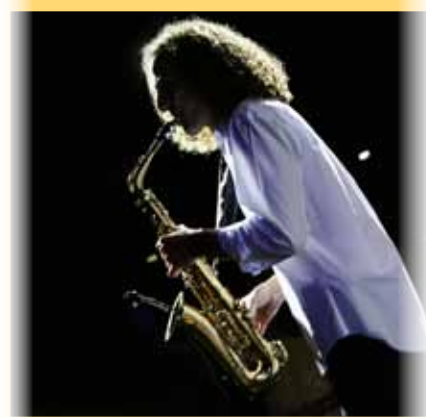


CLEARWATER'S SIGNATURE ANNUAL EVENT

CLEARWATER JAZZ HOLIDAY



World-class live music against the backdrop of warm breezes, brilliant sunsets and great beaches on the Gulf of Mexico





One of the longest-running and best-known FREE live jazz events in the country, the Clearwater Jazz Holiday has presented virtually every jazz luminary of our generation.

Dr. John **Soulive** **Norman Brown**
Little Feat **Jessy J** **Brenda Russell**
Tony Bennett **Lalah Hathaway** **Eric Darius**
Boney James **Herbie Mann** **Cherry Poppin' Daddies**
Tito Puente **Hiroshima** **Big Bad Voodoo Daddy**
Chuck Mangione **Lou Rawls** **Dave Brubeck**
John Pizzarelli **Herbie Hancock**
Stanley Clarke **Branford Marsalis**
Bela Fleck and the Flecktones **George Benson**
Spyro Gyra **Manhattan Transfer**
Al Jarreau **Koko Taylor** **Patti Austin** **Kenny G**
The Neville Brothers **Woody Herman**
Natalie Cole **Jean-Luc Ponty** **Dizzy Gillespie**
The Rippingtons **David Sanborn**





THE CLEARWATER JAZZ HOLIDAY IS THE LARGEST FREE OUTDOOR CONCERT IN THE SOUTHEAST U.S.

- Attendance reaching up to 70,000 over four days
- Started in 1980, a history of success



THE WORLD-CLASS EVENT ATTRACTS TENS OF THOUSANDS OF VISITORS EACH YEAR TO CLEARWATER

The jazz experience is complemented by the Clearwater area's mild fall weather, miles of world-famous Gulf beaches, brilliant sunsets, nearby attractions, accommodations and dining.





THE ANNUAL JAZZ HOLIDAY IS ADMINISTERED BY A CHARITABLE FOUNDATION

The Clearwater Jazz Holiday Foundation, The City of Clearwater and an all-volunteer staff, “The Jazz Force” plan and execute the hundreds of services needed to accommodate tens of thousands of visitors during the third week in October.



MARKETING OPPORTUNITIES



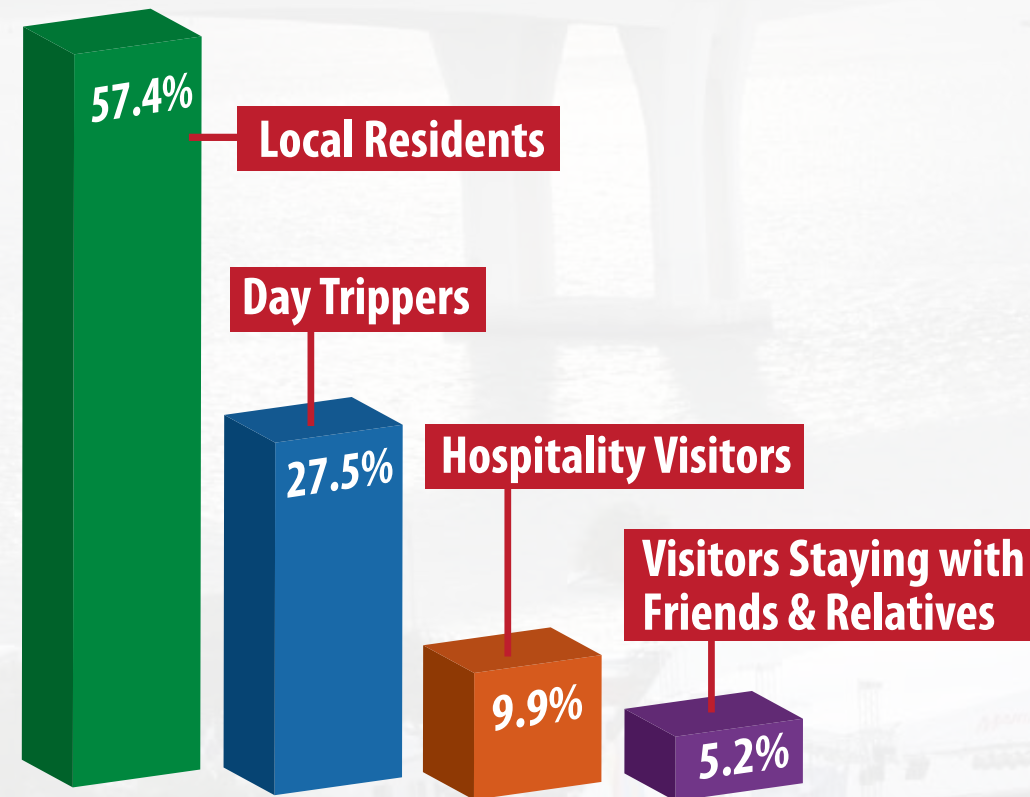
- Sponsors enjoy a highly effective, planned marketing event— provide to an upscale, high-income, educated audience
- Proven, focused plan to attract out-of-state, drive-in and local attendees
- Extensive media schedule —
Print, TV, Radio, Internet and Outdoor

