



2024 Lancaster Avenue Jazz & Arts Festival

Corporate Partnership Opportunities



Saturday, July 20, 2024 | Saunders Park Greene | 39th & Powelton Avenue | 12 PM - 7 PM

The Jazz & Arts Festival, which launched in 2006 as a neighborhood event, drawing a few hundred community members, has grown to become the signature event of HopePHL, drawing a regional audience of more than 3,000 families and community members, nationally renowned jazz artists, jazz enthusiasts, and partners annually. The event is planned by a committee representative of neighbors, business owners and community organizations, and celebrates Philadelphia's Jazz Heritage, our creative arts and "makers" community, and our vibrant, culturally diverse neighborhoods.

Join us for this exciting event, as sponsor! By becoming a 2024 Lancaster Avenue Jazz & Arts Festival sponsor, your organization would benefit from access to HopePHL's audience and partners while supporting programs that enhance quality of life, and equitable access to affordable housing and opportunities for families, youth and children living in Philadelphia.

PAST PERFORMERS:

- Spontaneous Creativity with Duane Eubanks
- Glenn Bryan and Friends
- Lynn Riley & The World-Mix
- Dr. E. Diane Lyle-Smith & Friends
- MJS Trio
- Brent White Ensemble
- Lady Alma
- Justin Faulkner
- Cornelius "Sonny" Fortune
- Tim Warfield
- Terrel Strafford
- Lee Mo
- Immanuel Wilkins
- McCoy Tyner

PAST SPONSORS:

- Amtrak
- Ballard Spahr LL
- Brandywine Realty Trust
- Citizens
- Children's Hospital of Philadelphia
- Comcast
- Department of Public Health
- Independence Blue Cross
- Iron Stone Real Estate Partners
- Jefferson Health Plans
- North American Spine & Pain
- Penn Live Arts/University of Pennsylvania
- Penn Medicine
- Penn Museum
- Plenary Infrastructure Philadelphia
- TD Bank
- UnitedHealthcare Community Plan
- Univest
- Servpro
- Sysco
- Wells Fargo

2022 Best of Philly Metro Philadelphia

[VIEW HERE](#)

Or visit <https://metrophillysbest.com/best-annual-event-festival-in-philadelphia/>

YOUR SPONSORSHIP WILL REACH:



25,000

Community Members Served

25,000+

Online Followers

JAZZ FEST IMPACT:

3,500

**Attendees
from PA, NJ, DE**

30+

Partners

2.6M+

Impressions

Corporate Partner Levels:

	Festival Presenting Sponsor \$50,000 (Limit 1)	Main Stage Title Sponsor \$30,000 (Limit 1)	Senior Area Sponsor \$20,000 (Limit 1)	VIP Area Sponsor \$15,000 (Limit 1)	Children's Village Sponsor \$15,000 (Limit 1)	Vendor Village Sponsor \$15,000 (Limit 1)	Rest Area Sponsors \$10,000 (2 available)	TD Bank Jazz Festival Pop-Ups Presenting Sponsor (SOLD) \$10,000/ 1 \$25,000 all	Musician Sponsors \$7,5000	Rhythm Sponsors \$5,000	Lancaster Ave Business Associate \$1,000
RECOGNITION											
Exclusive Festival Presenting Sponsor recognition. ***	X										
Exclusive Festival area title recognition. ***		X	X	X	X	X	X				
Exclusive Pop-Up recognition. ***								X			
Logo featured on mass transit ads. ***	X	X	X	X	X	X					
Logo included in digital and print collateral.	X	X	X	X	X	X	X	X			
Ad in HopePHL's donor newsletter+ to 10k supporters.	FULL	FULL	FULL	FULL	FULL	FULL	HALF	HALF	HALF	HALF	QUARTER
Goody Bag promo insert. (300-400 units needed. *)	X	X	X	X	X	X	X	X	X	X	X
Name listed on Festival marketing digital and print collateral. **	X	X	X	X	X	X	X	X	X	X	X
ACCESS											
Brief speaking opportunity from the Festival stage.	X	X	X								
Sponsor Tent with signage. ^	X	X	X	X	X	X	X	X	X		
Sponsor Table with signage.										X	X
VIP Area admission.	20	15	15	10	10	10	10	10	6	4	2
ENTERTAINMENT & NETWORKING											
Jazz musician to play at your party.	X	X									
Speaking opportunity on Equity Discussion panel.	X	X	X								
Corporate volunteer opportunities available.	X	X	X								
Invitation to exclusive corporate partners' networking event.	X	X	X	X	X	X	X	X	X	X	X

Returning Sponsor Discount: Returning sponsors confirmed by April 30, 2024, receive a 20% discount.

Early-Bird Discount: New sponsors confirmed by March 30, 2024, receive a 10% discount.

All Sponsors receive free Promo Items:

Festival t-shirt, newsletter, and Goody Bag

+ Sponsorship commitment and ad must be received by 5/3/2024 for inclusion in the newsletter.

* Items for Goody Bag must be received by 6/28/24.

** Marketing Collateral Includes: website, social media, e-newsletter, printed materials and signage

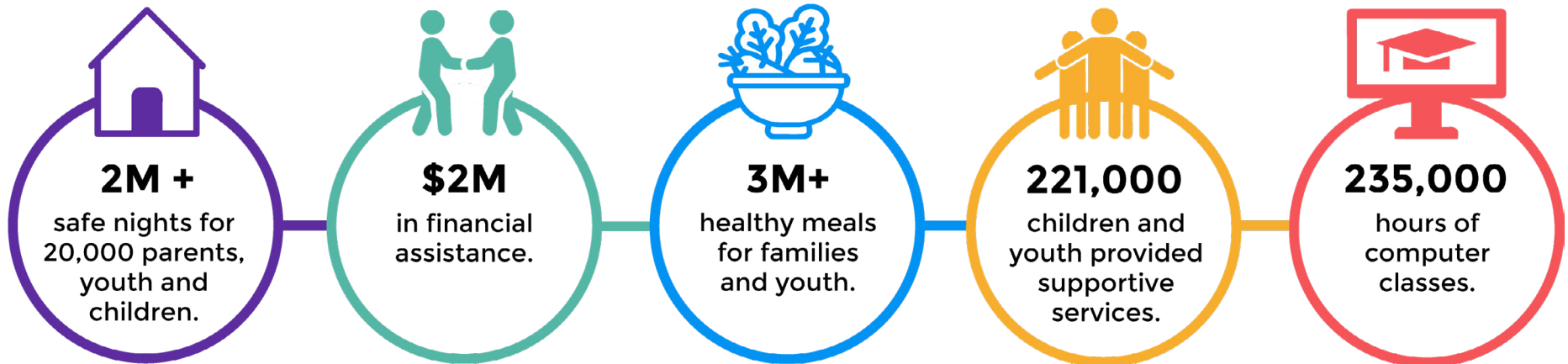
*** Sponsorship commitment and logo must be provided by 5/3/24 for inclusion in 6-week mass transit ads.

^ Tent, table, two chairs provided by HopePHL.

ABOUT HopePHL

HopePHL's mission is to inspire Philadelphia's children, youth, families and communities to thrive by providing housing, advocacy, and trauma-responsive social services designed to promote equity, resilience, autonomy, and well-being. HopePHL supports over 25,000 community members, residents, and students annually to reach their goals of safe homes, economically secure and healthy families, and thriving students and businesses.

IMPACT



Interested in partnering?

Please contact Karina Sellhorn, Corporate Relations Manager,
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