

# 2024 Springfield Jazz & Roots Festival



**“Great vibe of the community coming together for a nice event and to support local.”**

-Attendee



**Sponsor the 11th annual Springfield Jazz & Roots Festival, and your tax-deductible contribution will advertise your business to an audience of 5,000+, who will see your business as socially conscious and supportive of our area's diverse communities.**

## Highlights from the 2023 Festival

About **6,850** people flocked to the festival, including about 350 at pre-festival events on July 20 and 6,500 at the main event in downtown Springfield on July 21-22, spread across Stearns Square, Tower Square Park, and Worthington and Bridge Streets, which were shut down and lined with food and craft vendors booths.

A diverse audience enjoyed 20 musical performances on two stages playing: **jazz, soul, blues, funk, hip-hop, rock, Afro-Caribbean, afrobeat, Latin, Garifuna, fusion, etc.**

### The 208 musicians included:

- 79** nationally and internationally acclaimed artists who drew audiences from near and far.
- 84** local artists who got paid to perform for thousands and expand their following.
- 45** local youth musicians.
- 70%** BIPOC musicians.



The **Springfield Jazz Fest 2023** was a platform for **18 local nonprofits** to reach thousands by leading arts activities, performing, and educating attendees. It brought **economic stimulus**, as thousands of guests patronized the 17 local artisans and 8 local food/drink vendors onsite and the 8 restaurants nearby.



### Activities included:

- A participatory parade with about 125 people of all ages dancing down the street.
- An art tent where about 900 adults and children made eco-friendly maracas, decorated their own piece of a wooden community puzzle, had their faces painted, and more.
- A pop-up exhibit from nonprofit Departamento de la Comida in a shipping container, where about 700 visitors learned about traditional Puerto Rican agriculture and the connections between food, culture, and sustainability.

The day before the festival, the Garifuna Collective taught 90+ BIPOC children about music and culture of the Garifuna, descendants of West African slaves and the Indigenous Arawak and Carib, then gave a concert for 250



Join us in presenting another spectacular event July 12 & 13th, 2024.

# Sponsorship Levels



## Saxophone Level \$10,000

- 2 (two) or more slides in digital signage
- Prominent 10x10 festival booth
- Linked logo on our website
- Onstage mention by our emcees
- Logo on Main Stage sponsor banner or entrance banner
- Print logo on posters & Flyers
- Exclusive Facebook / Instagram post

## Trumpet Level \$5,000

- 1 (one) slide in digital signage
- Linked logo on our website
- Onstage mention by our emcees
- Logo on Main Stage sponsor banner or entrance banner
- Print logo on posters & Flyers
- Exclusive Facebook / Instagram post

## Trombone Level \$2,500

- Logo included on a group slide in digital signage
- Linked logo on our website
- Onstage mention by our emcees
- Logo on Main Stage sponsor banner or entrance banner
- Exclusive Facebook / Instagram post

## Piano Level \$1,500

- Logo included on a group slide in digital signage
- Linked logo on our website
- Onstage shout-out
- Logo on Main Stage sponsor banner or entrance banners
- Group Facebook / Instagram post

## Guitar Level \$1,000

- Logo included on a group slide in digital signage
- Linked logo on our website
- Onstage shout-out
- Group Facebook / Instagram post

## Bass Level \$500

- Logo included on a group slide in digital signage
- Linked logo on our website
- Group Facebook / Instagram post

## Percussion Level \$250

- Linked logo on our website
- Group Facebook / Instagram post

The free, annual Springfield Jazz & Root Festival draws 5,000-8,000 diverse people to downtown Springfield for family-friendly music, art, and education linking both to social justice. A program of the nonprofit Blues to Green, it is a community effort made possible by volunteers, donors, and sponsors like you. Your tax-deductible sponsorship shows your customers how much you care about our community, all while promoting your business to thousands.

To sign up to sponsor, go to: [SpringfieldJazzFest.com/Sponsor](https://SpringfieldJazzFest.com/Sponsor) Or contact Kristin Neville: [kristin@bluestogreen.org](mailto:kristin@bluestogreen.org) (413-219-8229)