AWARENESS FOR YOUR BRAND

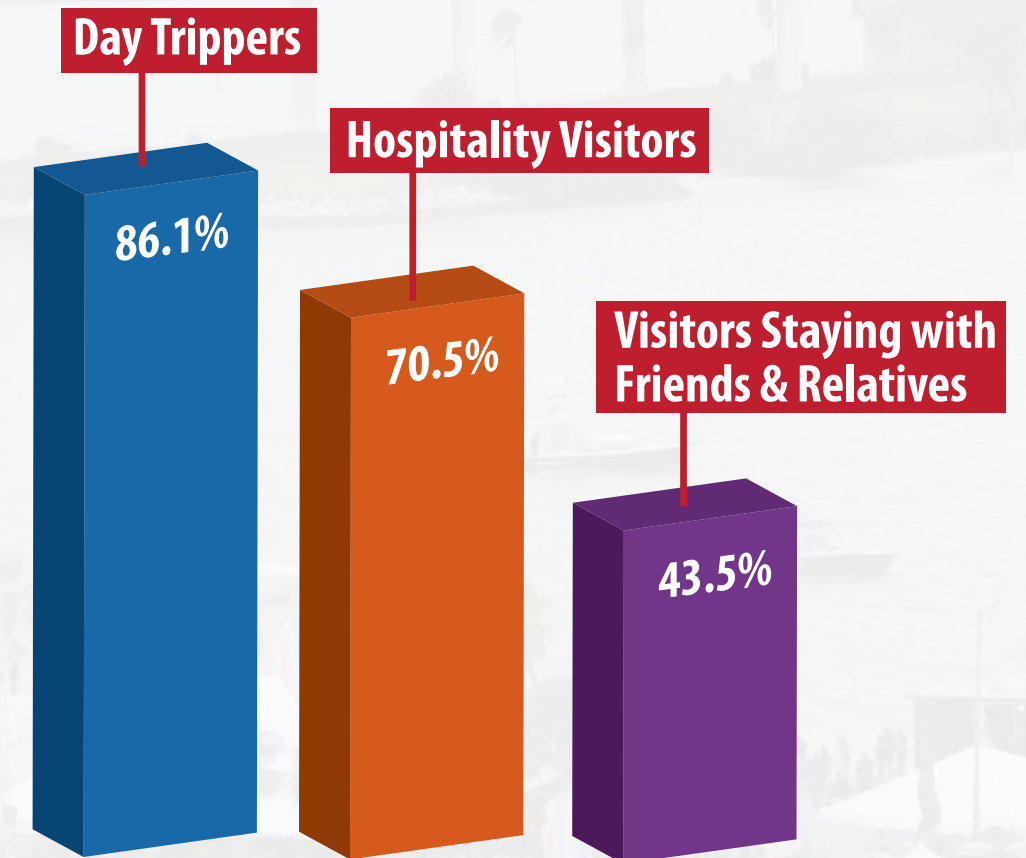


- Event tent venues display products, increase awareness of sponsors and drive incremental sales
- Retail partners provide in-store displays to promote event and sponsors
- On-premise programs with partners promote awareness

CLEARWATER JAZZ HOLIDAY ATTENDEES



VISTORS PLANNING TO RETURN



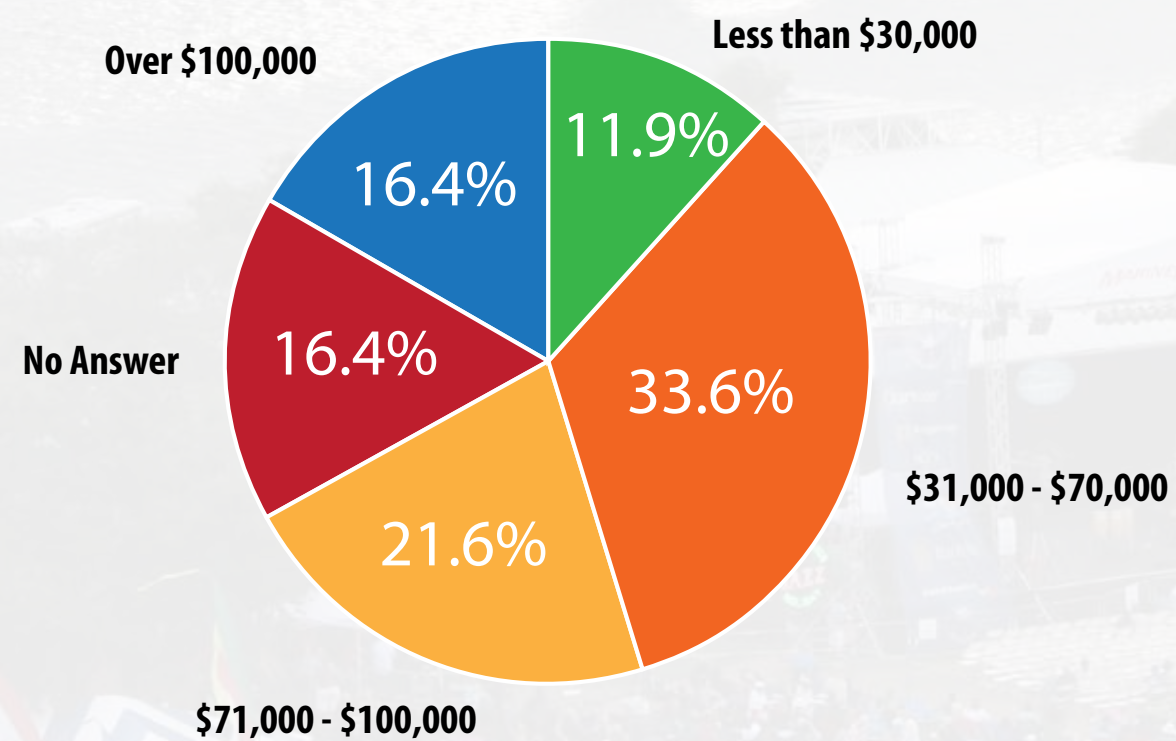
ECONOMIC IMPACT:

The combined economic impact of out-of-county attendees at the ClearwaterJazz Holiday is \$3,412,460.

