

The Iconic Monterey Jazz  
Festival is Going *Virtual*  
*5-7 p.m. PST Sept. 25, 26 & 27, 2020*



# THREE DAYS IN SUPPORT OF THREE NONPROFITS

- The NAACP Legal Defense Fund (LDF) is America's premier legal organization fighting for racial justice. Through litigation, advocacy, and public education, LDF seeks structural changes to expand democracy, eliminate disparities, and achieve racial justice in a society that fulfills the promise of equality for all Americans. *LDF is a 501(c)(3) nonprofit organization*
- The Thurgood Marshall College Fund (TMCf) is the nation's largest nonprofit organization exclusively representing the Black College Community. TMCf member-schools include the *publicly-supported* Historically Black Colleges and Universities (HBCUs) and Predominantly Black Institutions (PBIs).
- The Monterey Jazz Festival is the oldest continuously-running jazz festival in the world established as a nonprofit organization in 1958. MJF will support participating jazz artists who are disproportionately impacted and losing their livelihoods due to COVID-19.



# Why Join Us Now?

## Jazz = Freedom

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The Monterey Jazz Festival's mission is to inspire the discovery and celebration of jazz, anchored by an iconic festival. Even though we are not able to host an in-person festival in 2020, our work is anchored by an **annual communion** around jazz, a music rooted in black culture.

A Virtual Festival in 2020 allows us to:

- **support our community of jazz musicians** who have been disproportionately impacted by COVID-19;
- **celebrate student musicians** who have lost so many celebratory moments in 2020, such as proms and graduations;
- take action to support trusted nonprofit organizations doing important work to **promote social justice, end racism, provide equal opportunity and celebrate black culture. Black Lives Matter!**

# Title Partnership Opportunity

## MJF Partnership \$100,000 level includes 2 Years of benefits!

- Designation as the Presenting Sponsor of the 2020 Virtual Monterey Jazz Festival benefiting THREE trusted nonprofit organizations playing critical roles in solving racial injustice and inequality.
- Acknowledgement by the Artistic Director at the opening and closing of the day of programming.
- Statement by CEO or other spokesperson about the company's commitment to the causes benefiting from the festival to be incorporated into the daily programming (15 second spot).
- Logo incorporated into the festival branding to be used in all marketing assets and on merchandise.
- Logo placement including on all digital assets and shared by the nonprofit organization benefiting from donations made that day.
- National press release specifically about the partnership broadly released.
- Inclusion in all press releases about the virtual festival.
- Inclusion of logo in virtual Monterey Jazz Festival graphic assets.
- Opportunity to include company product or promotion in gift box to be delivered to those who purchase the Premium Package.
- Facilitation of advertising and promotional offers via e-blasts and Monterey Jazz Festival digital properties (website, e-mail, social media) driving business initiatives between July 1, 2020 and October 1, 2020.



## Title Partnership Opportunity Includes 2021 Festival Benefits

- Designation as a Partner of the 2021 Monterey Jazz Festival in Monterey.
- Naming of one of the festival stages.
- Use of company name in association with the stage in all festival materials including Ticket Brochure and Souvenir Magazine.
- Space in the 2021 Souvenir Magazine.
- Activation space on the Midway.
- Inclusion in press releases about the 2021 Festival.
- Inclusion of logo on the 2021 Festival website.



# Other Partnership Opportunities

## MJF Partnership \$40,000 level

- Designation as an Official Partner of one entire day of the 2020 Virtual Monterey Jazz Festival benefiting a nonprofit playing a critical role in solving racial injustice and inequality.
- Acknowledgement by the Artistic Director at the opening and closing of the day of programming.
- Logo placement including on all digital assets and shared by the nonprofit organization benefiting from donations made that day.
- Inclusion in all press releases about the virtual festival.
- Dedicated social media post about the partnership.
- Opportunity to include company product or promotion in gift box to be delivered to those who purchase the Premium Package.
- Facilitation of advertising and promotional offers via e-blasts and Monterey Jazz Festival digital properties (website, e-mail, social media) driving business initiatives between July 1, 2020 and October 1, 2020.

## MJF Partnership \$20,000 level

- Designation as an Official Partner of one daily content element of the 2020 Virtual Monterey Jazz Festival (Archival, New Interviews/Performances, or Education).
- Logo placement and link to company website on the Monterey Jazz Festival website, in e-blasts to MJF constituents and in social media post on all MJF channels (Instagram, Facebook, Twitter and YouTube).
- Inclusion in all press releases about the virtual festival.
- Inclusion of logo in virtual Monterey Jazz Festival graphic assets.
- Opportunity to include company product or promotion in gift box to be delivered to those who purchase the Premium Package.

