

Monterey Jazz 70

Festival Dates: September 24-26, 2027

Partnership Opportunities


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Partner Quotes

“There is something powerful about giving students the opportunity to be in the room with artists they admire and envision what is possible for themselves. Through our partnership with the Monterey Jazz Festival Foundation’s HBCU Collaborative, Alaska Airlines is proud to provide the gift of travel that helps make those experiences possible.”

- David Tucker, MC California Public Affairs, Alaska

“Montage Health is proud to be a long-time sponsor of Monterey Jazz. So many of the Montage Health caregiving family find solace and respite and community in the programs that Monterey Jazz produces. And we share the idea that music—as in our Music by the Bedside and Community Music programs—helps to create a healing environment, out in the community and in our care facilities. It is a wonderful partnership.”

- Kevin Causey, President of Montage Health Foundation

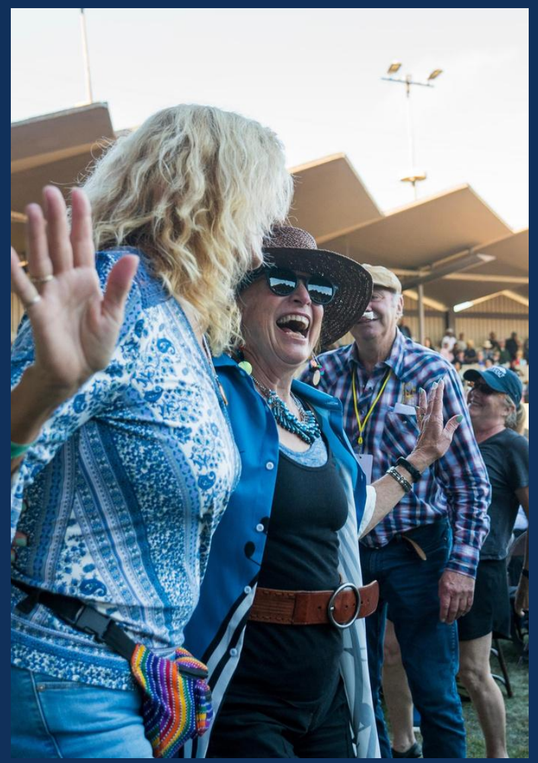
“The Monterey Jazz Festival is a wonderful gathering of friends and family in beautiful Monterey, but it is also a powerful force of education and mentorship for the next generation of artists and leaders throughout the year. This is why we are honored to be an on-going partner.”

- Gregory Ahn, CEO, Folktale Wine Group

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Mission

To inspire the discovery and celebration of jazz, anchored by an iconic festival.

Vision

A sustainable organization that sets the standard of excellence for jazz, connects a diverse community, and helps people appreciate and learn about jazz as fans and performers.

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History of Monterey Jazz

Founded in 1958, Monterey Jazz produces the longest continuously-running jazz festival in the world and is one of America's most respected cultural institutions. Each September, 20,000+ patrons gather on the historic Monterey County Fairgrounds for world-class music, community, and innovation. 70 years and counting!

- 3-day celebration of jazz excellence for 20,000+ attendees
- 501(c)(3) and leader in jazz education and community impact
- 5 stages with 70+ performances
- Arena headliners – Grammy winners, icons, and up & coming artists
- Food courts, art vendors, lounges, community spaces
- Robust database of 40,000+ engaged users

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A Legacy of Jazz. A Future of Possibilities.

- 70 Years of Cultural Leadership
- Music Education and Community Impact
- Connecting Generations Through Jazz
- A Milestone Opportunity for Partners

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National Education Programs

Next Generation Jazz Orchestra and Next Generation Women in Jazz Combo: Top high school jazz players from across the country, directed by Gerald Clayton (NGJO) and Katie Thiroux (NGWIJC)

HBCU Partnership Program: inviting HBCU jazz ensembles to the annual Monterey Jazz Festival for performances, master classes, and workshops

Regional Education Programs

Jazz Uplifts!: Free school concerts for students in 3rd through 6th grades and in-class music workshops

Summer Jazz Camp: One week-long day camp invites students of all skill levels

Regional All-Star Ensembles: Middle and high school student jazz musicians from across Monterey County: All-Star Middle School Combo, All-Star Vocal Ensemble & All-Star Band