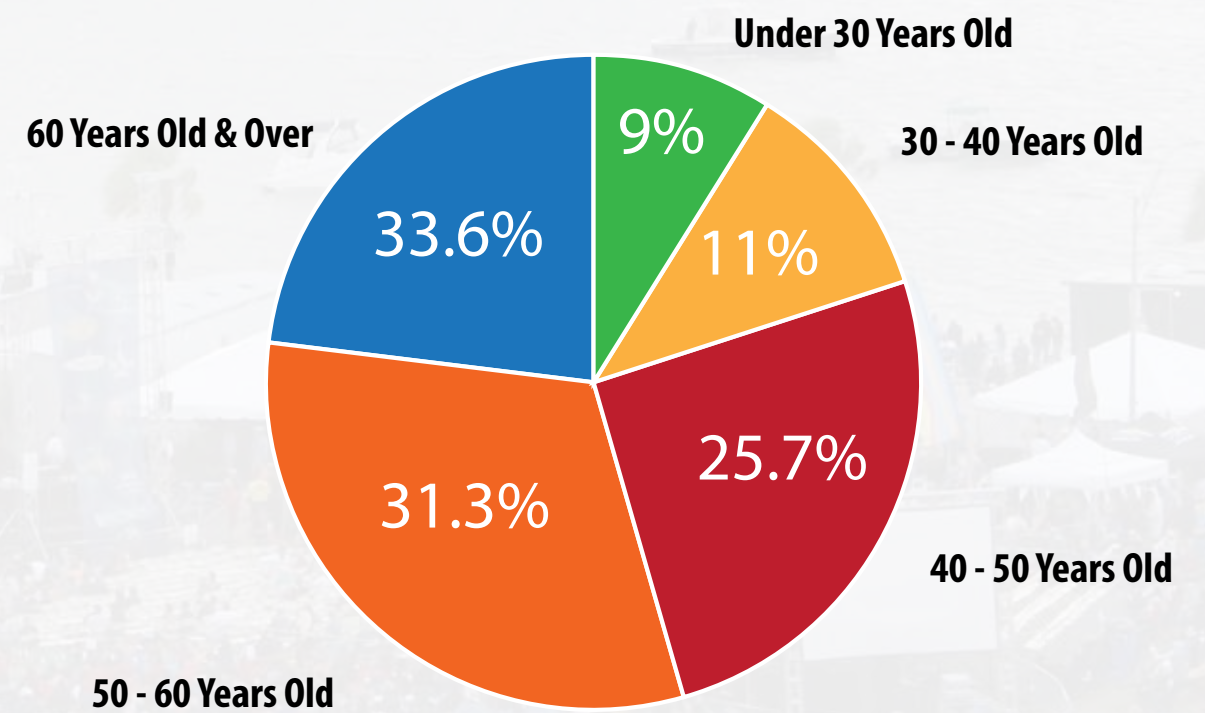
The direct and indirect economic impact equals \$6,796,255.

CLEARWATER JAZZ HOLIDAY DEMOGRAPHICS

CLEARWATER JAZZ HOLIDAY ATTENDEE INCOME



CLEARWATER JAZZ HOLIDAY ATTENDEE AGES





TACTICAL MARKETING ELEMENTS

- Collectible Event Posters
- 100,000 brochures distributed through sponsoring companies and outlets
- 40,000 brochures distributed at 1,300 outlets
- 20,000 brochures distributed through co-op programs with Chicago and Canadian Jazz Festivals
- Travel advertising programs target Midwest states and Canadian markets
- Extensive newspaper ROP advertising
- Billboards throughout market
- Television commercials
- Radio spots
- Public relations
- Web, E-mail and Social Media

MARINEMax CLEARWATER JAZZ HOLIDAY
 Presented by Mercedes-Benz
 OCTOBER 19 - 21, 2006 COACHMAN PARK

