

MONTEREY JAZZ FESTIVAL

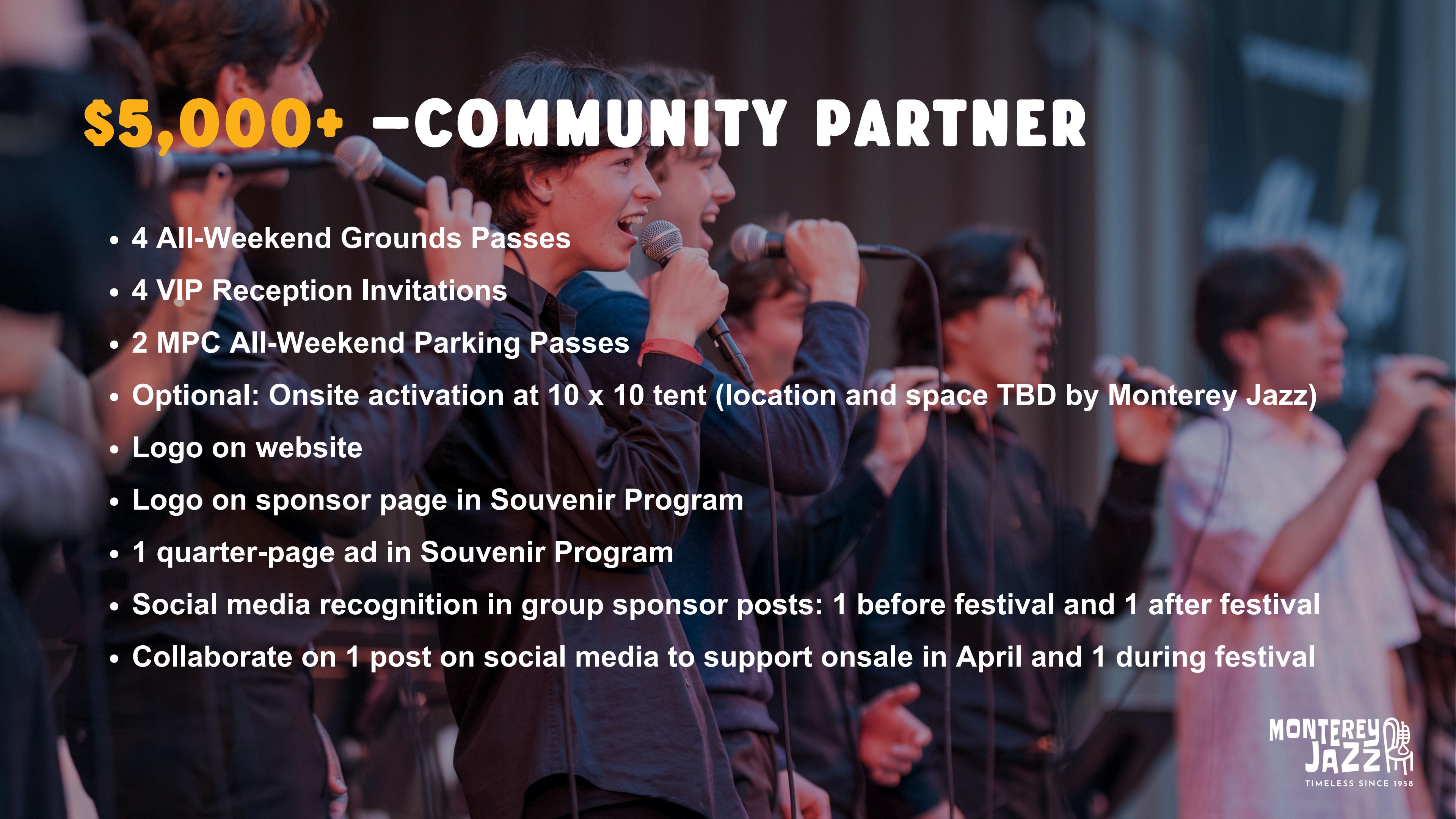
SPONSORSHIP LEVELS 2026

MJF69 SEPTEMBER 25-27, 2026



MONTEREY
JAZZ

TIMELESS SINCE 1958

A photograph of a group of young people singing into microphones at a festival. They are wearing dark clothing and are illuminated by stage lights. The background is dark, suggesting an indoor or nighttime setting.

\$5,000+ - COMMUNITY PARTNER

- 4 All-Weekend Grounds Passes
- 4 VIP Reception Invitations
- 2 MPC All-Weekend Parking Passes
- Optional: Onsite activation at 10 x 10 tent (location and space TBD by Monterey Jazz)
- Logo on website
- Logo on sponsor page in Souvenir Program
- 1 quarter-page ad in Souvenir Program
- Social media recognition in group sponsor posts: 1 before festival and 1 after festival
- Collaborate on 1 post on social media to support onsale in April and 1 during festival

\$10,000+ - BRONZE SPONSOR

- 2 All-Weekend Arena Passes
- 4 VIP Reception Invitations
- 1 Onsite Parking Passes (all weekend)
- 1-Day or 1-Artist Meet & Greet access
- Optional: Onsite activation at 10 x 10 tent (location and space TBD by Monterey Jazz)
- Logo on website
- Logo on sponsor page in Souvenir Program
- 1 half-page ad in Souvenir Program
- Social media recognition in group sponsor posts: 1 before festival and 1 after festival
- Collaborate on 1 post on social media to support onsale in April and 1 during festival
- Logo placement on Arena screens