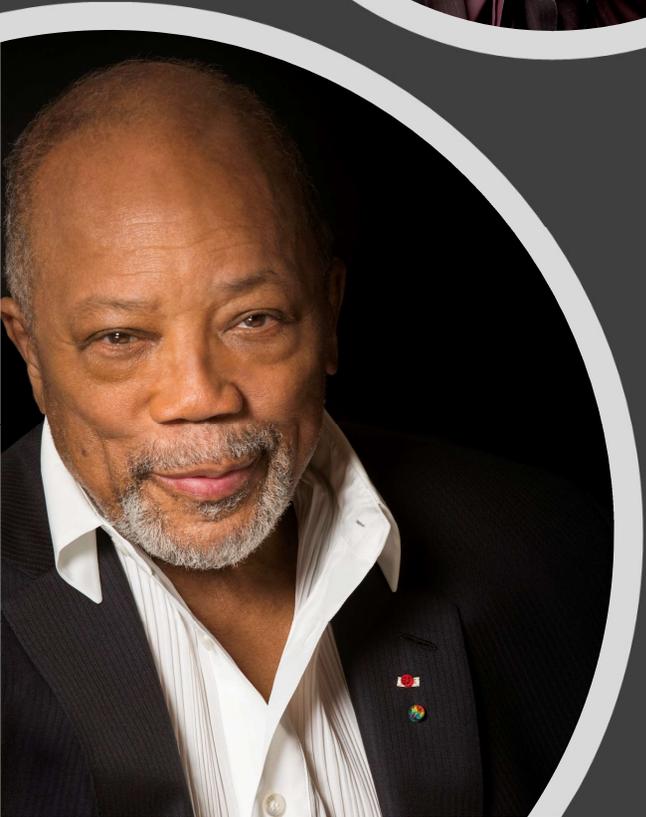


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“Jazz is freedom”  
-Duke Ellington



# Be Inspired

Relive Monterey Jazz  
Festival Great Moments



Archival Performances by Jazz Legends  
Including *Quincy Jones*, *Herbie Hancock*,  
*Dianne Reeves* & *Dave Brubeck*



Grammy Award-winning Artists *Terri Lyne Carrington*,  
*Christian McBride* and NEA Jazz Master  
*Dee Dee Bridgewater*

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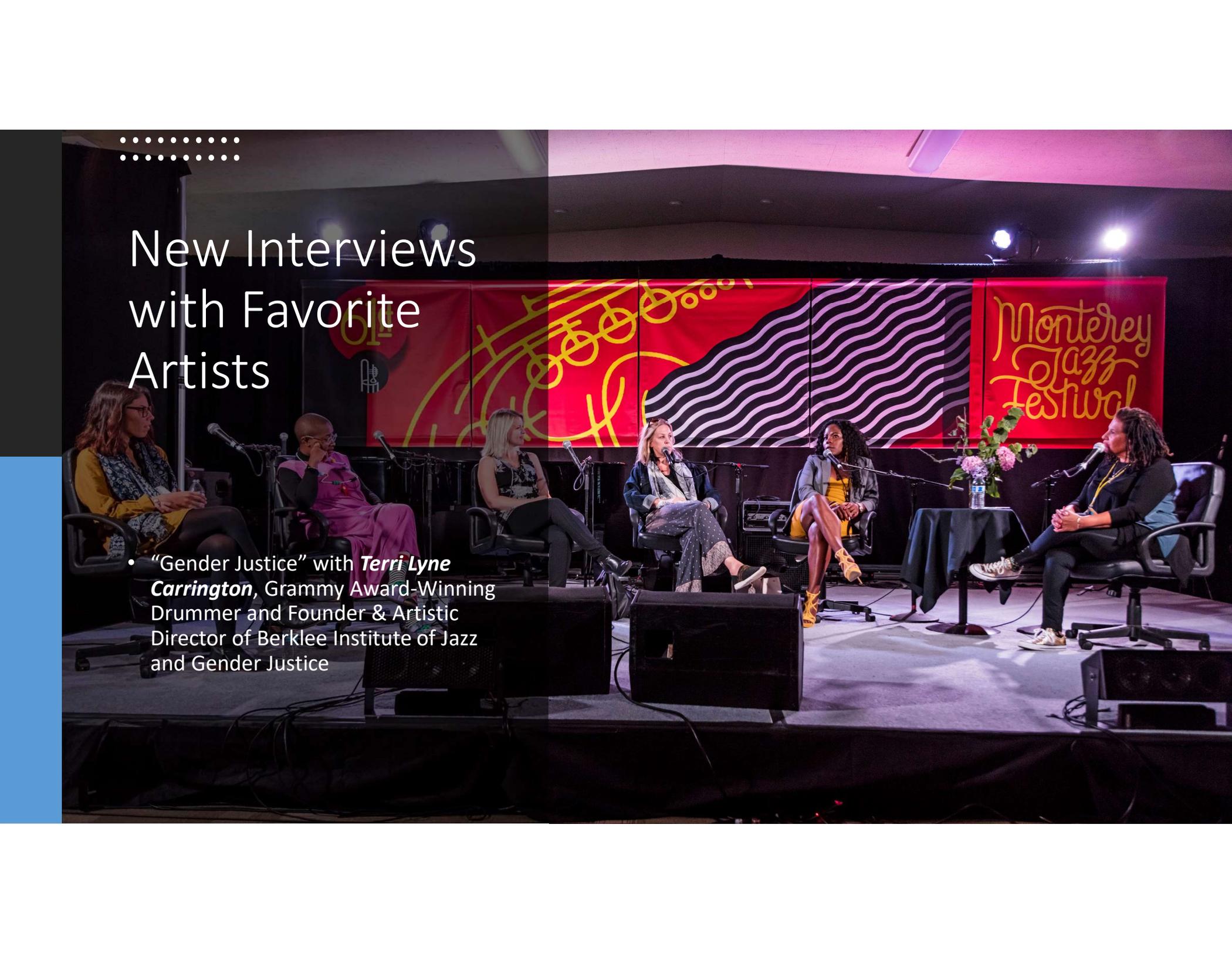
*Eastwood at Monterey Performances by  
Diana Krall and the Kenny Barron Trio*





