



# INDY JAZZ FEST

September 2009

SPONSOR GUIDE



# V I S I O N

## **CELEBRATE**

Arts, Celebration, Diversity, Unification, Education, Legacy, Entertainment, Social Party. These are the defining aspects of your Indy Jazz Fest! Indianapolis has achieved world-renowned attention due to its unique contribution to jazz. Locally born and raised jazz innovators such as Wes Montgomery, J.J. Johnson, Freddie Hubbard and Slide Hampton, to name a few, developed their talent right here in Indianapolis and brought that talent to the rest of the jazz world. The Indy Jazz Fest will bridge the crossroads of Indy's jazz past and present with the international jazz talent of today, continuing Indianapolis' established prominence within the artistic world.

## **PERFORMANCE**

Combining world-class jazz performers with notable Indianapolis jazz artists and honoring the past while moving to the future, the Indy Jazz Fest will have something for everyone. This truly unique musical experience will include one-of-a-kind performances that keep the Indy Jazz Fest on the cutting edge of the festival music scene.

## **LEGACY**

The contribution that Indianapolis has made to the American art-form known as jazz is by far one of the more fascinating stories to be told. From the historic Indiana Avenue to Indy's modern day jazz artists, Indianapolis continues to make its mark. The Indy Jazz Fest will honor this rich history and Indianapolis' great jazz tradition.

## JAZZ EDUCATION

Jazz is such an integral aspect of American society that one weekend of jazz education is simply not enough. This is why the Indy Jazz Fest will bring the wonders and enjoyment of jazz into area schools and the community with a year long education initiative. The Indy Jazz Fest will inspire audiences of all ages with performances, workshops and master classes, teaching the fundamental aspects of jazz, its history and uniqueness to American life.


## CULTURAL TOURISM

Indianapolis has long been known geographically as the Crossroads of America. This distinction now means more than it ever has as Indianapolis becomes a more diverse city. The Indy Jazz Fest will do its part by featuring nationally known jazz artists, locally-owned restaurants, and important education programs in schools and communities.

## PARTNERSHIPS

The fundamental aspect of the Indy Jazz Fest is to celebrate Indianapolis' diverse jazz and arts scene by building critical alliances. As a community building event our motto of "inclusiveness" will be the driving force of our marketing campaign. Whether these partnerships are with live music venues, city government agencies, local arts organizations or corporate / independent sponsors, the IJF will use every relationship to bond the community together bringing an increased awareness to everyone involved.





The Indy Jazz Fest experience is simple. World-class jazz, diverse cuisine, and a day of community enjoyment. Today's great jazz artisans will present entertaining, high-quality jazz music that will inspire and uplift the listener in a relaxed breezy atmosphere known as The Lawn at White River State Park. This year will also bring some of the city's great culinary artists in presenting a wide variety of inventive yet assessable food selections. Most of all, The Indy Jazz Fest will be a chance to enjoy life, meet new people and entertain clients in a casual yet electric atmosphere. Share this celebration of jazz, community and fun with us .

# THE EXPERIENCE

# INDIANAPOLIS IS WHERE ITS AT!



## **The Lawn at White River State Park**

Experience live entertainment at one of the region's newest outdoor performance venues. The Lawn at White River State Park was named one of the top 100 outdoor concert venues in the world in 2006 by Pollstar magazine. The Lawn at White River State Park, overlooking the White River, will be the perfect backdrop for the exciting performances each and every year for the Indy Jazz Fest.



## **Clowes Hall**

Located north downtown Indianapolis on the beautiful campus of Butler University, patrons of the arts not only enjoy incredible live performances, but also aesthetic scenery. For 40 years the university's Clowes Memorial Hall, a professional performing arts facility, has been dedicated to lifelong learning in and through the arts.



## **Madame Walker Theatre Center**

The Madame Walker Theatre Center, housed in the historic Madame C.J. Walker Building, has long symbolized the spirit of creativity and community pride in the city of Indianapolis. Named after America's first "self-made" female millionaire, Madame C.J. Walker, the centre represents the achievements, art, culture and history of the African-American people.



## **The Jazz Kitchen**

The Jazz Kitchen, located north in the Meridian-Kessler neighborhood is continually rated as one of the top 100 jazz clubs in the WORLD in DownBeat Magazine. The Jazz Kitchen features the best in national, regional and local jazz stars and a creative menu of American Fusion Cuisine.



