

2025 MONTEREY JAZZ FESTIVAL SPONSORSHIP DECK



Founded in 1958 as a 501(c)3, the Monterey Jazz Festival celebrates the legacy of jazz, expands its boundaries, and provides opportunities to experience jazz through the creative production of performances and educational programs.



68 Years of **Incredible** Performances

Top row: Billie Holiday, Miles Davis, Mary Lou Williams, Herbie Hancock
Bottom row: Mumu Fresh, Tony Bennett, Quincy Jones, Samara Joy

RICH LEGACY. RICH OPPORTUNITY.

A partnership with the Monterey Jazz Festival links your company to an **iconic cultural brand, and a global leader**. We work closely with you to create a customized benefit packet that:

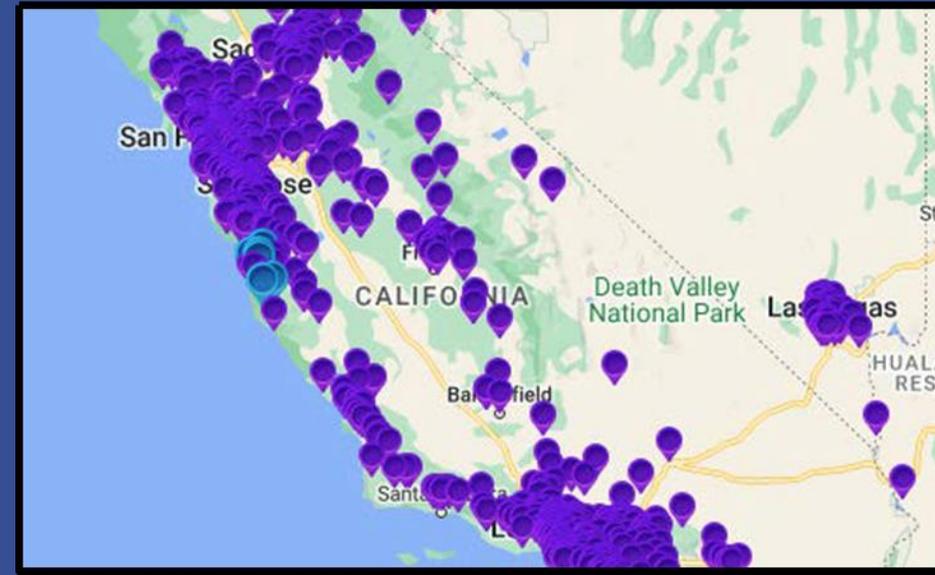
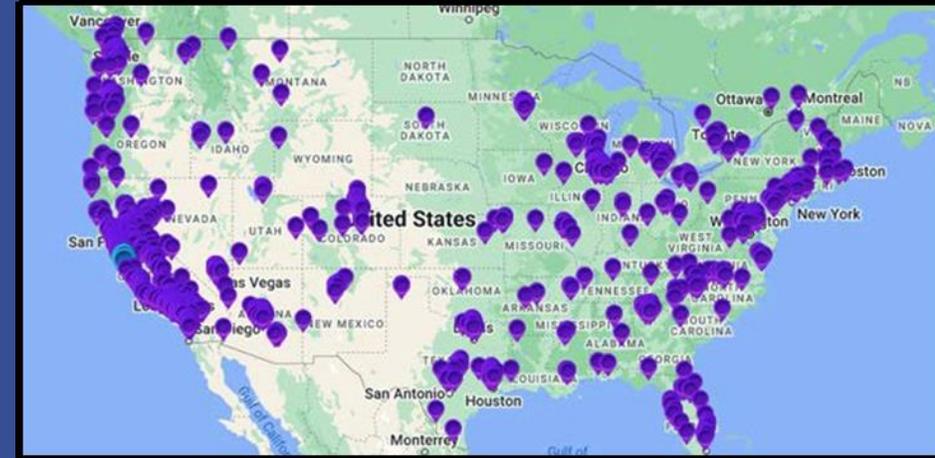
- Meets your business goals and objectives
- Is important to your audience
- Has a concierge experience with a high likelihood of success as defined by YOU



The legendary Dizzy Gillespie at our first festival in 1958.

