

# 50 Years of Jazz in Cambridge

Be part of the story...





**Sponsor. Donate. Engage.**



- ✓ **Amplify your brand in Cambridge**
- ✓ **Enhance your company's local reputation**
- ✓ **Be recognised as a supporter of the arts, education and creative sectors**
- ✓ **Be seen as a socially responsible company**

# Our Golden Ambition

As one of the UK's longest running jazz clubs, Cambridge Modern Jazz will be celebrating its 50<sup>th</sup> golden anniversary in 2022.

We seek sponsorship partners to help us make it a year to remember, and to accelerate our community ambitions.

These include:

- Three international marquee events at top Cambridge venues in 2022
- 20 concerts at our CMJ club venue plus 10 international standard events at associated arts centres
- Guest appearances from big-name CMJ alumni
- The promotion of jazz to a wider audience in our region
- An emphasis on young, emerging and dynamic bands to extend the jazz demographic
- A focus on equality and diversity goals
- New and original music commissioned and performed
- To showcase our regional artists
- To increase participation in music in our schools through jazz master classes

# Sponsor Benefits

For companies looking to extend their footprint in Cambridge, we offer a unique route to market, plus an untapped channel of positive promotional, CSR and reputation enhancing opportunities.

- Access to an attractive demographic audience
- Opportunity to be associated with one of the major arts initiatives in Cambridge
- Wide range of marketing and branding opportunities
- Staff volunteering opportunities at events
- Association with local music education initiatives
- Corporate hospitality at specific events and drinks receptions
- Access to artists during events receptions



# Promotional Reach

Sponsors will be acknowledged in all media releases and logos will be displayed prominently on the CMJ website, regular e-newsletters, posters, banners, brochures and flyers.

Links to sponsors websites will be enabled on electronic and social media postings.

Opportunities for branding and displays at live events.

Our promotional reach includes:

- 20+ live events per year spread across three jazz 'seasons'
- Cross-promotion marketing with Stapleford Granary, Cambridge Junction, Anglia Ruskin University, Cambridge University, Cambridge Jazz Festival
- Media coverage in national jazz print media, local press and Radio Cambridgeshire and Cambridge 105 broadcast interviews
- 20,000 printed brochures and flyers distributed throughout the year by Cambridge City Council and volunteers to key public, University, retail and entertainment sites.
- Regular e-newsletter and social media activity
- Cambridge Jazz website [cambridgejazz.org](http://cambridgejazz.org)
- An active audience of 1000+ customers

# Why Jazz?

The UK is undergoing a Jazz renaissance, especially among the younger generation.

The genre is increasingly crossing into the mainstream. Audience exposure is growing. Jazz acts now regularly headline mainstream entertainment TV shows such as Strictly Come Dancing and X Factor. And streaming rates are rocketing!

## Today's jazz audience is an attractive demographic for UK business:

- Jazz FM's core audience is aged 35-64, 61% male and 39% female. They attract an upscale, predominantly ABC1 audience who enjoy the quality things in life with a high disposable income. They are more likely to read The Times, The Guardian or The I over a traditional tabloid.
- According to Spotify, around 40% of jazz listening on the streaming website is done by people under 30. It confirms that listeners of the genre in this age group have risen for the last five years.
- Streaming website, Deezer, said its Chill Jazz playlist has had a 555% increase in streams in the UK in the last 12 months!
- The jazz resurgence is being reflected in festivals and ticket sales, with British jazz featuring heavily on the most recent Glastonbury line-up. A number of new jazz festivals have also appeared over the last couple years such as DJ Gilles Peterson's 'We Out Here' festival in Huntingdon and the 'Love Supreme' festival in East Sussex.



# Why Cambridge?

Cambridge is a city of culture.

A focal point for our region where art and commerce sit comfortably together.

Cambridge is not only a globally important academic powerhouse and home to some of the world's most innovative businesses. It has a vibrant, year-round cultural scene that embraces music in all forms, drama, dance and the visual arts.

But did you know that it also has some impressive Jazz credentials?

Cambridge Modern Jazz was founded in 1972. It is one of the most successful jazz promoting organisations in the UK.

It is a not-for-profit organisation run by a team of unpaid and dedicated volunteers.

CMJ showcases both world class musicians and those gaining national recognition on their way up.

'Playing Cambridge' has become a right of passage for young musicians on the jazz circuit.

Many musicians associated with CMJ have gone on to establish national profiles, and it has a high reputation in the international jazz community.

Notable musical alumni of Cambridge University have gone on to become successful jazz musicians.





# Why Community?

Music was once at the heart of our education system but, in many schools, instrumental lessons are only available to those whose parents can afford to pay.

And, right now, teachers report that extra-curricular activities are no longer taking place in two thirds\* of secondary schools.

Yet music fires the imagination of young minds! It is infectious!

With your financial support, we could nurture more of the next generation of jazz performers in our region by increasing the number of in-school CMJ jazz masterclasses.

What a lasting legacy!

*“During our golden anniversary year we plan to set in motion a series of community based initiatives to ensure a lasting legacy.”*



\*Music Education in the Covid-19 Crisis (Incorporated Society of Musicians, December 2020)

# Gold Sponsorship Package

- Covering a period of up to 20 months (April 2021 – December 2022 inclusive)
- Your company recognised as a major sponsor at up to 30 concerts
- Headline sponsorship of one special marquee event in 2022
- Priority listing on our website with logo and hyperlinks
- Company logo on CMJ banners prominently on display at all events
- Company logo prominently featured in our club brochures/flyers – 20,000 per year
- Full page company advertisement in each edition of our club brochure
- Recognition through regular e-newsletters, press releases and social media activity
- Twelve free concert tickets per season i.e. 36 per year
- Opportunities for branding and displays at live events
- Exclusivity in your sponsorship category / industry sector
- First refusal on sponsorship opportunities in the future



**Your investment: £5,000**

# Friends' Package

- Covering a period of up to 20 months (April 2021 – December 2022 inclusive)
- Your company recognised as a 'Friend of CMJ' at up to 30 concerts
- Supporter listing on our website with logo and hyperlinks
- Company logo on CMJ supporters banner prominently on display at all events
- Company logo prominently featured in our club brochures
- Recognition through regular e-newsletters, press releases and social media activity
- Six free concert tickets per season i.e. 18 per year

**Your donation: just £500**



# Next Steps



## Cambridge Jazz

### Be Part of the Story...

Do contact David Gower or John Blandford for a chat about how your company can be part of a great story.

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