



SPONSOR OPPORTUNITIES



Hub City Jazz Festival 2023



The Skinny

- HUB CITY JAZZ FESTIVAL IS A 4-DAY/4-NIGHT MUSIC EXTRAVAGANZA IN NEW BRUNSWICK, NEW JERSEY
- THIS ALL-ENCOMPASSING COMMUNITY AND CREATIVE ARTS EXPERIENCE IS STAGED TO ATTRACT JAZZ, JAZZ-SOUL, JAZZ-FUNK AND R&B MUSIC ENTHUSIASTS FROM AROUND THE COUNTRY
- MUSIC CITY-WIDE, HCJF IS A COMMUNITY GATHERING SPRAWLING ACROSS DOWNTOWN NEW BRUNSWICK THAT FEATURES FREE JAZZ IN RESTAURANTS AND WORLD-CLASS JAZZ ICONS AT THE MAIN EVENT AT THE HYATT REGENCY

Hub City Jazz Festival 2023



The Skinny II

- HCJF IS A 501(C)3 PUBLIC BENEFIT CORPORATION AND A PORTION OF THE PROCEEDS FROM HCJF GOES TO OUR JAZZ EDUCATION PROGRAMS TO PROVIDE EDUCATIONAL OUTREACH OPPORTUNITIES TO NEW JERSEY AREA STUDENTS.
- OVER 4,000+ PEOPLE ATTENDED THE EVENTS IN 2019
- NUMEROUS CORPORATE PARTNERS DISPLAYING GOODS & SERVICES.



BE PART OF HUB CITY JAZZ FESTIVAL 2023

A world-class musical extravaganza where good times is a lifestyle.



2023 ARTISTS LINE UP



GERALD ALBRIGHT



KEN FORD



RAGAN WHITESIDE



BOB BALDWIN



LIN ROUNTREE



LINDSEY WEBSTER



OLLIE SILK

Remaining line-up TBA



Bringing World Class Entertainment To New Brunswick Year After Year



KIRK WHALUM



PIECES OF A DREAM



BONEY JAMES



BRIAN CULBERTSON



INCOGNITO



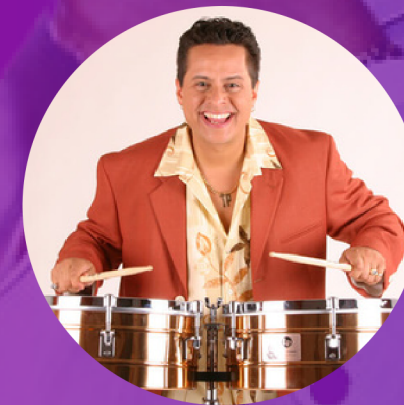
JEFF BRADSHAW



KAREN BRIGGS



MAYSA LEAK



TITO PUENTE JR



PAULA ATHERTON



ERIC ROBERSON



JAZZMIA HORN



THE JT PROJECT

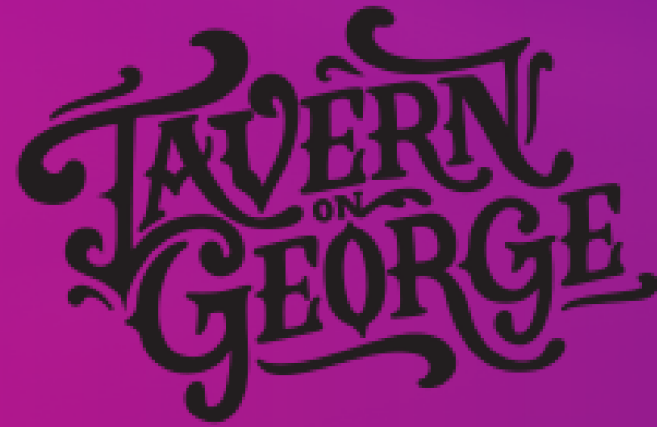


WALTER BEASLEY



BRI BLVCK

Prior Venue Partners



THE
HELDRICH

THE FROG - AND - THE PEACH

Diverse Demographics

**PROFESSIONALS.
HOMEOWNERS. BUSINESS
OWNERS. MUSIC
ENTHUSIASTS. TRAVELERS.
FOODIES. SHOPPERS.
JEWELRY LOVERS. HIGH-NET
WORTH. SPIRITS. MUSIC
ARTISTS. CRUISE TAKERS.
FREQUENT FLYERS.
INFLUENCERS. RETIREES.
SORORITIES. FRATERNITIES.**

Tap into our audience.