LOYAL FANS IN 50 STATES AND 17 COUNTRIES

- Total number of MJF on-site patrons: 20,000
- Diverse: Of the 20,000 festival attendees, 27% African American, 6% Latino/Hispanic
- Educated: 47% have graduate degrees
- 98% are age 36+
- Loyal: 43% have attended the Festival 8+ years



MARKETING BENEFITS

We will customize a benefit packet just for you based on your objectives and marketing budget. Some of MJF's benefits include:

- Customized activation activities
- Patron engagement
- Category exclusivity
- Naming of a stage/venue
- On-site signage
- Presence on MJF website, email blasts, and MJF socials
- Co-branded content creation
- Co-branded seat cushions and/or clear bags required for fairgrounds entry
- Opportunity for product sampling in clear bags
- Right to promote co-branded products/service
- Other creative opportunities we co-create with you

Channels We Use:

- Social media (Facebook, Instagram, YouTube)
- Email marketing (list size exceeds 35K)
- Targeted online advertising leading up to and during the festival
- On-site interaction
- Souvenir magazine
- Traditional advertising including radio, print, and TV
- Monterey-Salinas Transit bus signage to promote the festival



MARKETING ACTIVATIONS

Partners can enjoy enhanced exposure and patron engagement through on-site activations of their products. Recent activations include:

- Alaska Airlines large sign in the center of the midway
- Blue Note Records Listening Sessions with Don Was
- Texas Southern University live radio show on KTSU station



MARKETING SAMPLING

Partners can distribute their food and beverage products or other materials through sampling opportunities to patrons on the grounds. Recent samplings include:

- J. Lohr Vineyards & Wines
- Kaiser Permanente
- Kind Bars



2024 SPONSOR & PARTNER ENGAGEMENT

MJF partners and sponsors engaged with attendees all weekend at a variety of locations on the Grounds and in the Arena.

As MJF built its online messaging in the months leading up to the festival, sponsors enjoyed ongoing consumer exposure which culminated in audience recognition and engagement over the festival weekend.



NAME OR PRESENT A STAGE/VENUE

Jimmy Lyons Stage / Arena

The Jimmy Lyons Stage in the Arena is where it all began – where Dizzy Gillespie, Billie Holiday, Louis Armstrong, and other jazz legends graced our biggest venue and made history. The Arena seats approximately 4,500 of our most loyal patrons and is named after MJF's founder.

Pacific Jazz Café

This intimate 350-seat newly-renovated and expanded venue has an indoor bar with food, as well as digital screens, with centralized access to the midway on the grounds in the center of all the action.

Dizzy's Den

This newly renovated indoor performance space seats 500 guests. The curated ambience and themed lineup add to the highly anticipated return of this stage.

Courtyard Stage

Small, but impossible to miss, this outdoor stage area is the first music you'll hear just inside the main gate and in the center of the food court.

Premier Club

MJF's VIP experience featuring chef-curated menus, top shelf no-host bar, and closed-circuit Arena simulcasts.

Artist Village

Our newest area acts as a haven for artists, VIPs, and special guests at the festival and is located past the Oak Tree lot providing privacy for this group.



WHAT OUR PARTNERS SAY

"KSBW is proud to partner with the Monterey Jazz Festival since the beginning. The longest, continuously-running jazz festival in the world brings thousands of people to our Central Coast each year to celebrate and enjoy great music and our way of life.

The Monterey Jazz Festival is more than just a weekend of fun. Their education efforts serve nearly 3,400 middle school, high school, and college students every year, bringing professional jazz artists into our schools, all with one mission – inspire the discovery and celebration of jazz.

