



INTERNATIONAL JAZZ DAY SPONSORSHIP

International Jazz Day brings together communities, schools, artists, historians, academics, and jazz enthusiasts all over the world to celebrate and learn about jazz and its roots, future and impact; raise awareness of the need for intercultural dialogue and mutual understanding; and reinforce international cooperation and communication. Every year on April 30, this international art form is recognized for fostering gender equality and for promoting individual expression, peace and dialogue among cultures, diversity, respect for human dignity, and the eradication of discrimination.



Students in Cabarete, Dominican Republic celebrate International Jazz Day 2016.

We are pleased to present organizations with a unique opportunity to support the global celebration of jazz. By sponsoring an event in your target market with a financial or in-kind contribution, you and your brand can:

- **Link with the strong positive values of International Jazz Day**, which include peace, intercultural dialogue and cooperation between nations.
- **Advance existing corporate social responsibility initiatives** by enabling enriching, entertaining, educational and cultural programming that serves the local community.
- **Align with globally recognized and respected UNESCO branding.**



Musicians in Phuket, Thailand perform for International Jazz Day 2016.

Benefits of becoming a sponsor may include:

- Acknowledgment and logo recognition in advertisements and promotional materials, including brochures, program books, print and online media, posters and banners.
- VIP invitations and special access to events, including photo opportunities with featured artists.
- VIP invitations to auxiliary programming, including dinners, cocktail receptions and post-concert parties.
- Company recognition on JazzDay.com, including text and/or logo placement.

Event sponsorship allows your organization to leverage the prestige and currency of the International Jazz Day celebration, strengthen ties with your core constituency/consumer base, and support cultural diplomacy and education in a high-visibility manner. We hope you will consider joining us for this one-of-a-kind worldwide event.