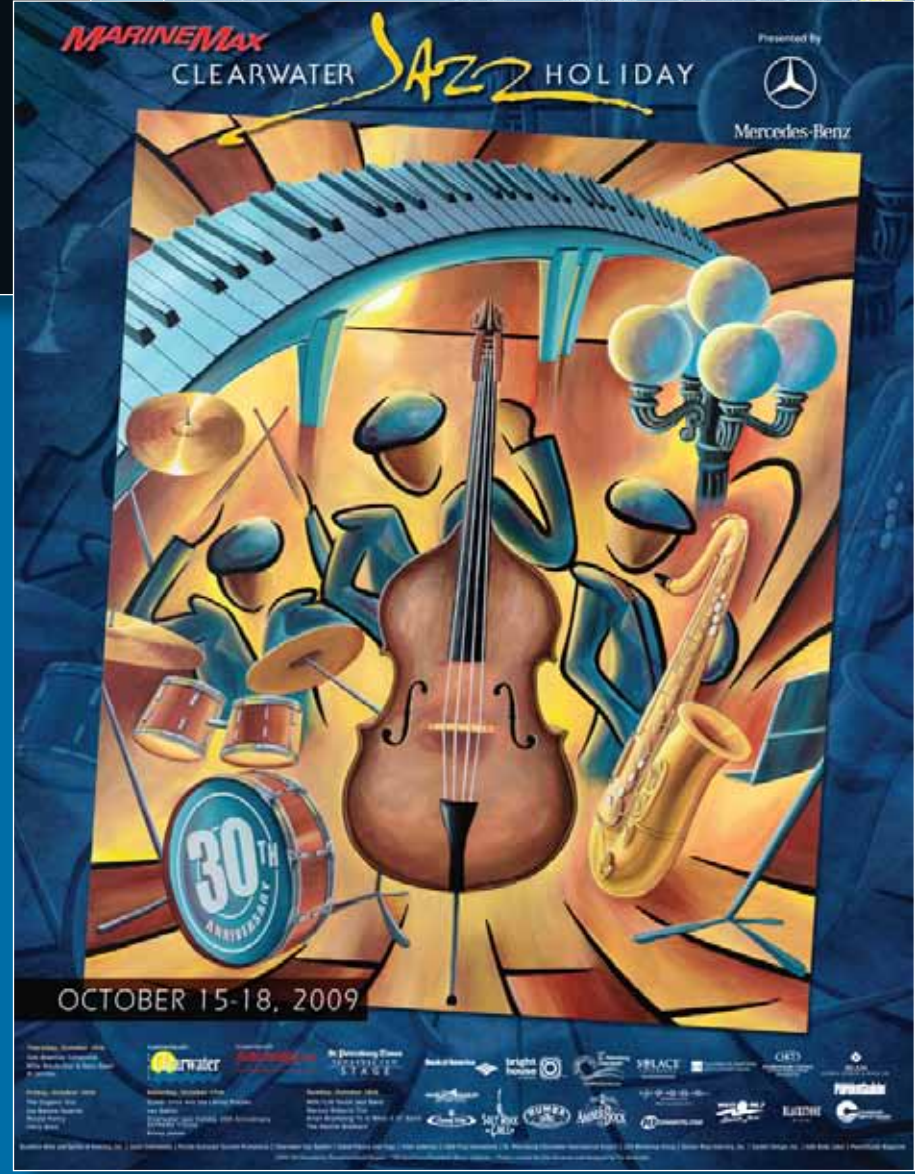
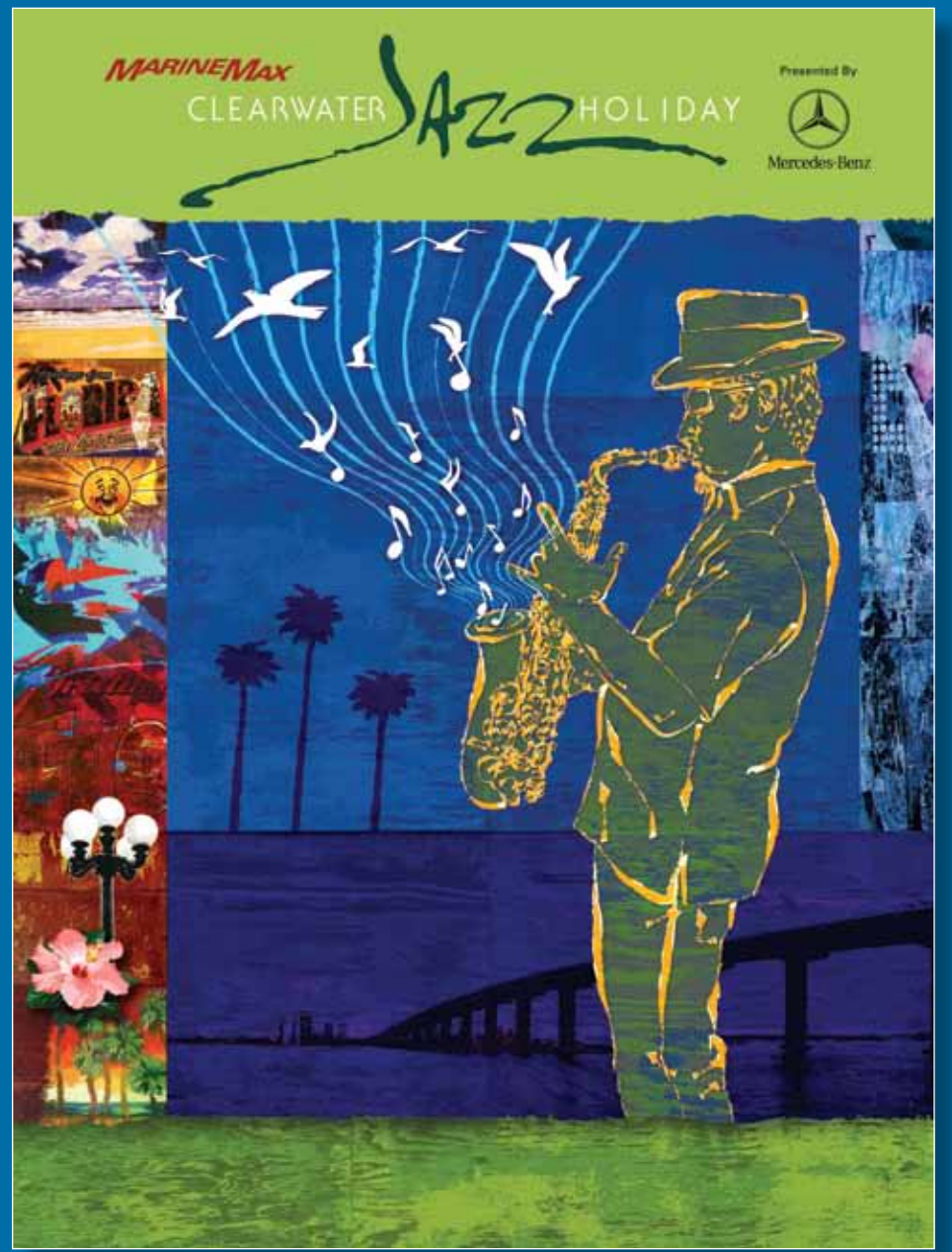


MARINEMax CLEARWATER JAZZ HOLIDAY
 Presented by Mercedes-Benz
 OCTOBER 19-22, 2006 COACHMAN PARK CLEARWATER, FLORIDA



St. Petersburg Times RUTH ECKERD HALL
 Friday, October 20th
 Saturday, October 21st
 Sunday, October 22nd

RECENT POSTERS



MARINEMax CLEARWATER JAZZ HOLIDAY
 Presented by Mercedes-Benz
 OCTOBER 19-21, 2007 COACHMAN PARK

In cooperation with Ruth Eckerd Hall.com

Thursday, October 18th
 Air Force Band Falconaires
 George Benson

Friday, October 19th
 Jazz Surge with Chuck Owens
 Norman Brown, Paolo Briccio
 Jeff Lorber and Marlin Meadows

Saturday, October 20th
 Michael Ross Quartet
 Brian Bromberg's Downright Upright Band
 Arturo Sandoval

Sunday, October 21st
 BEH / CH Jazz Youth Band
 Hendrik Meurkens Samba Jazz Quartet
 Lynne Arriale Trio
 Joe Granden
 Natalie Cole