Support of nonprofit organizations that strengthen our communities is a core value at KSBW, and we're proud to support the Monterey Jazz Festival and its commitment to our diverse community on the Central Coast."

- **Ed Everest, Creative Services Director, KSBW**

"Monterey Jazz Festival is an unforgettable meeting place, where we can not only uplift communities of color, but also learn from their experiences through culture and music. From Google leadership to HBCU students, we broke bread through an authentic appreciation for what we can learn from one another."

- **Maria Medrano, Global Diversity, Narrative & Public Policy, Google**



WHAT OUR PARTNERS SAY

"Gretsch Drums and Latin Percussion wholeheartedly support and share the Monterey Jazz Festival's mission of spreading joy, inspiration, and community through music. We're proud to partner with such a prestigious and respected organization that has been committed to showcasing jazz tradition and innovation for over 65 years. It is an absolute privilege to work with everyone at the Festival."

- **Juels Thomas, DW/Gretsch/LP**

"Through our partnership with the Monterey Jazz Festival, we are able to create memories that will last a lifetime by combining the love of Jazz with the joy of travel while making dreams come true for emerging artists long after the curtain closes."

- **David Tucker, Alaska Airlines**



THE FUTURE OF JAZZ

Every year, our sponsors help us create a world-class environment for our education students at the festival.

"My experience at Monterey this year was incredible. I loved being directed by Gerald Clayton this year. I also watched so many great artists over the weekend! Thank you, Monterey, for changing my life."

– Salome Ospina, 2024 Next Generation Jazz Orchestra pianist



Monterey Jazz Festival annually provides 3,000+ young people with direct access to nationally recognized jazz musicians and music instructors. These programs not only help fill an educational gap in our schools' underfunded music programs but provide mentorship and extensive performance opportunities to foster creativity and build character and teamwork for the next generation's jazz musicians. Our yearly education programs include the **Next Generation Jazz Orchestra** and **Women in Jazz Combo** that develop the next success in jazz and are sponsored by **Kaiser Permanente**.



TEXAS SOUTHERN UNIVERSITY

Sponsored by
Alaska Airlines, AT&T



NEXT GENERATION JAZZ ORCHESTRA

Sponsored by
Kaiser Permanente



HBCU JAZZ COMBO CHALLENGE
WINNER: NORTH CAROLINA CENTRAL UNIVERSITY

Sponsored by
Alaska Airlines, AT&T



NEXT GENERATION WOMEN IN JAZZ COMBO

Sponsored by
Kaiser Permanente

SUSTAINABILITY

Sustainability is deeply rooted in the mission of Monterey Jazz – socially, environmentally, and economically.

We are committed to the sustainability of jazz as an art form; to the health and prosperity of our community; and to the preservation of our natural environment that makes the quality of our lives possible.

With the abundance of natural beauty, the bountiful agriculture that surrounds our region and the long history of ocean conservation, it's fair to say that we tend to view our relationship with the earth differently here. That is why the Monterey Jazz team works closely on mission-aligned initiatives with community partners:

- We work with [Blue Strike Environmental](#) to move the festival toward environmental certification using best-in-class industry standard framework
- We provide [U.S. Pure Water](#) stations at the festival so that people can refill their water bottles instead of using single use water bottles
- We work with the [Monterey Bay Aquarium](#) to educate and guide audiences toward [sustainable fish options](#) at the festival
- We partner with [Levy Restaurants](#) as our exclusive F&B concessionaire. Levy is a leader in sustainability and makes every effort to reduce, reuse, and recycle – from tapping local growers for produce and meals to using eco-friendly serving ware
- In 2022, we partnered with [NOAA's National Marine Sanctuaries](#) on a commission by award-winning pianist and composer [Kris Bowers](#) to draw attention to the 30th anniversary of the [Monterey Bay National Marine Sanctuary](#)