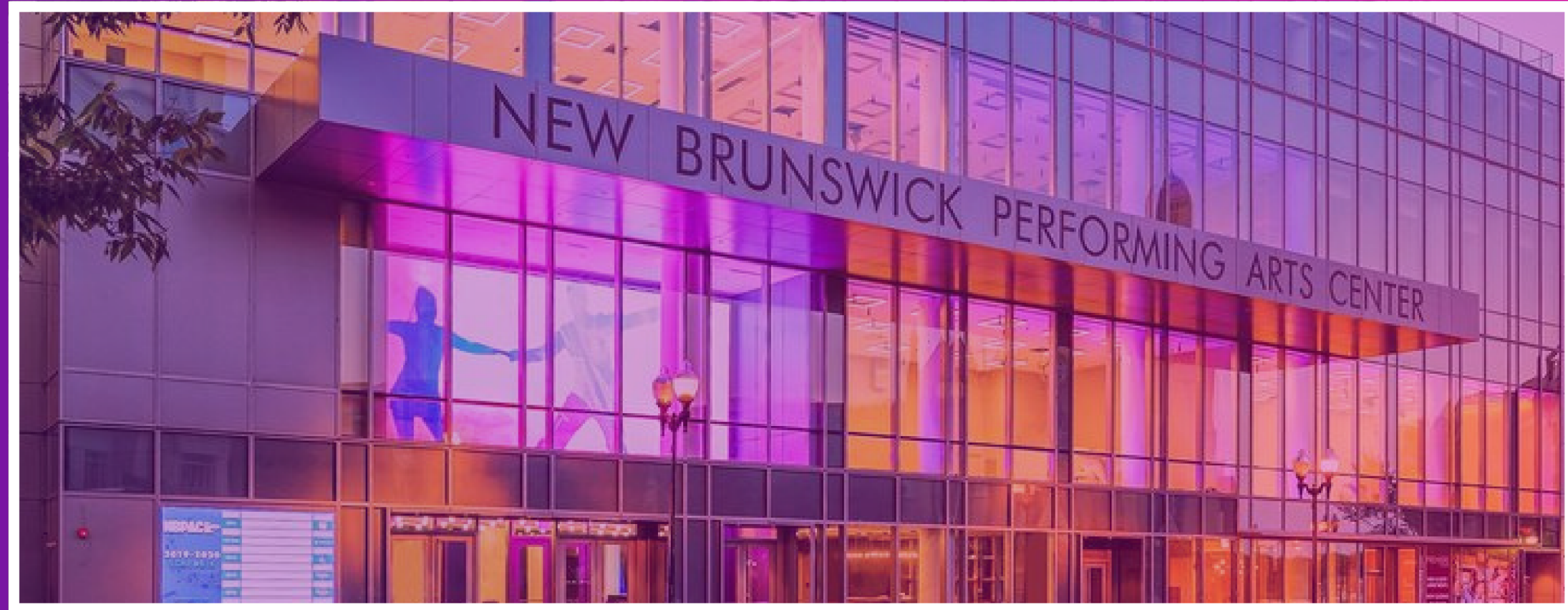
Our audience is ethnically and geographically diverse with attendees from 30+ states.



THE JAZZ REMIX @ NBPAC



PRESENTING
THE JAZZ REMIX™



The Jazz Remix Series

Is propelling New Brunswicks' jazz scene into the spotlight
as a world-class JAZZ destination.

The Hub City Jazz Remix Series will return to NBPAC in 2023.

NBPAC
NEW BRUNSWICK
PERFORMING
ARTS
CENTER

**PROVIDING EDUCATIONAL
OUTREACH OPPORTUNITIES
TO NEW JERSEY AREA
STUDENTS.**

Thanks to the philanthropic contributions of our sponsors, HCJF is able to provide professional development training as part of the education overlay with the New Brunswick Public Schools. Including master classes in improvisation and support of the district's summer music camp.