## **Chatterbox Jazz Club**

The Chatterbox Jazz Club is located in the heart of the Mass Avenue Arts and Theater Cultural District. Since 1982, the Chatterbox has been the downtown location for local jazz artists to hone their talents. The Chatterbox is known as one of the best places to hear late-night jazz, sip a great wine, and engage in friendly conversation.





Wayne Shorter  
Dave Brubeck  
Slide Hampton  
John Scofield  
Severino

Jazz is an accessible and relevant art form for people in all walks of life. Jazz music is a true American art form, and through public performances, festivals and educational outreach, jazz has become one of the most prolific and studied genre's of music in the world. What began as an American art form, jazz has now permeated cultures and societies around the world. The world collectively claims jazz as an important form of artistic expression. The Indy Jazz Fest will be an event that will embrace jazz artists from around the world making the Indy Jazz Fest a truly international festival.

**MUSIC**

Joshua Redman Yellowjackets Terence Blanchard  
MMW Rob Dixon Dave Koz Dianne Reeves  
Beck  
Hampton Chris Botti **Count Basie Orchestra** DIVA  
field Hiromi Steve Allee Herbie Hancock  
Frank Glover Nicholas Payton **David Sanborn**  
Even Pleasures **Wynton Marsalis** Cathy Morris  
Kenny Garrett **Chick Corea** Jimmy Heath  
**Nancy Wilson** Cynthia Layne  
Ramsey Lewis Soulive Buselli-Wallarab  
Freddie Hubbard **Branford Marsalis**  
Herman Hoglebogle James Spaulding  
**Roy Haynes** Noblesville Jazz Collective