SUSTAINABILITY

The City of Monterey Sustainability Office

Protecting the environment is a central part of The City of Monterey's mission to ensure a safe, healthy, historic, economically vibrant and sustainable environment. The City of Monterey Sustainability Office works to promote environmental and human health through waste reduction and recycling programs, energy efficiency strategies and climate action planning. Their specific accomplishments include:

- Requiring all disposable food service ware distributed in Monterey to be recyclable or compostable as of 2019
- Receiving a Clean Air Leader Award from the Monterey Bay Air Resources District in 2018 for leadership in working toward improved outdoor air quality in the City
- Receiving four Beacon Spotlight Awards in 2017 for greenhouse gas reductions, energy savings, and sustainable practices in the Monterey region
- Leading the initiative for the City to join Central Coast Community Energy (3CE)
- Developing the City's first Climate Action Plan in 2015
- Implementing a commercial food waste diversion program in 2012

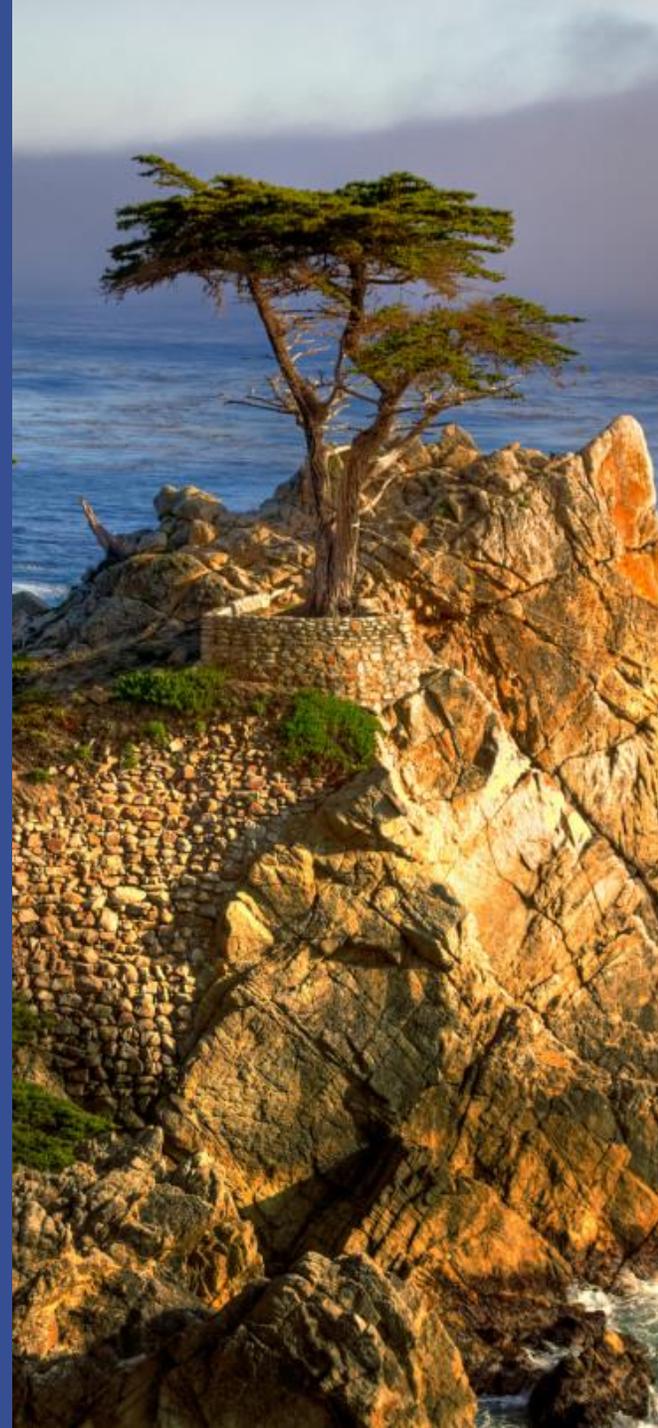
Communities For Sustainable Monterey County (CSMC)

The mission of CSMC is to help our communities equitably implement sustainable and regenerative practices to slow and adapt to climate change.

