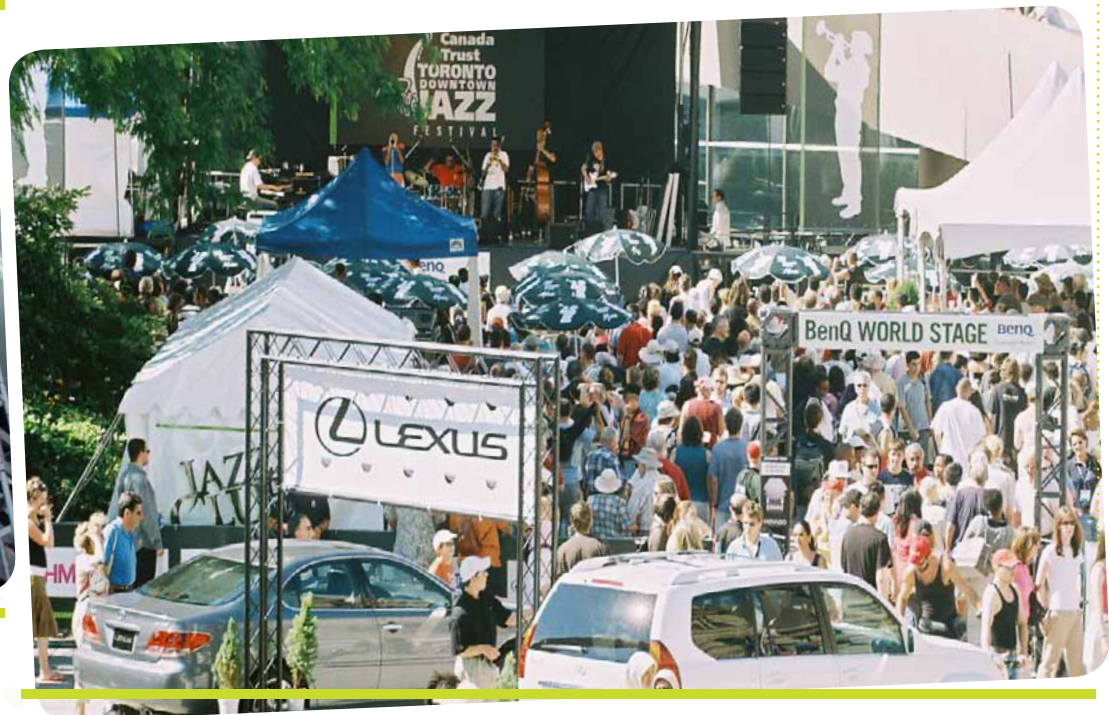
Your proprietary rights may be supported by traditional media and social media activity including Twitter, Facebook and Flickr leading up to, during and following the Festival as well as through on-site activation.





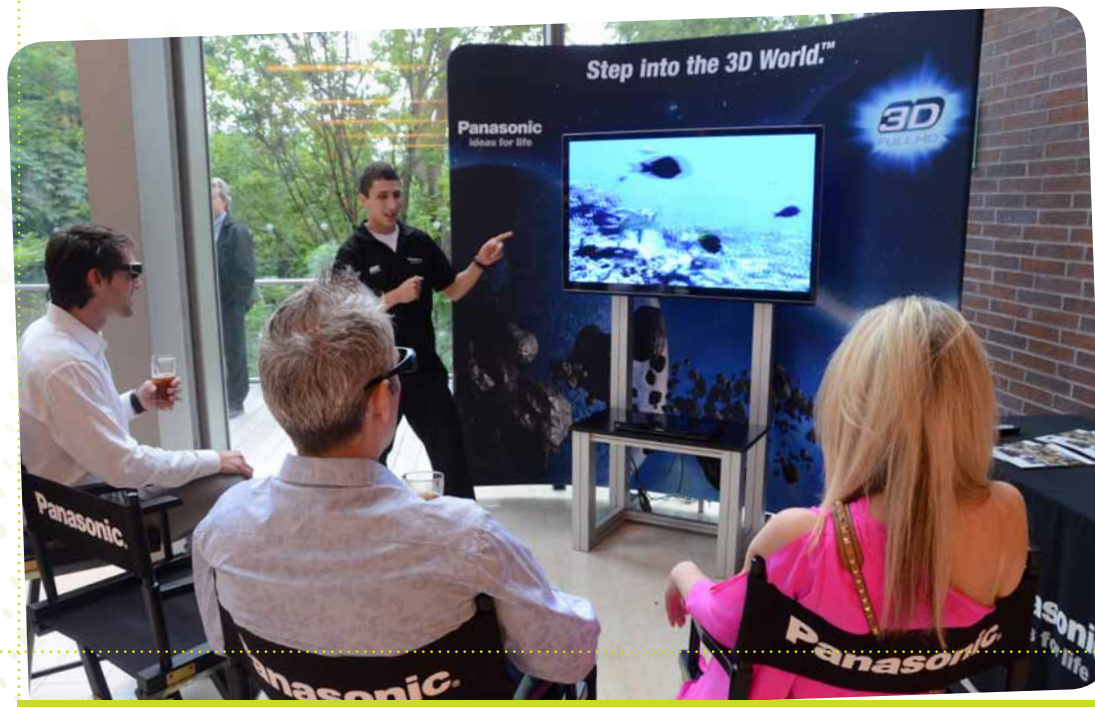
As part of your sponsorship, the Festival can provide extensive **branding and advertising** opportunities through:

- Marketing and promotional materials
- Print, radio, online and social media advertising
- On-site signage at designated Festival locations
- Mainstage Marquee screens branding
- Festival website
- Festival eNews mailing list



Drive traffic to your website, retail outlets or, simply acquire leads through contesting, by engaging the Festival audience in a customized experiential marketing program on-site supported through social media and website activity;

- Contesting/promotions
- Mass or targeted product sampling
- Product education and sales
- Dedicated and customizable kiosk space positioned in high traffic areas on-site



Whether at the Mainstage Marquee or one of the other key locations, the Festival presents an ideal platform to entertain clients and VIP's:

- Private boxes for 20 guests at the Mainstage Marquee
- Complimentary tickets to key Festival locations
- Accommodation of small and large groups
- Private reception space
- Catering and beverage amenities



“Many other jazz fests could, and should, take lessons from the Toronto team and its smooth efficiency”

- JazzTimes, 2011



Interested?

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TD TORONTO JAZZ FESTIVAL - JUNE 22 - JULY 1, 2012