In partnership with City of Clearwater

St. Petersburg Times
 tampabay.com
 STAGE

TOP QUALITY, STRATEGIC CREATIVE ADVERTISING & MARKETING PLAN



IT'S TIME TO PLAN YOUR CLEARWATER JAZZ HOLIDAY GETAWAY TO **SUNNY FLORIDA!**

CLEARWATER **JAZZ** HOLIDAY

**BE THERE WHEN THE STARS
COME OUT FOR FOUR DAYS & NIGHTS
OF WATERSIDE JAZZ**

**OCTOBER 14 - 17, 2010
COACHMAN PARK, CLEARWATER, FLORIDA**



Visit www.ClearwaterJazz.com

Music Should Take You Places



Hilton
Clearwater Beach
Travel should expand your horizons®
Enjoy Our Special Rate
October 13-18, 2010.
Mention Group Code CJSCGS.
800-753-3954
The Official Clearwater Jazz Holiday Host Hotel



This project was funded in part by the Pinellas County Cultural Affairs Department/Cultural Development Grant Program.
Sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Arts Council, and the National Endowment for the Arts.

CLEARWATER **JAZZ** HOLIDAY

**FOUR DAYS &
NIGHTS OF FREE JAZZ!**



Dr. John



Little Feat

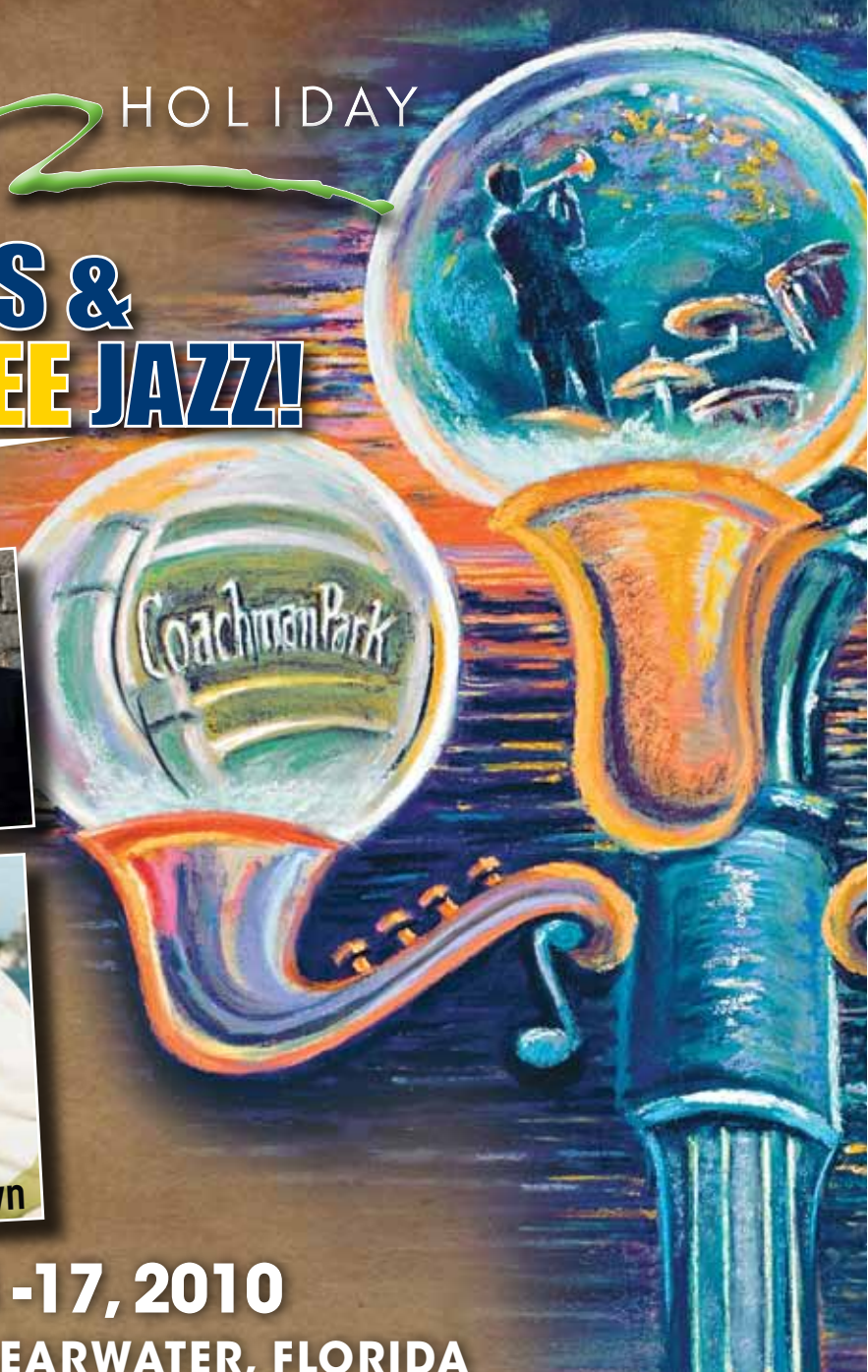


Soulive



Norman Brown

**OCTOBER 14 - 17, 2010
COACHMAN PARK, CLEARWATER, FLORIDA**



Visit www.ClearwaterJazz.com



This project was funded in part by the Pinellas County Cultural Affairs Department/Cultural Development Grant Program.
Sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Arts Council, and the National Endowment for the Arts.



RADIO & TV ADVERTISING



PLAY RADIO SPOT

OUTDOOR CAMPAIGN

www.ClearwaterJazz.com

CLEARWATER **JAZZ** HOLIDAY

Coachman Park - October 14-17

In partnership with
CITY OF **Clearwater**

In cooperation with
RuthEckerdHall.com
RICHARD E. BAUMGARDNER CENTER FOR THE PERFORMING ARTS

St. Petersburg Times
tampabay.com
STAGE

VISIT
St. Petersburg
Clearwater
VisitStPeteClearwater.com

DON'T MISS —
Dr. John, Little Feat, Norman Brown, Soulive & More — FREE!