Focus areas: [Climate Change](#) | [Plastic Pollution](#) | [Education](#)

DESTINATION PACKAGES

Tour, golf, shop, wine
taste, and meet in
this beautiful world-
class destination!



2024 MEDIA INFORMATION

- MJF festival stories reached an online/print audience of nearly 6 million readers.
- The estimate value of online/print earned media is more than \$1 million.
- MJF festival stories reached over 100,000 TV viewers locally and nationally.
- MJF generated nearly \$80,000 in national and local TV publicity.
- MJF stories reached a radio audience of nearly 90,000 listeners.
- MJF social media engagement is nearly 25,000 across multiple platforms.
- Through our partnership with Sirius XM satellite radio, information about MJF was shared with their audience of more than 18 million listeners.
- **2024 MEDIA AND SOCIAL REACH: 25.1 million people**
- **2024 PUBLICITY VALUE: \$1,000,000**



San Francisco Chronicle Santa Cruz Sentinel San Jose Mercury News

Monterey County
The Herald EAST BAY TIMES WEEKLY DOWNBEAT GoodTimes.

KTVU FOX 2 abc 7 KGO-TV 8 KSBW KPIX CBS NEWS BAY AREA KION 5/46 NEWS CHANNEL KCSM

88.3fm WBGO.org kpbs news 90.3 kazu KSQD COMMUNITY RADIO KSCQ ...and many more!

QUOTES FROM THE MEDIA

"The Monterey Jazz Festival wrapped up on Sunday with vibrant, soul-moving performances, delicious food and great people. The admiration and love for music could be felt in the air across the fairgrounds."

— *KSBW*

"The Monterey Jazz Festival is a bhangra dance party, a Sunday morning praise service, a Detroit funk explosion, and a percussion-powered rumba session. It's a floor-shaking blues stomp, a soul music celebration, a Western swing hoedown, and an R&B-powered rave."

— *San Francisco Classical Voice*

"The Monterey Jazz Festival is an event where soaking in the moments is where it's at. It's taking a seat in the arena and enjoying an entire set of a headlining artist you admire. Or... it was discovering new music from across the globe."

— *Monterey County Herald*



DIGITAL UPLIFT - WEBSITE

+ 40.5% YoY Increase of Guests

+ Average Guest between the age of 35-64

+ 68% leveraging a Mobile Device to engage MJF

New users [?]

374K

↑ 40.5%

Returning users [?]

45K

↑ 4.6%

	Total	96,279 100% of total
1	Paid Search	31,530
2	Direct	25,499
3	Organic Search	23,275

+ MJF is a trusted brand in Jazz and in Organic Search

+ Content Marketing with our Partners drove traffic to our website

+ "A high tide raises all ships." 🗣️

DIGITAL UPLIFT - SOCIAL

- + 7.2K New Followers YoY
- + 384K Total Reach on Meta (Sep.)
- + Engagement: 24K Total Likes, Comments, Shares on Meta (Sep.)
- + Artist & Audience Engagement Across All Channels



We were so proud to present legendary fil...

Wed Oct 2, 11:43am

↗ 15.7K ❤️ 360
💬 9 ➡ 23



🎵 @liladowns
Much love to all of o...