## Emerging Artists You Discovered at MJF

Ambrose Akinmusire, Cécile McLorin Salvant, Benny Green, Bria Skonberg, Christian Sands, Melissa Aldana, Yasushi Nakamura, Jamison Ross, Anat Cohen and many others.



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# New Interviews with Favorite Artists

- “Gender Justice” with **Terri Lyne Carrington**, Grammy Award-Winning Drummer and Founder & Artistic Director of Berklee Institute of Jazz and Gender Justice

New and Original  
Content by Jamie  
Cullum, Lila Downs  
and others



## Hosts & Special Contributors





# The Next Generation of Jazz featuring:

The Next Generation Women in Jazz Combo and  
Next Generation Jazz Orchestra, directed by 4-time Grammy-nominated pianist/composer Gerald Clayton

# MJF AUDIENCE

- Educated
  - 1.55x more likely to hold a college degree when compared to the average working-aged American
  - 2.12x more likely to hold a graduate or professional degree when compared to the average US adult over the age of 25
- Financially Capable
  - Mean HHI = \$97,800
  - Median HHI = \$84,100
  - Both mean and median significantly > US average, and indicative of “top heavy” audience income profile





## Social Engagement

### 2020 Virtual Next Generation Jazz Festival

- 146,000+ organic reach with digital content
- 38,000+ engaged with social content
- Video content was viewed over 59,513 times
  - Facebook – 39,533 followers
  - Instagram – 34,700 followers
  - Twitter – 21,800 followers

