



SONOMA

presented by
jazz aspen
snowmass

a world class celebration
of music, food
and wine

JAZZ+





FESTIVAL EXPERIENCE

Sonoma Jazz + is a four day celebration of world class music, food and wine steeped in the relaxing ambiance of California wine country taking place May 20-23, 2010. Set against the backdrop and charm of historic Sonoma's central plaza, the pedestrian friendly festival features evening concerts in a spectacular tent at the Field of Dreams, just two blocks from the town's plaza.

A sister festival to Colorado's prestigious Jazz Aspen Snowmass Festival, Sonoma Jazz +, entering its 6th year, has already become known as a unique fixture on the cultural and social calendar of Northern California. The Festival has brought some of the biggest names in music to its main stage, alongside rising stars who have continuously kept audiences on their feet. Past performers have included: Harry Connick Jr., Diana Krall, Tony Bennett, B.B. King, Bonnie Raitt, Herbie Hancock, Chris Isaak and more.

The patron (VIP) area of the Sonoma Jazz + Festival has no equal at any summer music festival in North America outside of Aspen, and defines the unique value of Sonoma Jazz + to its leading patrons and sponsors. Open bars, catered hors d'oeuvres and a gourmet dinner are provided each evening along with exclusive wine tastings featuring Sonoma Valley's finest wines. The lavish meals are presented by the region's finest chefs and caterers.

Reserved and general admission seating is placed theater-style in the spectacular main concert tent. These tickets include access to the SJ+ Village where local businesses and artisans provide a taste of Sonoma Valley's finest art, cuisines and beverages. The SJ+ Village also features a side stage where Bay Area musicians perform prior to and between the main stage acts.

A separate series of weekend afternoon concerts, "Wine & Song Around the Plaza", features the perfect pairings of music and wine with the Bay Area's finest musicians and Sonoma Valley's finest wines. Attendees sip & stroll their way through several intimate venues around historic Sonoma plaza while music fills the air and wine fills the glasses.



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MUSIC EDUCATION PROGRAMMING

Sonoma Jazz + is a not-for-profit 501(c)3 organization whose central purpose is raising money to support the Sonoma community's music education needs, while producing a world-class music festival.

Among the exciting accomplishments are the following programs:

SJ+ Summer Jazz Jam Music Camp: In cooperation with the Sonoma Community Center, SJ+ is helping create a new summer program featuring both instrumental and vocal music.

Middle School Musical: Performances at both local middle schools involved students in every aspect of productions: singing, dancing, set design, lighting, sound and promotion.

Elementary Percussion Program: Second and third grade students take part in 4 or 12 week programs that culminate with an exciting and loud performance! Students also joined an after school percussion program last year that was open to all elementary grades.

Guitars in the Classroom: Teachers who never thought they had the gift of music are strumming guitars and weaving songs into the lives of elementary school children thanks to a teaching program by SJ+ that offers lessons in playing, writing and singing songs in the classroom.

Each year SJ+ also funds a Visiting Musician Program, which brings a variety of types of music to the local schools. SJ+ also provides band and college scholarships and broad infrastructure improvements in band equipment.



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SPONSORSHIP OPPORTUNITIES

Sonoma Jazz + offers sponsors custom tailored programs designed to reach current and new customers, reinforce brand position in the marketplace, and associate with the festival's unique program aligning great artists and great chefs. These programs are flexible and will be collaboratively designed and implemented.

SJ+ Festival sponsorships range from \$5,000 to \$500,000+ and can include the following:

- Branding opportunities to advance strategic marketplace position through signature Bay area high end cultural event delivering national and international media exposure
- Premier hospitality opportunities for client and customer relations on-site and off-site with artists, chefs & vintners
- Patron (VIP) tickets including nightly access to the exclusive Patron Tent with gourmet dinners prepared by Wine Country's finest Chefs, open bars, premier seating & more
- General admission and/or reserved seating tickets
- On-site branding/signage
- Video messaging
- Stage announcements
- Product sampling/demonstration/sales
- Exclusive access to SJ+ festival attendees both pre & post event
- Mention in SJ+ press releases, email blast & social networking outlets
- Marketing exposure in all JAS marketing/media outlets
- And more.....

At SJ+ we strive to TAILOR UNIQUE SPONSORSHIP programs that will fit your specific needs.

Additional sponsorship opportunities valued at **\$5,000 to \$50,000** are available for:

- **Wine & Song Series**
- **SJ+ Village**
- **SJ+ After Dark**
- **Year-round Special Events and Parties**

Opportunities also exist for bundling sponsorship programs to include the Jazz Aspen Snowmass June and Labor Day festivals in Colorado. By tailoring sponsorships around multiple events sponsors are able to receive more benefits and exposure at a discounted rate.





Wine & Song Around the Plaza

Wine and Song has become a highlight of the Sonoma Jazz + Festival weekend. Taking place on Saturday and Sunday from 1:30-5pm, the event features **the perfect combination of the Bay Area's best musicians and Sonoma Valley's finest wines** in intimate, pedestrian-friendly venues around the historic Sonoma Plaza.

Guests are able to enjoy the many tastes Sonoma has to offer in one afternoon without the drive from winery to winery. A short walk around multiple venues features tastings from up to twelve wineries daily, live performances at each venue and a sample food tasting from the many restaurant or caterers menus.

Each venue features a unique theme such as:

Cabaret & Cabernet
Blues & Blancs
JazZin'
Rhythm & Red
Piano & Pinot
Swing Away with Chardonnay
Sax & Syrah
Funk & Fizz

Enjoy the afternoon **strolling, sipping, listening and snacking** around beautiful Sonoma Plaza. This is a truly unique, fun and unforgettable experience.





PRIVATE HOSPITALITY TENTS

Entertain your guests in high style at the music event of the season in a beautiful, private casita hospitality tent. Casita tents are conveniently located just outside the main performance tent and include the following:

- tent décor
- specialized menu of your choice with wine pairings
- full bar menu with premium wines and spirits
- private wait staff
- private security
- private restrooms
- premier patron seating in the main performance tent
- all packages are sold at a per day minimum of 20 guests

That Special Touch!

For an additional cost over the top extras can be provided including caviar bars, private chefs, plasma projections screens, crystal serving sets, massage therapists, pool tables, private bands and much more.

SJ+ staff is also available to assist you and your guests with lodging packages, transportation and outside events including dinner reservations, cocktail parties and more.



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AUDIENCE PROFILE

Age Category

Younger than 18	N/A
18-29	2%
30-39	10%
40-49	23%
50-59	44%
60-69	20%
70 or older	1%

Total Household Income

Less than \$50,000	6%
\$50,000-99,999	28%
\$100,000-199,999	43%
\$200,000-299,999	12%
\$300,000 or more	11%

Highest Level of Education

High School Grad	2%
Some College	22%
Undergraduate Degree	33%
Graduate Level Studies or Degree	43%

Attendees by Region

San Francisco/Oakland/San Jose/Greater Bay Area	31%
Elsewhere in Northern California	55%
Southern California	6%
Out of State	8%

Misc. Lifestyle Statistics

- 94% of attendees consider traveling/vacations important to extremely important to their lifestyles
- 87% of attendees consider outdoor activities important to extremely important to their lifestyles
- 88% consider exercise important to extremely important to their lifestyles
- 37% purchase organic & natural foods ONLY



**Demographics are based on survey results from the 2009 Festivals.*

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