Sun Sep 29, 2:56pm

↗ 10.2K ❤️ 1.2K
💬 16 ➡ 10

Our sponsors share social space with well-known artists & figures each year. 🌟

Interactions

Content interactions 📊

10.5K ↑ 5.6%





DIGITAL UPLIFT - PAID
SOCIAL & DIGITAL ADS

+ 73% YoY Increase in
Return on Ad Spend*

+ 75% YoY Increase in
Revenue*

+ 33% YoY
Increase in Transactions*

+ \$37,870 in revenue
driven by managed *
optimized free Google
Grant spend

+960,111 unique people
reached through paid
social efforts

+158k website sessions
driven by 2023 paid efforts

+ 54% of overall
web traffic driven by
paid efforts

+ 72% YoY increase in
overall revenue
from attendees ages 18-24

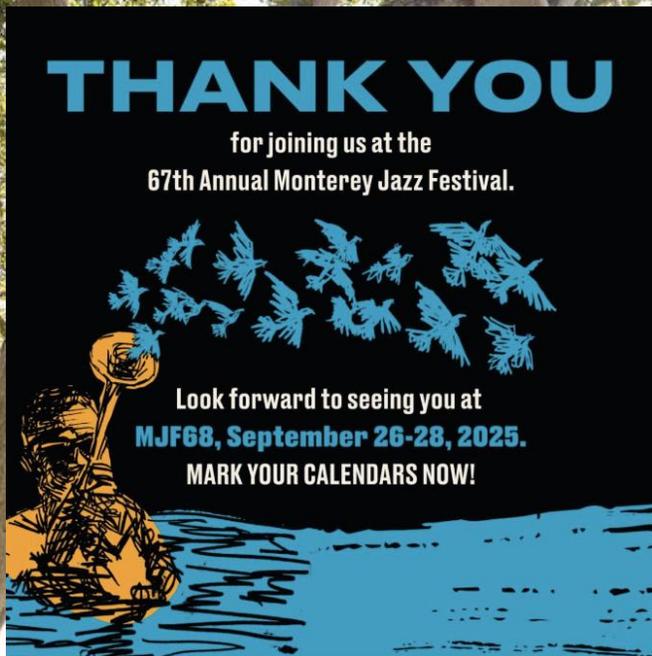
+ 54% increase in web
users from attendees ages
18-24

**directly correlated to digital ad buys*

DIGITAL UPLIFT – EMAIL MARKETING

+ 32,036 contacts in our database (5.9% YoY increase)

+ 42.8% median open rate (4% higher than industry average)



We wanted to take a moment to express our heartfelt gratitude to everyone who made MJF67 such an incredible experience! A huge thanks to our partners, vendors, artists, and most especially YOU, for providing the inspiration that made it such a memorable year.

We look forward to seeing you next year at the 68th Monterey Jazz Festival, September 26-28, 2025!