**JAZZ
EDUCATION
PARTNERSHIP**

MEDIA & COMMUNICATIONS

MAINSTREAM COVERAGE

- Print coverage reached 100k people
- Over 300k impressions from radio
- Online promotion generated 500k impressions
- Street marketing generated 100k impressions

STREET MARKETING

Thousands of postcards distributed at highly trafficked spots throughout the Northeast corridor.

E-MAIL MARKETING

Over 30K+ fans updated via blog, newsletter & email databases.

- 43.6% avg open rate
- 0.21% unsubscribe rate

BECOME A
Sponsor

Unprecedented Success

The principals of Hub City Jazz Festival have been producing the most innovative and world-class concert experiences in New Brunswick for more than 19 years.

Hub City Jazz Festival, Inc. began in 2004 with modest goals. It was the brainchild of Allen McGriff, a local New Brunswick, NJ entrepreneur. Originally called the New Brunswick Jazz Festival, it was a two day weekend event featuring local artists including talented high school musicians.

Now, after over 19 years in existence the festival has grown into a 4 day destination event attracting jazz enthusiasts throughout the country.

WHY PARTNER WITH HUB CITY JAZZ FESTIVAL

- Unprecedented Success
- A Delivered Lifestyle Experience
- Captive and Passionate Audience
- Multi-Day/Venue Event AD Placement
- Integrated Programs and Promotions
- Community Enhancement
- Guaranteed SELL OUT
- Estimated \$250k Spent During Event

BECOME A
Sponsor



Our Success Is Your Success

SPONSOR BENEFITS

Reaching a powerful community of LIKE MINDED individuals in authentic ways at a time in their lives when their brand choices are being decided. Here are just some of the ways to partner with us:

CATEGORY EXCLUSIVITY

- Development of a brand integrated activity
- Designated sponsor area
- 'Powered/Hosted By' sponsorship named activities
- Opportunity for 1-on-1 interaction with consumers
- Data capture opportunities
- Onsite contest and promotions

PRODUCT SAMPLING

- Onsite product sampling from various festival locations
- Opportunities for product sales onsite
- Product placement with artists, management and staff

PROMOTIONAL RIGHTS

- Use of festival likeness in promotions
- Rights to conduct retail promotion
- Leverage Tickets & VIP access
- Digital downloads for sponsor use

BECOME A
Sponsor



SPONSOR BENEFITS

HOSPITALITY PROGRAMS

- Tickets & VIP Packages for staff or key clients
- Designated Onsite hospitality areas
- Exclusive VIP green room with artists

PRINT MEDIA

- Regional/local print campaign including sponsor brand
- Ticket giveaways and prize contests promoted in print
- Promotional materials
- Posters and Flyers

THE MAIN EVENT

- Sponsor stage announcements
- Sponsor signage throughout the venue
- Booth Space (10x10) available

SPONSORSHIP PRICING

- Tile Sponsor - \$25k- \$50K
- Presenting Sponsors - Starting at \$5k
- Corporate Sponsors - Starting at \$2.5k

BECOME A
Sponsor





HUB CITY JAZZ FESTIVAL 2023

From its inception in 2004, the Hub City Jazz Festival has seen tremendous success and 2020's event is expected to surpass all previous years. The nineteenth annual Hub City Jazz Festival will occur in the fall of 2023.

In 2023 The Jazz Remix series returns to the state-of-the-art New Brunswick Performing Arts Center (NBPAC).

Join the world-leading marketers in this incredible opportunity for your brand to connect with our music fans.

BECOME A
Sponsor



LEVERAGE THE HUB CITY JAZZ FESTIVAL BRAND

Contact Us

MAILING ADDRESS

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732.241.3136

WEBSITE

hubcityjazz.com/sponsorship

Have any questions or
suggestions?

Hub City
JAZZ FESTIVAL



A rich history of getting marketers up close to coveted consumers and influencers.

MIDDLESEX
COUNTY • NJ