NAACP - 164K - Facebook / 120K - Instagram

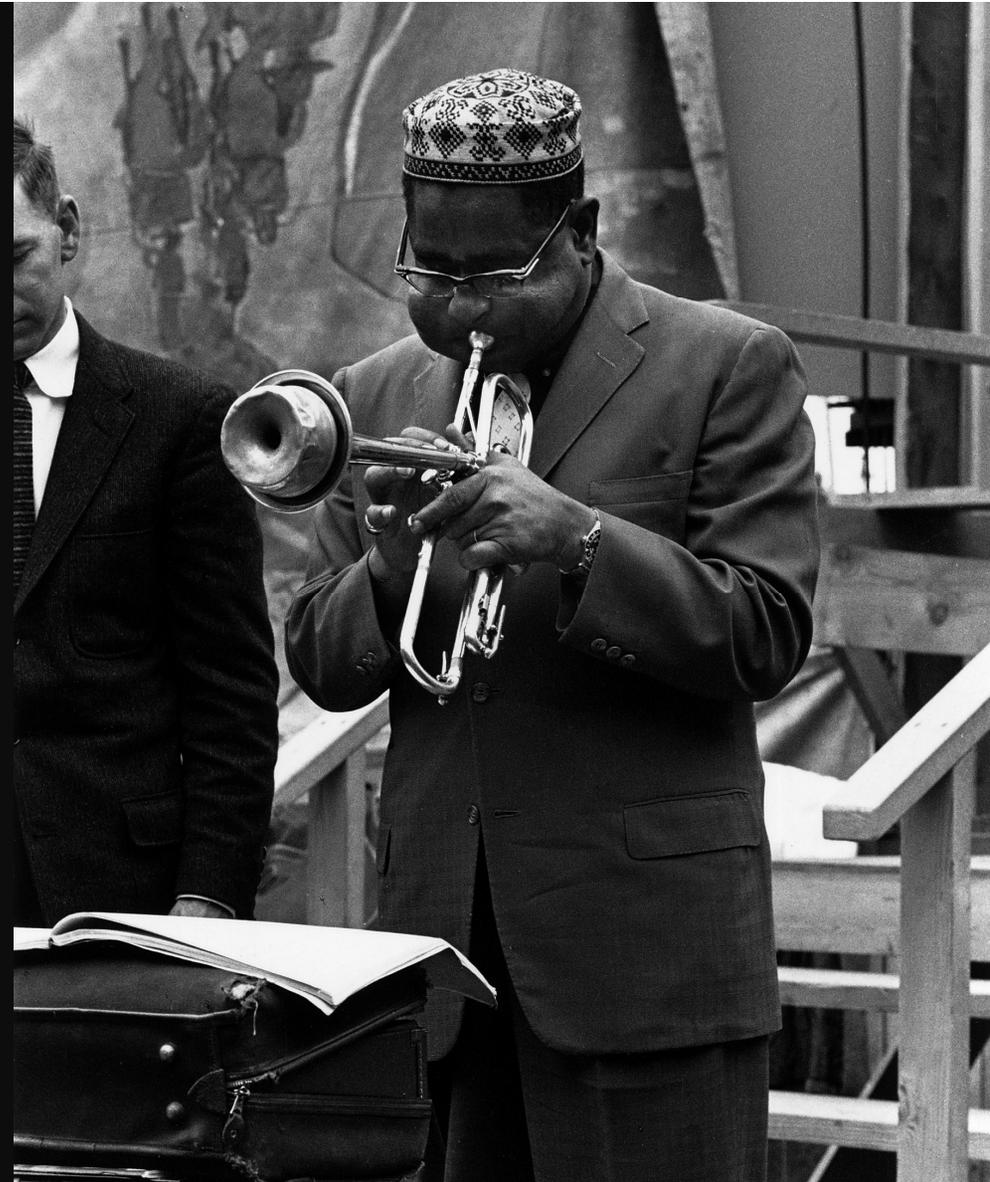
TMCF - 26K - Facebook / 10.4K - Instagram

# History of MJF

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Jazz impresario and San Francisco disc jockey Jimmy Lyons partnered with jazz critic Ralph Gleason to present the inaugural Monterey Jazz Festival in October 1958. Among the performers were **Louis Armstrong, Dizzy Gillespie, Max Roach, Sonny Rollins, Dave Brubeck,** and **Billie Holiday** in her only Monterey Jazz Festival performance.

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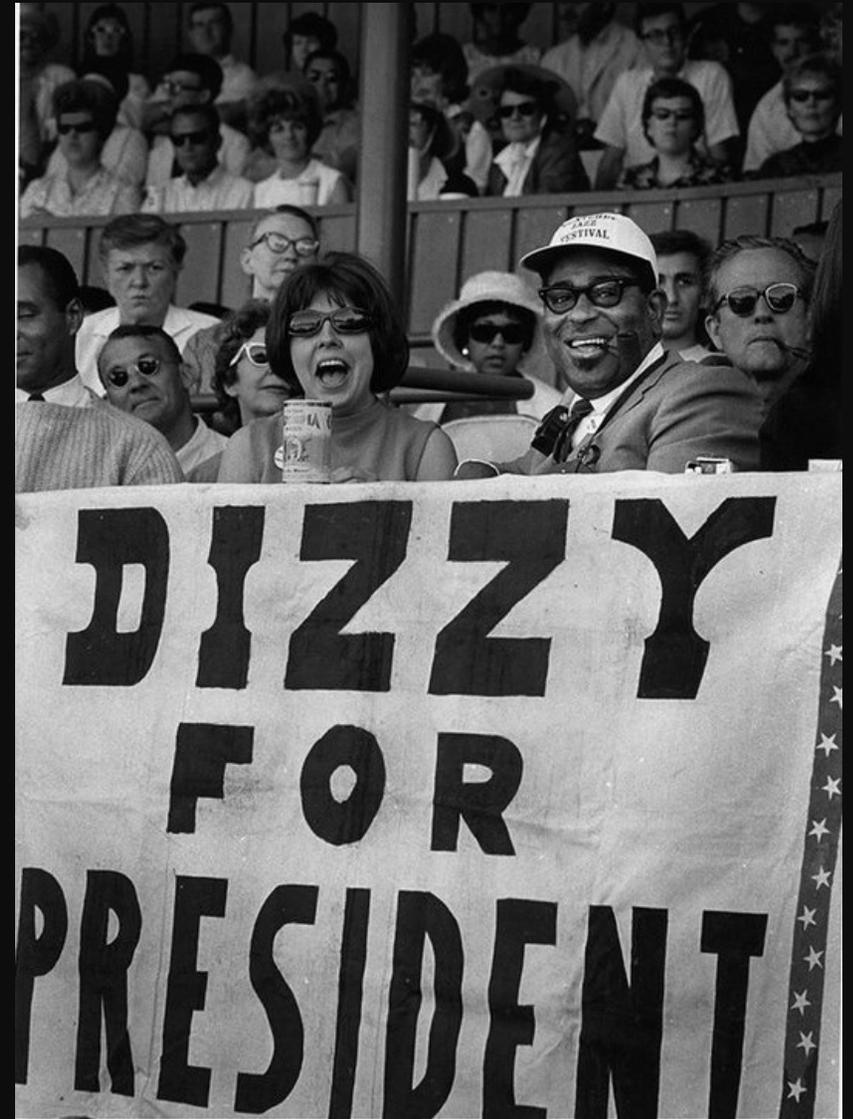