Guitar Program for North Monterey County Unified School District: A free 8-week guitar program for middle school students from North Monterey County Unified School District

Monterey Jazz Residency at Central Coast High: Year-round, free weekly music classes with composer, pianist, and GRAMMY-award winning, Tammy Hall at Central Coast High in Seaside

Trading Fours: A fun jazz ensemble class for intermediate to advanced level adult musicians

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Meet Our Next Generation Directors

Gerald Clayton

Possessing an exquisite touch, astonishing technique, and a sound that somehow combines the dynamic finesse of Ahmad Jamal with the hurtling swing of Oscar Peterson, seven-time GRAMMY nominee **Gerald Clayton** ranks among the very best pianists of his generation. He returns with his trio featuring **Joe Sanders** (Charles Lloyd, Kendrick Scott) and drummer **Justin Brown** (Thundercat, Ambrose Akinmusire) his 2025 Blue Note album *Ones & Twos*.

Collaborating over the years with such distinctive artists as Diana Krall, Roy Hargrove, Dianne Reeves, Terence Blanchard, John Scofield, Terri Lyne Carrington, Peter Bernstein, Ambrose Akinmusire, the Clayton Brothers Quintet, and legendary band leader Charles Lloyd, Clayton currently serves as Director of Monterey Jazz Festival's Next Generation Jazz Orchestra following his service as Musical Director for Monterey Jazz Festival on Tour. Clayton also serves as the Artist-In-Residence for Jazz Studies at the University of Southern California (USC).

Katie Thiroux

A triple-threat talent, Katie Thiroux has firmly established herself as a force in today's jazz world with her bravura bass playing, assured singing, and compelling compositions. Known for her rare ability to seamlessly blend deep swing with lyrical vocals, Thiroux brings joy, soul, and virtuosity to every performance—leaving audiences around the world in awe. In the words of Quincy Jones: "This girl is IT!"

Beyond her career as a recording artist and international performer, Katie is a sought-after educator and advocate. She serves on the jazz faculty at the University of Southern California (USC), is the Director of Women in Jazz for the Monterey Jazz Festival and leads masterclasses and residencies worldwide.

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Marketing Communications

Owned Channels - As of September 30, 2026

- Website
  - 302,120 Website Visits
- Social Media Platforms
  - Instagram
    - 57,858 Followers
    - 1,069,925 September Views
  - Facebook
    - 64,939 Followers
    - 1,050,722 September Views
  - YouTube
    - 14,912 Subscribers
    - 84,955 September Views
- Marketing Email CRM
  - 42,191 Email List Subscribers
  - 47% Email Open Rate

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Marketing Communications

Paid Media (Apr 22 - Sept 30, 2026)

- Digital: 9.11M Ad Impressions | 93,970 Ad Clicks
- Traditional: Print, Radio, Out of Home, Local Activations

Earned Media (2026 Calendar Year)

- **Includes local, regional, and national coverage**
  - Print, Radio,Television, Digital
- 731 Media Mentions
- 550M Reported Online Audience
- 7.02M Reported Radio Audience

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Celebrating 70 Years of Monterey Jazz

A Milestone Opportunity for Brand Partnerships



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Sponsorship Levels

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$400,000+ - 70th Anniversary Founding Sponsor

- 20 All-Weekend Arena Passes
- 20 All-Weekend Premier Club Passes
- 20 VIP Reception Invitations
- Invitation to backstage visit
- VIP Concierge
- 2 Artist Meet & Greet Experiences
- 10 onsite parking passes (all-weekend)
- Naming of the Arena stage
- Use of exclusive Hospitality Chalet at the back of the Arena
- Onstage mentions
- 60-second partner video played on Arena screens
- Onsite activation at 10 x 15/20 tent in premium location with Wi-Fi access
- Prominent logo placement on select website festival pages
- Logo placement on Arena screens
- Logo in email footer
- Logo on sponsor page in Souvenir Program
- 2-page spread in Souvenir Program with premium placement: 1 full-page ad, 1 full-page advertorial
- Up to 4 dedicated social posts
- Recognition in 3 collective sponsor social posts
- Collaborate on 1 post on social media to support onsale in April and 1 during festival
- Recognition in collective spring sponsor newsletter and potential August sponsor newsletter

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$250,000 –Presenting Sponsor