DIGITAL UPLIFT – EMAIL MARKETING

+ Averaged 7-9 email sends per month

+ 11% average click rate



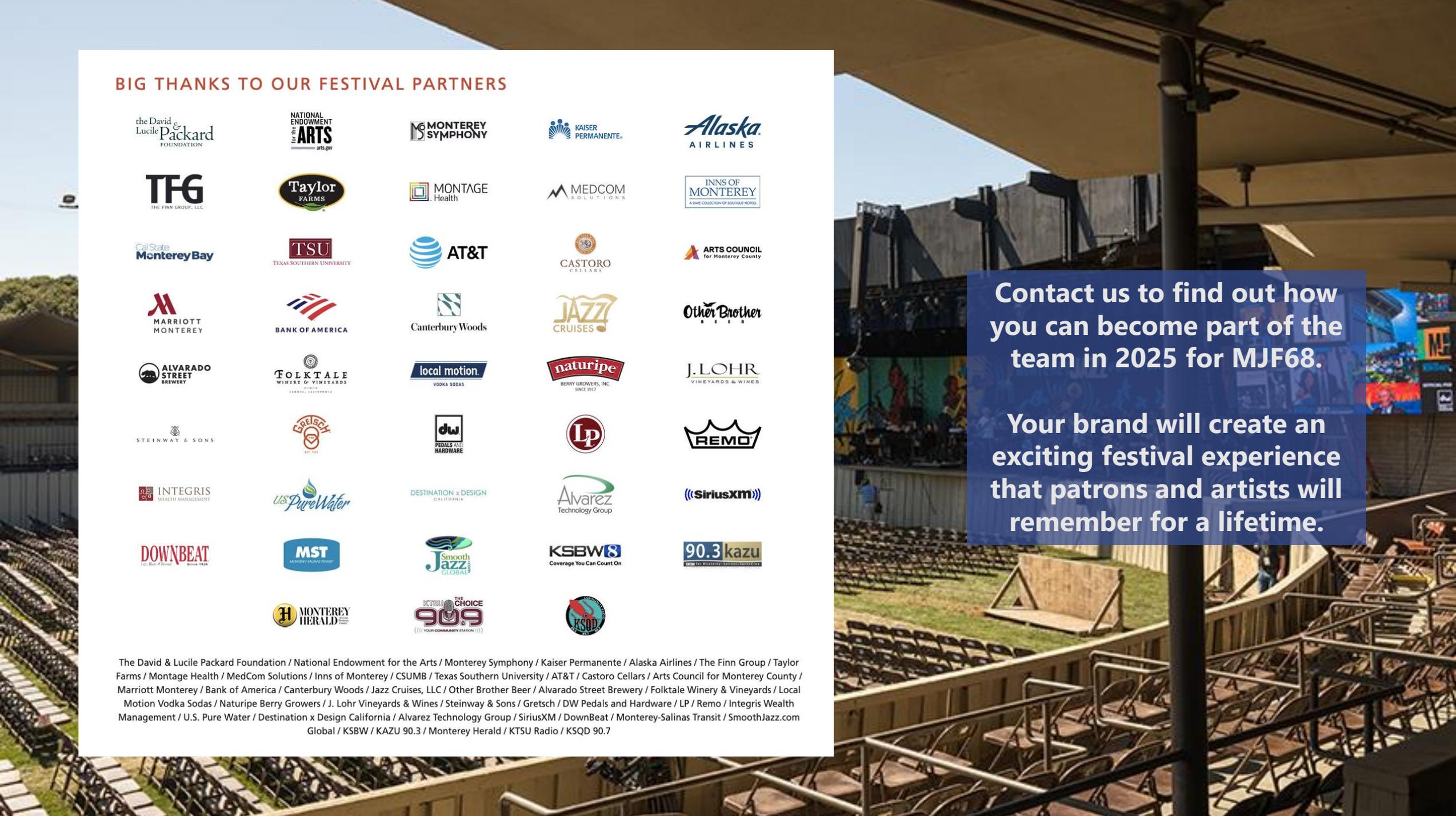
BIG THANKS TO OUR FESTIVAL PARTNERS



The David & Lucile Packard Foundation / National Endowment for the Arts / Monterey Symphony / Kaiser Permanente / Alaska Airlines / The Finn Group / Taylor Farms / Montage Health / MedCom Solutions / Inns of Monterey / CSUMB / Texas Southern University / AT&T / Castoro Cellars / Arts Council for Monterey County / Marriott Monterey / Bank of America / Canterbury Woods / Jazz Cruises, LLC / Other Brother Beer / Alvarado Street Brewery / Folk Tale Winery & Vineyards / Local Motion Vodka Sodas / Naturipe Berry Growers / J. Lohr Vineyards & Wines / Steinway & Sons / Gretsch / DW Pedals and Hardware / LP / Remo / Integris Wealth Management / U.S. Pure Water / Destination x Design California / Alvarez Technology Group / SiriusXM / DownBeat / Monterey-Salinas Transit / SmoothJazz.com Global / KSBW / KAZU 90.3 / Monterey Herald / KTSU Radio / KSQD 90.7

Contact us to find out how you can become part of the team in 2025 for MJF68.

Your brand will create an exciting festival experience that patrons and artists will remember for a lifetime.



**Join us at the
68th Monterey Jazz Festival
September 26-28, 2025**

Contact:
Caroline Ganos, Operations Associate
caroline@montereyjazz.org
831.373.0244



THANK YOU

for joining us at the
67th Annual Monterey Jazz Festival.



Look forward to seeing you at
MJF68, September 26-28, 2025.
MARK YOUR CALENDARS NOW!