



INTERNATIONAL JAZZ DAY SPONSORSHIP

In November 2011, the United Nations Educational, Scientific and Cultural Organization (UNESCO) officially designated April 30 as International Jazz Day in order to highlight jazz and its diplomatic role of uniting people in all corners of the globe. Chaired and led by Irina Bokova, UNESCO Director General, and legendary jazz pianist and composer Herbie Hancock, International Jazz Day is the one day each year that jazz is celebrated worldwide, bringing together people of all ages, backgrounds and nationalities in 196 countries.

In December 2012, the United Nations General Assembly officially welcomed the decision by the General Conference of UNESCO to proclaim April 30 as International Jazz Day. The United Nations called upon its Member States to participate actively in the celebration of International Jazz Day in order to develop and increase intercultural exchanges and understanding between cultures for the purpose of mutual comprehension and tolerance. **International Jazz Day, April 30, is recognized on the official calendars of both the United Nations and UNESCO.**

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 promoting peace, dialogue among cultures, diversity, and respect for human dignity, eradicating discrimination, fostering gender equality, and promoting individual expression.

According to Ambassador Hancock, “On International Jazz Day, jazz is celebrated, studied, and performed around the world for 24 hours straight. Collaborations abound among jazz icons, scholars, composers, musicians, dancers, writers, and thinkers who embrace the beauty, spirit, and principles of jazz, freely sharing experiences and performances in our big cities and in our small towns, all across our seven continents. I can’t think of a better way to build peace and cultural understanding, the core principles of UNESCO.”

The educational dimension of International Jazz Day is what sets this particular day apart from the multitude of concerts and jazz festivals that take place every day around the world. International Jazz Day carries the unique mandate of utilizing and promoting the values of jazz for peace. The worldwide education programs promote and emphasize the importance of sharing the history of jazz, and reflecting upon the kind of mutual respect and democratic principles necessary for the music to thrive.

The past three International Jazz Day celebrations were enormous successes. International Jazz Day live performances, education programs and media coverage reached more than 2.49 billion people in 2014 alone. People all over the world joined forces to celebrate jazz as a universal force for peace, dialogue and unity. From Tuvalu and Finland to Peru and Somalia, spanning the globe in all directions, jazz brought together people regardless of borders, distance and



differences to show their support for jazz and its beauty, its ethical dimensions, and its potential to galvanize support for freedom, democracy and mutual respect.

We are pleased to present organizations a unique opportunity to help enable the global celebration of jazz. By sponsoring an event in your target/core market, you and your brand have a chance to:

- Link with the strong positive values of International Jazz Day, which include peace, intercultural dialogue and cooperation between nations.
- Advance existing corporate responsibility initiatives by enabling enriching, entertaining educational and cultural programming that serves the local community.
- Align with globally recognizable and respected UNESCO branding during the 70th Anniversary celebration.

Benefits of becoming a sponsor may include:

- Acknowledgement and logo appearance in any advertisements and promotional materials, including brochures, program books, print and online media, posters and banners.
- VIP invitations and special access to the event, including photo call with featured artists.
- VIP invitations to any auxiliary programming associated with the event, including dinners, cocktail receptions and post-concert parties.
- Company recognition in official event entry on jazzday.com.
- Logo appearance on jazzday.com.

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