



# JAZZ AT DREW

2019

SATURDAY, OCTOBER 5, 2019  
12 NOON - 9 P.M.

GREAT MUSIC  
for a  
GREATER MISSION

## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR • \$100,000

- Category exclusivity for your premium business segment (e.g. automotive, beverage, etc.)
- Name incorporated in event title
- On-site branding
- Product placement
- Prominent branding to include:
  - Event press releases to include Presenting Sponsor's name
  - Specific press release regarding partnership with sponsor
  - Stage branded with Presenting Sponsor's logo
  - On stage recognition and introduction
  - Name and logo advertisement on Jazz at Drew web page
  - Name and logo on festival marketing materials
  - Name and logo on CDU social media networks
- One 8-person Cabana
- One reserved VIP table at festival in Soulful Section
- 12 passes to festival VIP event
- Name inclusion on Brick Wall of Honor on University campus
- Invitation to CDU Annual Donor Recognition Reception
- Annual Report recognition
- Additional partnership opportunities can be negotiated
- Name and logo on CDU Giving page (1 year)

### DIAMOND SPONSOR • \$35,000

- Name listed as Diamond Sponsor on marketing materials as exclusive VIP Reception sponsor
- Opportunities for product sampling and one-to-one interaction with consumers
- Promotional product placement
- Prominent branding to include:
  - Event press releases to include Diamond Sponsor's name
  - Name and logo advertisement on Jazz at Drew web page
  - Name and logo on festival marketing materials
  - Name and logo on CDU social media networks
  - On-stage recognition
- Two reserved VIP tables at festival in Concert Section
- Eight passes to festival VIP event
- Invitation to CDU Annual Donor Recognition Reception
- Annual Report recognition
- Additional partnership opportunities can be negotiated
- Name and logo on CDU Giving page (6 months)

### ENTERTAINMENT SPONSOR • \$50,000

- Category exclusivity for your premium business segment
- Web banner on Jazz at Drew web page
- On-site branding
- Product placement
- Prominent branding to include:
  - Event press releases to include Entertainment Sponsor's name
  - Name and logo advertisement on Jazz at Drew web page
  - Name and logo on festival marketing materials
  - Name and logo on CDU social media networks
  - On-stage recognition
- Two reserved VIP tables at festival in Soulful Section
- Eight passes to festival VIP event
- Invitation to CDU Annual Donor Recognition Reception
- Annual Report recognition
- Additional partnership opportunities can be negotiated
- Name and logo on CDU Giving page (6 months)

### PLATINUM SPONSOR • \$25,000

- Name listed as Platinum Sponsor on marketing materials
- Prominent branding to include:
  - Event press releases to include Platinum Sponsor's name
  - Name and logo advertisement on Jazz at Drew web page
  - Name and logo on festival marketing materials
  - Name and logo on CDU social media networks
  - On stage recognition
- Two reserved VIP tables at festival in Concert Section
- Eight passes to festival VIP event
- Invitation to CDU Annual Donor Recognition Reception
- Annual Report recognition



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## SPONSORSHIP OPPORTUNITIES

### GOLD SPONSOR • \$10,000

- Name listed as Gold Sponsor on marketing materials
- Prominent branding to include:
  - Event press releases to include Gold Sponsor's name
  - Name and logo advertisement on Jazz at Drew web page
  - Name and logo on festival marketing materials
  - Name and logo on CDU social media networks
- One reserved VIP table at festival in Concert Section
- Four passes to festival VIP event
- Invitation to CDU Annual Donor Recognition Reception
- Annual Report recognition

### SILVER SPONSOR • \$5,000

- Name listed as Silver Sponsor on marketing materials
- Prominent branding to include:
  - Event press releases to include Silver Sponsor's name
  - Name and logo advertisement on Jazz at Drew web page
  - Name and logo on festival marketing materials
  - Name and logo on CDU social media networks
- One reserved VIP table at festival in Friends Section
- Four passes to festival VIP event
- Invitation to CDU Annual Donor Recognition Reception
- Annual Report recognition

### JAZZ AT DREW SCHOLAR SPONSOR • \$3,500

- Sponsor CDU student scholarships
- Two VIP tickets to festival in Friends Section
- Invitation to CDU Annual Donor Recognition Reception
- Annual Report recognition

### JAZZ AT DREW COMMUNITY PARTNER • \$2,500

- Sponsor 10 pairs of General Admission tickets for community members
- Logo included on festival marketing materials
- Invitation to CDU Annual Donor Recognition Reception
- Annual Report recognition

### CUSTOMIZE YOUR SPONSORSHIP

To customize your sponsorship, please contact the Office of Strategic Advancement at (323) 357-3669, or email us at [advancement@cdrewu.edu](mailto:advancement@cdrewu.edu).

Charles R. Drew University of Medicine and Science

1731 East 120th Street

Los Angeles, CA 90059

(323) 357-3669

[www.jazzatdrew.com](http://www.jazzatdrew.com)



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## SPONSORSHIP RESPONSE FORM

Please indicate your level of participation and complete this form.

### SPONSORSHIPS

- |  |           |   |          |
|--|-----------|---|----------|
| <input type="checkbox"/> Presenting Sponsor    | \$100,000 | <input type="checkbox"/> Gold Sponsor                   | \$10,000 |
| <input type="checkbox"/> Entertainment Sponsor | \$50,000  | <input type="checkbox"/> Silver Sponsor                 | \$5,000  |
| <input type="checkbox"/> Diamond Sponsor       | \$35,000  | <input type="checkbox"/> Jazz at Drew Scholar Sponsor   | \$3,500  |
| <input type="checkbox"/> Platinum Sponsor      | \$25,000  | <input type="checkbox"/> Jazz at Drew Community Partner | \$2,500  |

### TICKETS

- |  |               |   |                 |
|--|---------------|---|-----------------|
| <input type="checkbox"/> Soulful VIP Tables of 4         | \$650 x _____ | <input type="checkbox"/> Cabanas (Seats 8)      | \$1,750 x _____ |
| <input type="checkbox"/> Concert VIP Tables of 4         | \$550 x _____ |   | \$1,650 x _____ |
| <input type="checkbox"/> Friends of Jazz VIP Tables of 4 | \$450 x _____ |   | \$1,500 x _____ |
|  |               | <input type="checkbox"/> VIP Individual Tickets | \$150 x _____   |
|  |               | <input type="checkbox"/> General Admission      | \$65 x _____    |

TOTAL AMOUNT \$ \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Please make your check payable to **Charles R. Drew University of Medicine and Science**  
and mail payment to: **Office of Strategic Advancement, 1731 East 120th Street, Los Angeles, CA 90059**  
For more information, contact: **(323) 357- 3669** or visit: **www.jazzatdrew.com**