MAGAZINE & NEWSPAPER CAMPAIGN

IT'S TIME TO PLAN YOUR CLEARWATER JAZZ HOLIDAY GETAWAY TO **SUNNY FLORIDA!**

CLEARWATER **Jazz** HOLIDAY

**BE THERE WHEN THE STARS
COME OUT FOR FOUR DAYS & NIGHTS
OF WATERSIDE JAZZ**

OCTOBER 14 - 17, 2010
COACHMAN PARK, CLEARWATER, FLORIDA

Visit www.ClearwaterJazz.com

Music Should Take You Places

Enjoy Our Special Rate
October 13-18, 2010.
Mention Group Code CJSCGS.
800-753-3954

The Official Clearwater Jazz Holiday Host Hotel

In partnership with

In cooperation with

This project was funded in part by the Pinellas County Cultural Affairs Department/Cultural Development Grant Program. Sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Arts Council, and the National Endowment for the Arts.

CLEARWATER **Jazz** HOLIDAY

FOUR DAYS & NIGHTS OF FREE JAZZ!

Dr. John
Norman Brown
Soulive
Brenda Russell
Eric Darius
Lalah Hathaway
Little Feat

And More!

October 14 -17, 2010
Coachman Park, Clearwater, Florida

In partnership with

In cooperation with

Visit www.ClearwaterJazz.com

This project was funded in part by the Pinellas County Cultural Affairs Department/Cultural Development Grant Program. Sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Arts Council, and the National Endowment for the Arts.

Experience *Clearwater*

FROM TECHNOLOGY TO TOURISM
& BOARDROOMS TO BEACHES



Enjoy Clearwater... We Do

Clearwater and its island beaches are recognized as a great family destination as well as a hot singles' destination. The powdery white sand beaches and breathtaking sunsets provide the ultimate backdrop for a wide variety of activities and events. Visitors are happy here for leisure and productive here for business. Clearwater is a perfect get away year round. For more information call 888-425-3279 or go to www.visitclearwaterflorida.com.

Everything Under the Sun

For an extra special jazzed weekend join us for these special events and more!

DON'T MISS THE 2010

**CLEARWATER
JAZZ 'N ART
WALK**



**Downtown
Clearwater**

**Saturday & Sunday
October 16 & 17**

VISIT WWW.JAZZNARTWALK.COM

Minutes From Clearwater Beach



- Studios, One and Two Bedroom Suites
- 100% Smoke Free Suites
- Outdoor Pool and BBQ Area
- Complimentary Full Breakfast Buffet
- Weeknight Manager's Reception
- Complimentary Wi-Fi Access

Conveniently located in downtown Clearwater
940 Court Street, Clearwater FL 33756
Phone: (727) 562-5400 • Fax: (727) 562-5405
www.marriott.com/tparw

In partnership with



In cooperation with



Music on the



IT'S TIME TO PLAN YOUR CLEARWATER JAZZ HOLIDAY GETAWAY TO **SUNNY FLORIDA!**

CLEARWATER **JAZZ** HOLIDAY

**BE THERE WHEN THE STARS
COME OUT FOR FOUR DAYS & NIGHTS
OF WATERSIDE JAZZ**

**OCTOBER 14 - 17, 2010
COACHMAN PARK, CLEARWATER, FLORIDA**



Visit www.ClearwaterJazz.com

Music Should Take You Places



Travel should expand your horizons®

The Official Clearwater Jazz Holiday Host Hotel

Enjoy Our Special Rate
October 13-18, 2010.

Mention Group
Code CJSCGS.

800-753-3954

In partnership with



In cooperation with



This project was funded in part by the Pinellas County Cultural Affairs Department/Cultural Development Grant Program. Sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Arts Council, and the National Endowment for the Arts.

This project was funded in part by the Pinellas County Cultural Affairs Department/Cultural Development Grant Program. Sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Arts Council, and the National Endowment for the Arts.

MAGAZINE & NEWSPAPER CAMPAIGN



IT'S TIME TO PLAN YOUR CLEARWATER JAZZ HOLIDAY GETAWAY TO SUNNY FLORIDA!