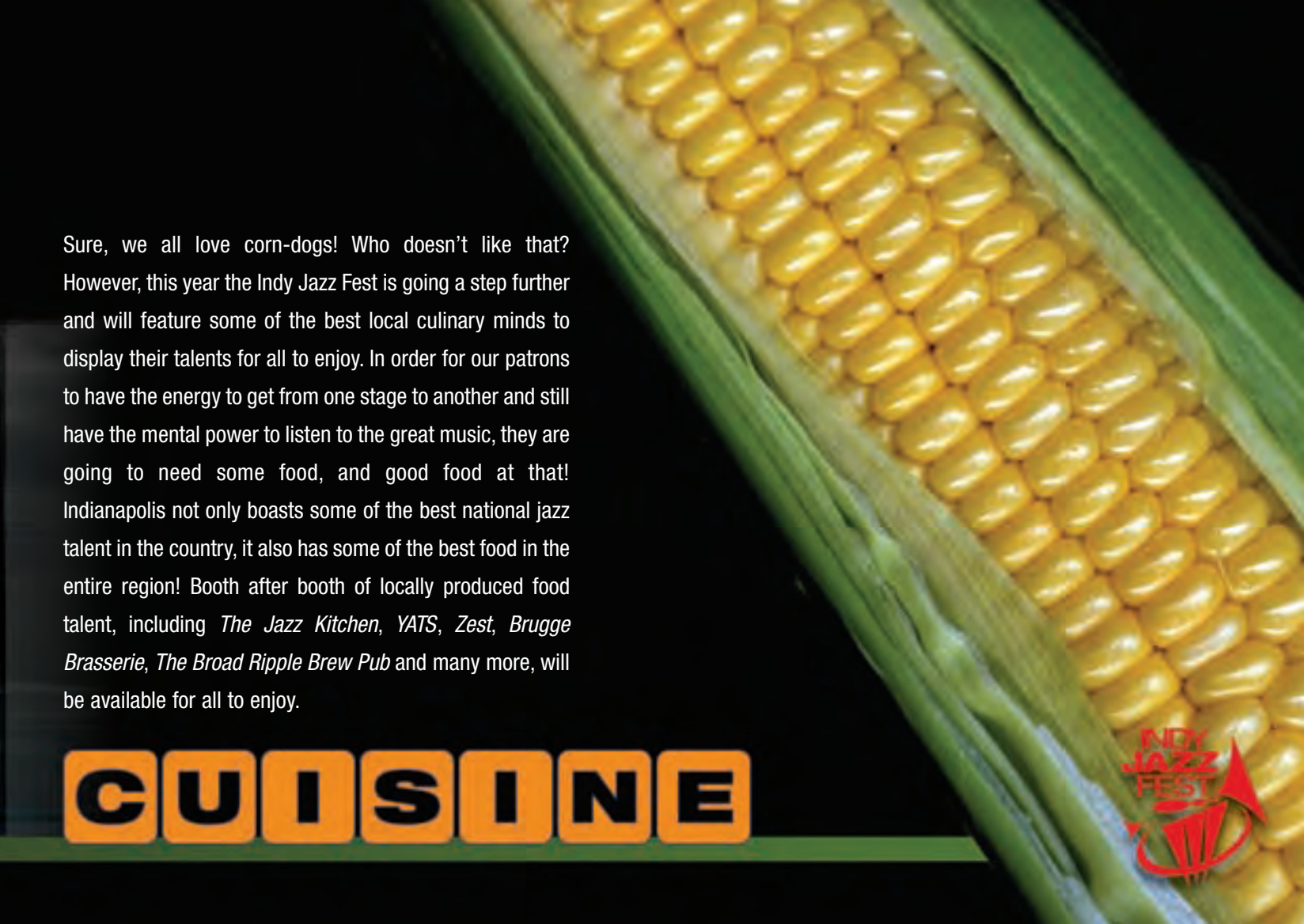


Indianapolis has been an integral part of Jazz History from the start. Boasting a wealth of clubs and music venues on historic Indiana Avenue, Indianapolis became the place to be, as opposed to a stopover en-route to some other city. Soon, however, Indianapolis was creating its own jazz icons and sending them out into the world. J.J. Johnson, the legendary jazz trombonist, developed his unique style of playing and has since influenced all trombone players around the world. Johnson also took younger musicians under his wing and helped them develop their art, such as Freddie Hubbard, Dave Baker, David Young, Wes Montgomery and Slide Hampton, who then made their own impression on the international jazz world.

The Indy Jazz Fest intends to honor this tradition with tributes to these jazz ambassadors from Indianapolis. The importance of this Indianapolis Jazz Legacy will always be present during the festivities of Indy Jazz Fest, creating a place for the next generation to settle down and continue Indianapolis' deep and rich jazz tradition.

**LEGACY**





Sure, we all love corn-dogs! Who doesn't like that? However, this year the Indy Jazz Fest is going a step further and will feature some of the best local culinary minds to display their talents for all to enjoy. In order for our patrons to have the energy to get from one stage to another and still have the mental power to listen to the great music, they are going to need some food, and good food at that! Indianapolis not only boasts some of the best national jazz talent in the country, it also has some of the best food in the entire region! Booth after booth of locally produced food talent, including *The Jazz Kitchen*, *YATS*, *Zest*, *Brugge Brasserie*, *The Broad Ripple Brew Pub* and many more, will be available for all to enjoy.

**C U I S I N E**



## INDY JAZZ FEST BAND

Knowledge is power! And, when a student begins to understand the music that he or she is listening to on a deeper level - when that “light bulb” goes off - there is not a better feeling in the world! The Indy Jazz Fest is here to support those students in their educational endeavors. Through our partnerships with the Indianapolis Jazz Foundation, Young Audiences, Indianapolis Public Schools and other school systems throughout the region, we will continue to bring jazz to the future aficionados. The Indy Jazz Fest’s educational initiative will host concerts for area students, create ensembles in which students can perform at local venues and partner with established educational workshops to expand the reach of jazz education. To ensure that we have a strong educational impact we have established the Indy Jazz Fest Band. Comprised of some of the best professional jazz musicians in the area, the IJFB conveys Indianapolis’ rich jazz history, inspires students through their high level of playing and serves as a resource in guiding students and educators towards a deeper understanding of jazz music.