- 10 All-Weekend Arena Passes
- 10 All-Weekend Premier Club Passes
- 10 VIP Reception Invitations
- Naming of a Grounds stage
- Invitation to backstage visit
- VIP Concierge
- 1 Artist Meet & Greet Experience
- 5 onsite parking passes (all-weekend)
- Onstage mentions
- 60-second partner video played on Arena screens
- Onsite activation at 10 x 10 tent in premium location with Wi-Fi access
- Prominent logo placement on select website festival pages
- Logo placement on Arena screens
- Logo in email footer
- Logo on sponsor page in Souvenir Program
- 2-page spread in Souvenir Program with premium placement: 1 full-page ad, 1 full-page advertorial
- Up to 4 dedicated social posts
- Recognition in 3 collective sponsor social posts
- Collaborate on 1 post on social media to support onsale in April and 1 during festival
- Recognition in collective spring sponsor newsletter and potential August sponsor newsletter

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$150,000 –Main Stage Sponsor

- 6 All-Weekend Arena Passes
- 6 All-Weekend Premier Club Passes
- 6 VIP Reception Invitations
- Naming of a Grounds stage
- Invitation to backstage visit
- VIP Concierge
- 3 onsite Parking Passes (all weekend)
- Onstage mentions
- 30-second partner video played on Arena screens
- Onsite activation at 10 x 10 tent in premium location with Wi-Fi access
- Logo placement on Arena screens
- Logo on website
- Logo in email footer
- Logo on sponsor page in Souvenir Program
- 2-page spread in Souvenir Program with premium placement: 1 full-page ad, 1 full-page advertorial
- Up to 2 dedicated social posts
- Recognition in 3 collective sponsor social posts
- Collaborate on 1 post on social media to support on sale in April and 1 during festival

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$50,000 –Platinum Sponsor

- 4 All-Weekend Arena Passes
- 4 All-Weekend Premier Club Passes
- 4 VIP Reception Invitations
- 2 Onsite Parking Passes (all weekend)
- Onstage mentions
- Onsite activation at 10 x 10 tent with Wi-Fi access (location and space TBD by Monterey Jazz)
- Logo placement on Arena screens
- Logo placement on select website festival pages
- Logo in email footer
- Logo on sponsor page in Souvenir Program
- 1 full-page ad in Souvenir Program
- 1 dedicated social post
- Recognition in 3 collective sponsor social posts
- Collaborate on 1 post on social media to support on sale in April and 1 during festival

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$25,000 –Gold Sponsor

- 2 All-Weekend Arena Passes
- 2 All-Weekend Premier Club Passes
- 2 VIP Reception Invitations
- 1 Onsite Parking Pass (all weekend)
- Logo placement on Arena screens
- Logo placement on select website festival pages
- Logo in email footer
- Logo on sponsor page in Souvenir Program
- 1 full-page ad in Souvenir Program
- Recognition in 3 collective sponsor social posts
- Collaborate on 1 post on social media to support onsale in April and 1 during festival
- Optional: Onsite activation at 10 x 10 tent with Wi-Fi access (location and space TBD by Monterey Jazz)

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$15,000+ –Silver Sponsor

- 6 All-Weekend Grounds Passes
- 6 VIP Reception Invitations
- 2 Onsite Parking Passes (all weekend)
- Logo placement on Arena screens
- Logo placement on select website festival pages
- Logo on sponsor page in Souvenir Program
- 1 half-page ad in Souvenir Program
- Recognition in 3 collective sponsor social posts
- Collaborate on 1 post on social media to support onsale in April and 1 during festival
- Optional: Onsite activation at 10 x 10 tent with Wi-Fi access (location and space TBD by Monterey Jazz)

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$5,000+ –Community Partner

- 4 All-Weekend Grounds Passes
- 4 VIP Reception Invitations
- 2 MPC All-Weekend Parking Passes
- Logo placement on festival sponsor website page
- Logo on sponsor page in Souvenir Program
- 1 quarter-page ad in Souvenir Program
- Recognition in 3 collective sponsor social posts
- Collaborate on 1 post on social media to support onsale in April and 1 during festival
- Optional: Onsite activation at 10 x 10 tent (location and space TBD by Monterey Jazz)

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Monterey Jazz Partners

(2022-2026)



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Timeless Since 1958

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montereyjazz.org



Contact Information

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