CLEARWATER JAZZ HOLIDAY

BE THERE WHEN THE STARS COME OUT FOR FOUR DAYS & NIGHTS OF WATERSIDE JAZZ

OCTOBER 14 - 17, 2010
COACHMAN PARK, CLEARWATER, FLORIDA

Visit www.ClearwaterJazz.com

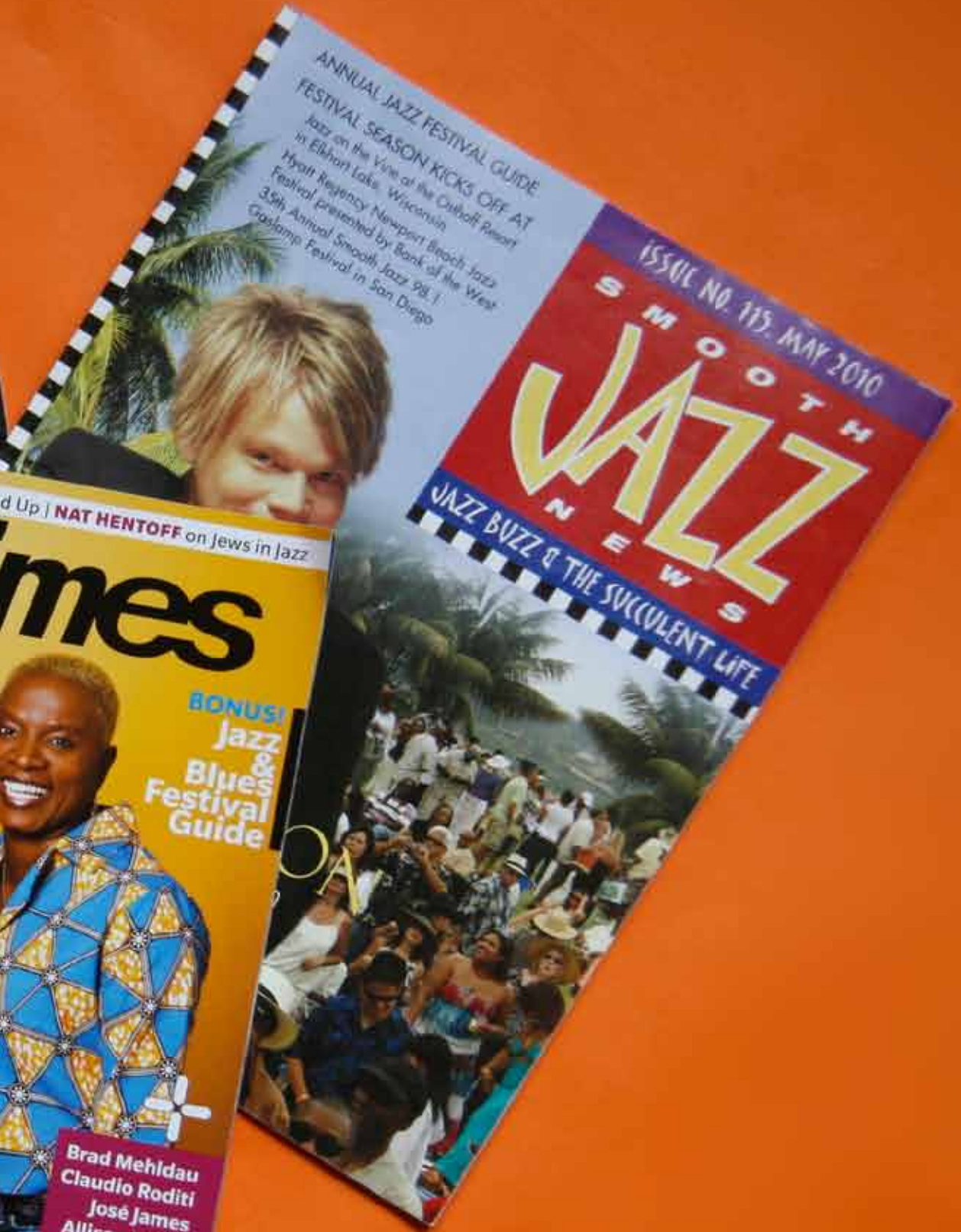
Music Should Take You Places

Hilton
Clearwater
1000 1st Street
Clearwater, FL 34616
800-773-7774

Clearwater
Ruth Eckerd Hall
St. Petersburg Conservatory of Music
allegiant
West 8 Mile
Clearwater