# EDUCATION

The Indy Jazz Fest is proud of its connections to some of the leading jazz educators in the country including:

**Dr. David N. Baker**

Indiana University

**Jamey Aebersold**

Aebersold Jazz

**Mark Buselli**

Ball State University

**Brent Wallarab**

Indiana University

**Matt Pivic**

Butler University

**Lennie Foy**

DePauw University

**Fareed Haque**

Northern Illinois University

**Harry Miedema**

University of Indianapolis

## EDUCATION INITIATIVE & THE INDIANAPOLIS JAZZ FOUNDATION

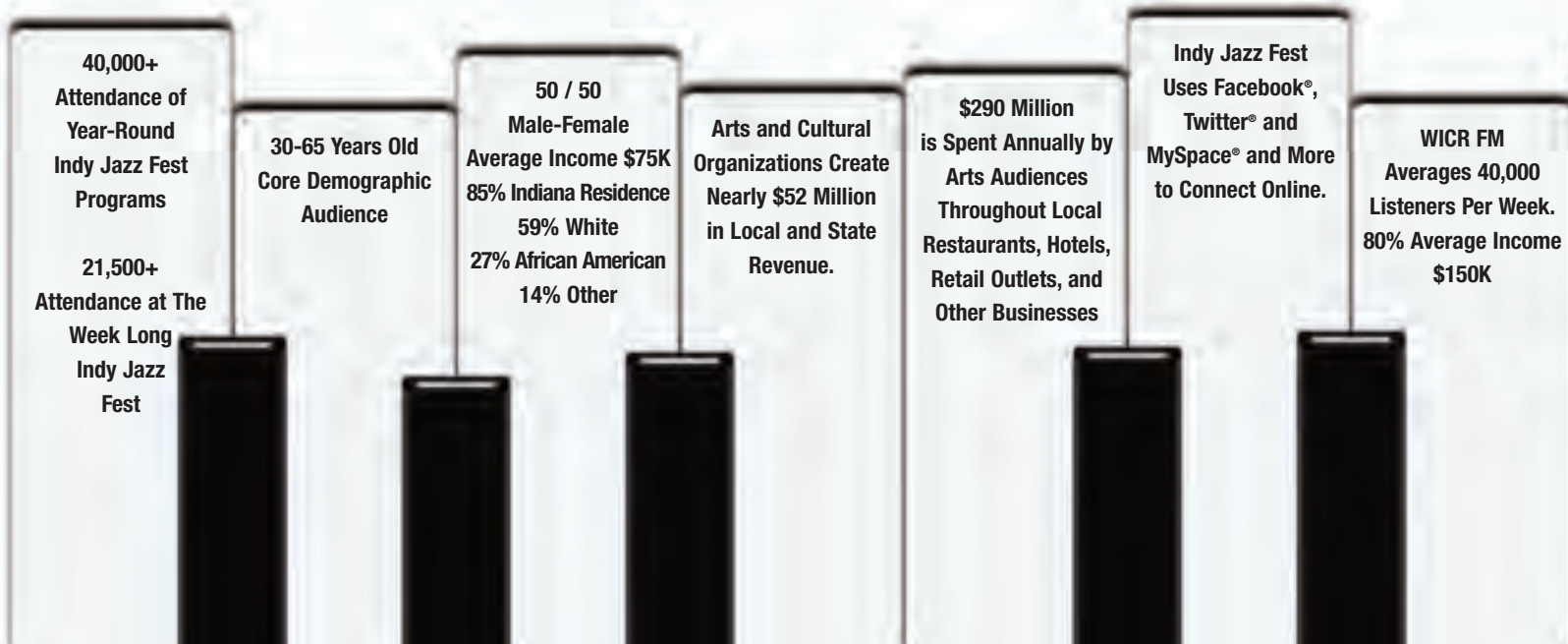
The Indianapolis Jazz Foundation is a valuable partner as their mission of jazz education and the support of the jazz scene compliments the Indy Jazz Fest's network of artists and volunteers. The Indy Jazz Fest will also provide opportunities for student performance both at the fest and throughout the year.

- Collaboration with the Ball State University Jazz Fest
- A six-week All-City Band workshop that features Indianapolis Public Schools' best students
- Multi-media jazz presentations depicting the history of jazz
- Collaboration in master classes, concerts and artist residencies
- Partnership with Young Audiences will expand our reach to include other media (painting, sculpture, dance, etc) reinforcing our jazz message.



Indy Jazz Fest is a festival experience like no other in the region. With the increased diversity of the Jazz Fest audience, the importance of “inclusiveness” and a strong marketing plan, the Indy Jazz Fest will increase your brand appeal throughout the region. Numbers show that support of the Arts in Indianapolis is a valuable tool in bringing money to the sponsors, and the Indy Jazz Fest is here to help!

