



INTERNATIONAL JAZZ DAY SPONSORSHIP



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

International Jazz Day brings together communities, schools, artists, historians, academics, and jazz enthusiasts all over the world to celebrate and learn about jazz music's roots and history, as well as its wide-reaching impact and enduring influence. Participating in this important Day helps to raise awareness of the need for intercultural dialogue and mutual understanding and seeks to reinforce international cooperation and communication. Every year on April 30, jazz music as an international art form is recognized for promoting peace and dialogue among cultures, diversity, respect for human dignity, the eradication of discrimination, fostering gender equality, and promoting individual expression.

We are pleased to present your organization 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:

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



Musicians in Bangkok, Thailand perform for International Jazz Day 2018.

Benefits of becoming a sponsor may include:

- **Acknowledgement 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 brand, strengthen ties with your core constituency/consumer base, and support cultural diplomacy and educational programming in a highly visible manner. We hope you will consider joining us for this one-of-a-kind worldwide event.