\$15,000+ - SILVER SPONSOR

- 4 All-Weekend Arena Passes
- 4 VIP Reception Invitations
- 2 Onsite Parking Passes (all weekend)
- 2-Day or 2-Artist Meet & Greet access
- Optional: Onsite activation at 10 x 10 tent with Wi-Fi access (location and space TBD by Monterey Jazz)
- Logo on website
- Logo on sponsor page in Souvenir Program
- 1 half-page ad in Souvenir Program
- 1 dedicated social post before festival and 1 after festival
- Social media recognition in group sponsor posts: 1 before festival and 1 after festival
- Collaborate on 1 post on social media to support onsale in April and 1 during festival
- Logo placement on Arena screens

\$25,000+ - GOLD SPONSOR

- 4 All-Weekend Arena Passes
- 4 All-Weekend Premier Club Passes
- 4 VIP Reception Invitations
- 3-day or 3-Artist Meet & Greet access
- 2 Onsite Parking Passes (all weekend)
- Onsite activation at 10 x 10 tent with Wi-Fi access
(location and space TBD by Monterey Jazz)
- Logo on website
- Logo in email footer
- Logo on sponsor page in Souvenir Program
- 1 full-page ad in Souvenir Program
- 2 dedicated social posts before festival and 2 after festival
- Social media recognition in group sponsor posts:
1 before festival and 1 after
- Collaborate on 1 post on social media to support
onsale in April and 1 during festival
- 1 dedicated e-blast (date TBD by Monterey Jazz)
- Logo placement on Arena screens

\$50,000+ - PLATINUM SPONSOR

- 6 All-Weekend Arena Passes
- 6 All-Weekend Premier Club Passes
- 6 VIP Reception Invitations
- 3-Day or 3-Artist Meet & Greet access
- Exclusive Artist Reception
- Naming of a Grounds stage or education program
- On stage mentions by emcees
- Onsite activation at 10 x 10 tent with Wi-Fi access
(location and space TBD by Monterey Jazz)
- 3 exclusive logo opportunities throughout festival
Grounds: Artist Village, Merch Pavilion, and
Premier Club
- Logo on website
- Logo in email footer
- Logo on sponsor page in Souvenir Program
- 1 full-page ad in Souvenir Program
- 2 dedicated social posts before festival and 2 after
festival
- Social media recognition in group sponsor posts:
1 before festival and 1 after festival
- Collaborate on 1 post on social media to support
onsale in April and 1 during festival
- 2 dedicated e-blasts (dates TBD by Monterey Jazz)
- Logo placement on Arena screens

\$150,000+ - MAIN STAGE SPONSOR



- 15 All-Weekend Arena Passes
- 15 All-Weekend Premier Club Passes
- 15 VIP Reception Invitations
- Invitation to backstage visit
- VIP concierge
- 3-day or 3-artist Meet & Greet access
- Exclusive Private Wine Tasting & Listening Party with marquee artist
- 10 onsite Parking Passes (all weekend)
- Naming of the Arena stage or an education program
- Use of Hospitality Chalet at the back of the Arena
- On stage mentions by emcees
- Dedicated 30-second “feel good” video played on Arena screens
- On-site activation at 10 x 10 tent in premium location with Wi-Fi access
- Logo on website
- Logo in email footer
- Logo included in multi-advertising purpose promo reel
- Logo on sponsor page in Souvenir Program
- Co-branded digital and traditional ads
- 2-page spread in Souvenir Program with premium placement: 1 full-page ad, 1 full-page advitorial
- 5 dedicated social posts before festival and 5 after festival
- Social media recognition in group sponsor posts: 1 before festival and 1 after festival
- Collaborate on 1 post on social media to support onsale in April and 1 during festival
- 2 dedicated e-blasts (date TBD by Monterey Jazz)
- Logo placement on Arena screens

\$250,000+ - PRESENTING SPONSOR

- 20 All-Weekend Arena Passes
- 20 All-Weekend Premier Club Passes
- 20 VIP Reception Invitations
- Invitation to backstage visit
- VIP concierge
- 3-day or 3-Artist Meet & Greet access
- Exclusive Private Wine Tasting & Listening Party with marquee artist
- 10 on-site parking passes (all-weekend)
- Naming of the Arena stage or an education program
- Use of Hospitality Chalet at the back of the Arena
- On stage mentions by emcees
- Dedicated 60-second “feel good” video played on Arena screens
- Onsite activation at 10 x 10 tent in premium location with Wi-Fi access
- Co-branded logo on all website festival pages and Instagram, Facebook, TikTok, YouTube, and LinkedIn
- Logo in email footer
- Logo included in multi-advertising purpose promo reel
- Logo on sponsor page in Souvenir Program
- Co-branded digital and traditional ads
- 2-page spread in Souvenir Program with premium placement: 1 full-page ad, 1 full-page advitorial
- 10 dedicated social posts before festival and 10 after festival
- Social media recognition in group sponsor posts: 1 before festival and 1 after festival
- Collaborate on 1 post on social media to support onsale in April and 1 during festival
- 2 dedicated e-blasts (date TBD by Monterey Jazz)
- Logo placement on Arena screens



**CONTACT:
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