The Indy Jazz Fest marketing plan is committed to hit every community through alliances with key print, radio, TV, email, direct mail, and many of the important social media outlets. This will enable the Indy Jazz Fest to bring its message, along with our partners' messages, to a diverse and loyal following throughout the region. Your message as a partner will be highlighted over the entire year through the IJF educational initiative, year-round area concerts, and especially during the week-long celebration of Indy Jazz Fest in September. Think of this as a “year-round marketing plan” for everyone involved!



# NUMBERS

**WFYI FM**  
Averages 110,000  
Listeners per Week.  
77% Average Income  
Greater Than \$150K

**NUVO Reaches**  
213,000+ Readers  
Every Month

**WFYI / PBS**  
Averages 450,000  
Viewers Per Week

**DownBeat<sup>®</sup>**  
Magazine Has a  
68,000+ Monthly  
Circulation Across  
The United States  
With An Average  
Household Income of  
\$100K

**Indy Jazz Fest  
and It's Partners**  
Yield 30,000+  
E-mail Readership

**Combined Impact  
of Media, Education  
and Events 288,300  
plus TV ads**

\* Information obtained from 2007  
Arts & Economic Prosperity III, WFYI,  
Indianapolis Star, and NUVO



## **MARKET, CONNECT, PROMOTE and SUPPORT**

### **PARTNERSHIPS**

- Naming of the stages and venues for your company
- Space for the promotion and sale of your products and services
- Your company name in association with the Indy Jazz Fest
- Your product or service marketed exclusively to 30,000+ fans
- Category exclusivity for your product or service
- Banners and signage in and around venues
- Tickets and VIP passes to the Indy Jazz Fest
- Inclusion in IJF e-blasts to over 15,000 fans
- Inclusion in IJF media advertising, PR, and website
- Inclusion in IJF social media campaigns
- Marketing and promotional opportunities throughout the year
- Partnership customized to meet and exceed your goals

**PARTNER**

## EDUCATION PARTNERSHIPS

The Indy Jazz Fest and our partnership with the Indianapolis Jazz Foundation offers a unique way for you to reach thousands of young people, reap multiple marketing benefits for your company, and help talented, aspiring musicians reach their goals. IJF Jazz Education Partnerships offer a range of year round opportunities, ensuring that young people will help keep jazz alive.

## ENTERTAIN AT INDY JAZZ FEST

- Entertain clients and friends!
- Keep your message prominent all year-long!
- Be a part of something positive and impactful!
- Promote your product or service!
- Enrich the culture of Indianapolis

Indy Jazz Fest: Arts, Celebration, Diversity, Unification, Education, Legacy, Entertainment, Social Party. These are the defining aspects of your Indy Jazz Fest! By supporting the Indy Jazz Fest, you and your company will see your money support one of the gems of Indianapolis. With the year-round Indy Jazz Fest brand, you have the opportunity to be a part of a larger, unified community. Celebrate the diversity of Indianapolis and the wealth of the Indianapolis Jazz Legacy to create a future audience through Jazz Education with your Indy Jazz Fest.

Special thanks...

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Matthew Altizer and Richard Dole / Owl Studios



**The mission of Indy Jazz Fest is to showcase, unify, strengthen and perpetuate Indianapolis' important jazz heritage through a week-long, world-class music festival.**

Indy Jazz Fest has become a cultural icon in just ten years as the festival features top international artists. The 2009 Indy Jazz Fest begins a new chapter in its storied history with an increased emphasis on jazz education, a newly formed partnership with the Indianapolis Jazz Foundation and Indianapolis' jazz legacy. This focus will enable the festival to connect with many of the top arts organizations as we weave the legacy of Indianapolis through art, film, sculpture and music.

The Indy Jazz Fest stresses its ability to connect with its loyal following throughout the year, creating unique marketing opportunities at festivals, arts fairs, nightclubs and performing venues. A significant presence at many of the time-tested jazz concerts in Indy Parks, the Broad Ripple Art Fair, Penrod Arts Fair and the Indianapolis Zoo will provide a way to keep the Indy Jazz Fest brand fresh and supportive of our programs.

The Indy Jazz Fest will ultimately reach upwards of 40,000 people through a combination of performances, workshops, school concerts, master classes, community partnerships, and the unification of the Indianapolis arts scene.

[indyjazzfest.net](http://indyjazzfest.net)