# Statements of Civil Rights at MJF

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During the Civil Rights Era, Monterey Jazz Festival commissioned and presented numerous important political and timely musical works that were performed at the festival, including Jon Hendricks' *Evolution of the Blues Song* in 1960 featuring Odetta and Miriam Makeba; Dave Brubeck and Louis Armstrong's *The Real Ambassadors* in 1962, and Charles Mingus's *Mediations on Integration* in 1965. Dizzy Gillespie launched his protest campaign for president in 1963 at Monterey, and "the proceeds from the sale of buttons went to CORE, SCLC and Dr. Martin Luther King, Jr" as Gillespie wrote in his autobiography.

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## 63 Years Strong

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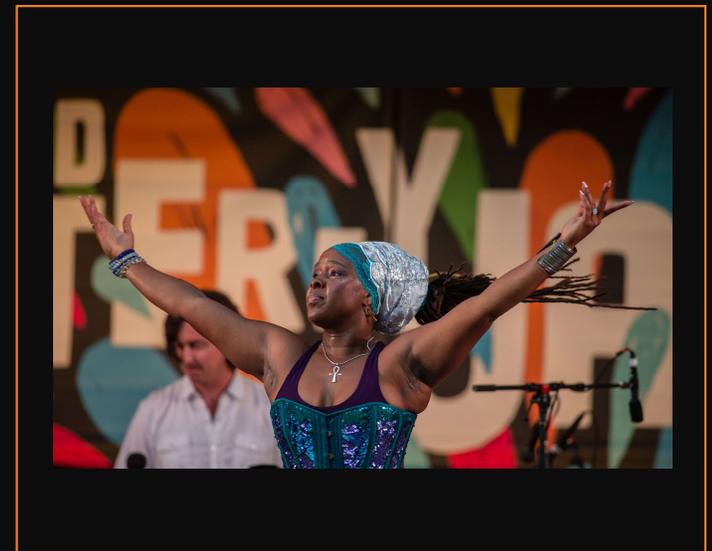
Monterey Jazz Festival is the longest continuously-running jazz festival in the world, and has presented nearly every major jazz artist over the last 60-plus years—from **Louis Armstrong, Billie Holiday, Thelonious Monk and Miles Davis**, to contemporary masters **Quincy Jones, Herbie Hancock, Esperanza Spalding, and Christian McBride**. MJF has always been and continues to be a platform for those voices who speak to and inspire equality and inclusion and who help us to understand the true meaning of freedom. Jazz = Freedom.

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# Great Press

- “Jazz festivals just don’t get any better than Monterey.” — *San Jose Mercury News*
- “One of the most interesting parts of the Monterey Jazz Festival is its willingness for experimentation. While there are still plenty of traditional straight-ahead jazz acts...many younger artists are bringing different sounds to their sets.”  
—*Monterey County Weekly*
- “Monterey has a gift for catching giants at the height of their powers.” —*Seattle Times*
- “Increasingly MJF is breaking down boundaries by presenting risk-taking artists who are resolute in evolving the music.” —*DownBeat*





PLEASE CONTACT  
US TO FIND OUT  
MORE!

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