Clearwater Jazz 'n' Art Walk
October 16 & 17, 2010
www.jazznartwalk.com

MAGAZINE & NEWSPAPER CAMPAIGN



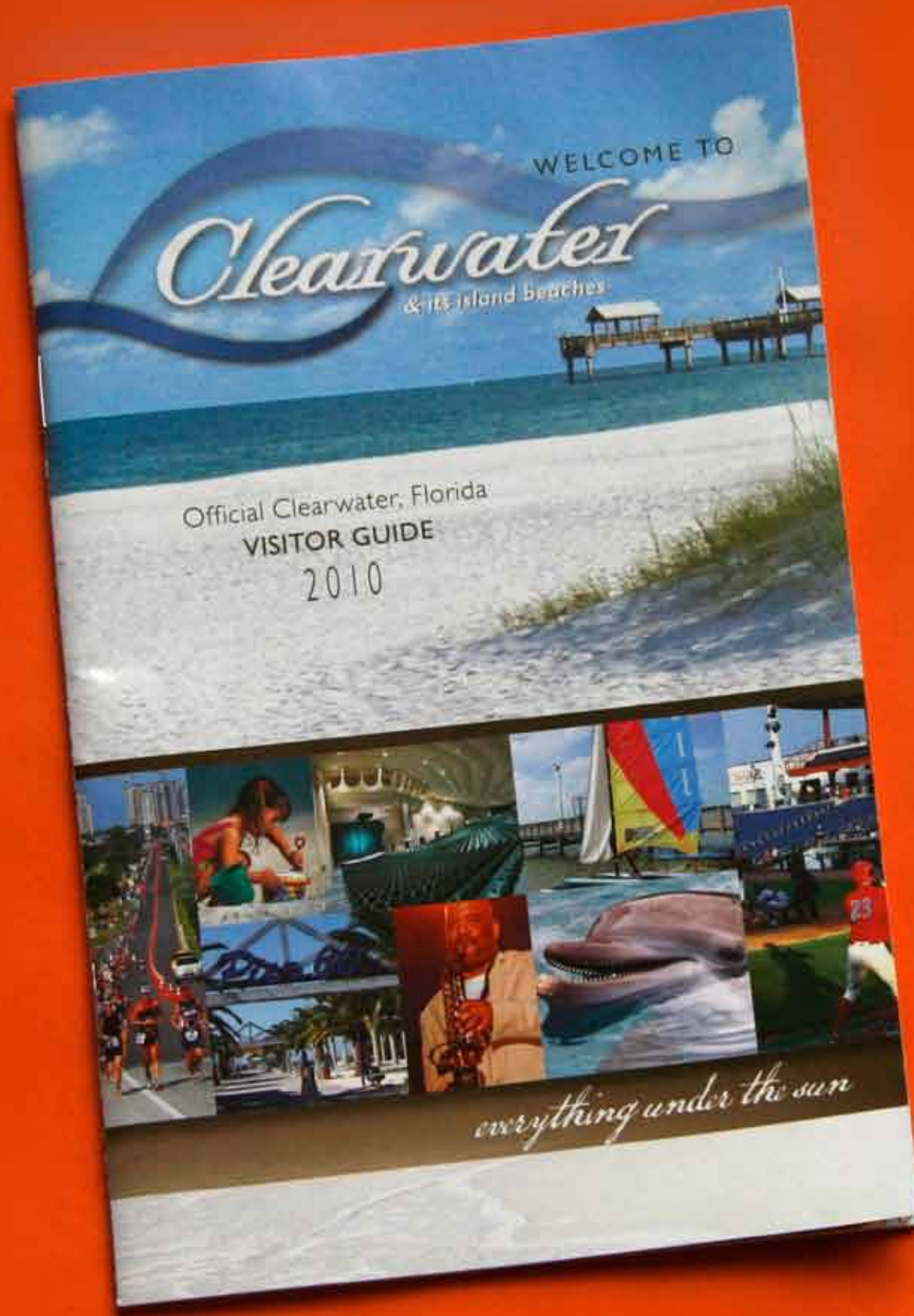
MAGAZINE & NEWSPAPER CAMPAIGN

The image displays a collection of newspaper and magazine advertisements. The central focus is a newspaper page from the Tampa Bay Times, dated Monday, October 11, 2010. The main headline reads "A NEW DRUG" in large, bold letters, with a sub-headline: "It gets you really, really high — and it's as easy for teens to buy as a common candy bar." The background of this ad is a close-up of a pile of white, crystalline powder. Above the main headline, there are several smaller headlines and photos: "Jail time: It messes with the head" (with photos of two women), "Your cubicle: A glance into the soul" (with a photo of a man), and "9/11 hero is stuck fighting for his job". The newspaper logo "tbt TAMPA BAY TIMES" is prominently displayed at the top left of the page. Below the main ad, there is a red banner for "Accident? Talk to Jeeves" with a photo of a man and the phone number "888-9JEEVES 533837". The text "Tampa Bay's FREE DAILY newspaper" is also visible.

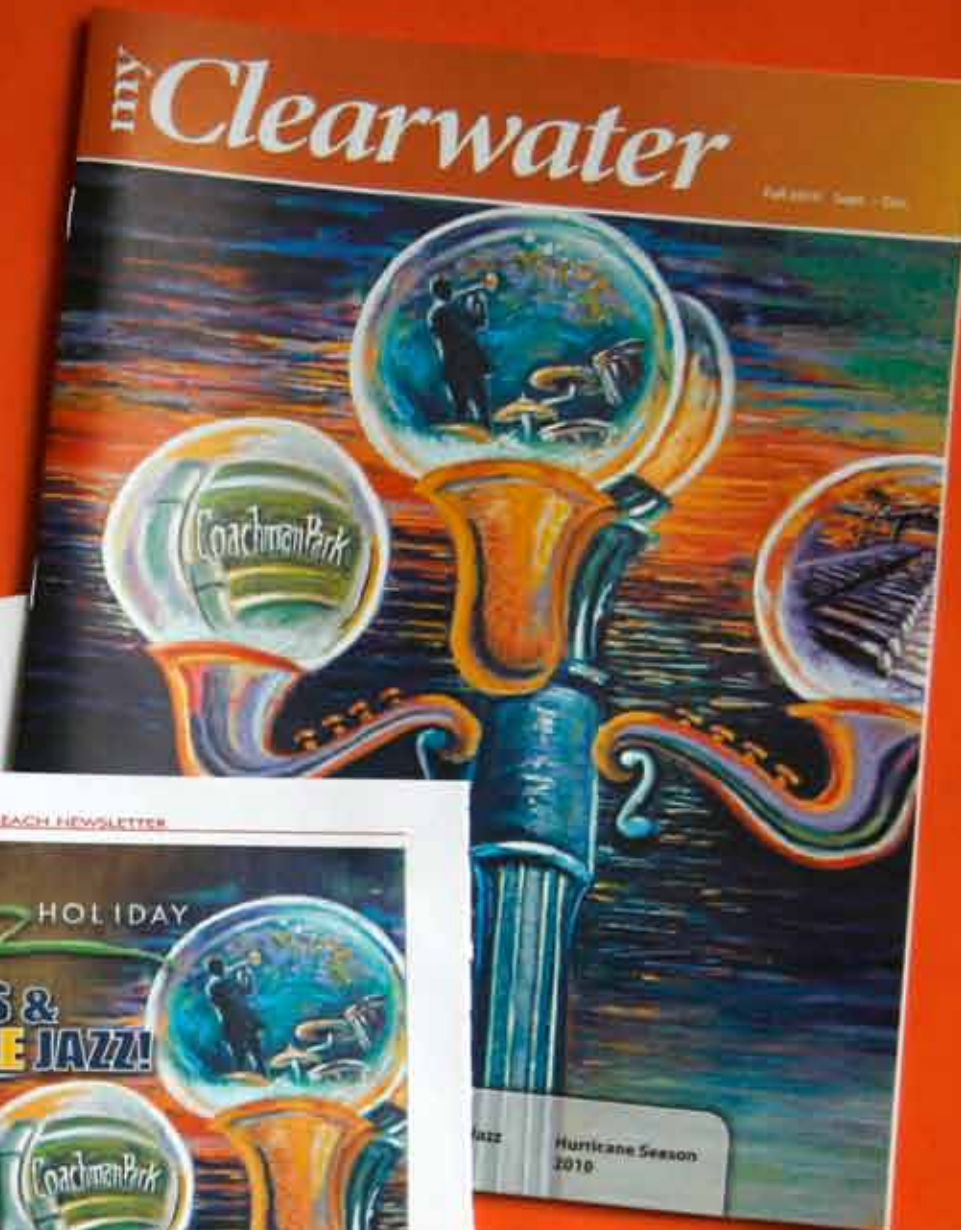
Other visible advertisements include:

- A "Jazz Holiday" advertisement for "FOUR DAYS & NIGHTS OF FREE JAZZ" from October 14-17, 2010, at the Convention Center, Downtown, Florida.
- A "Tampa Bay Career Health Care Fair" advertisement for Tuesday, October 19, 2010, from 10 a.m. to 3 p.m. at Wynnton Tampa Westshore, 700 N. Westshore Blvd., Tampa, FL 33609.
- A "Fast news with distinctive views." advertisement featuring the "tbt" logo.
- A "LAWYERS IRE" advertisement on the right side of the newspaper page.
- A "Paltrow was offered role for sex" advertisement on the right side of the newspaper page.

VISITOR GUIDES



LOCAL MEDIA



CLEARWATER JAZZ HOLIDAY
FOUR DAYS & NIGHTS OF FREE JAZZ!
OCTOBER 14-17, 2010
COACHMAN PARK, CLEARWATER, FLORIDA
Visit www.ClearwaterJazz.com

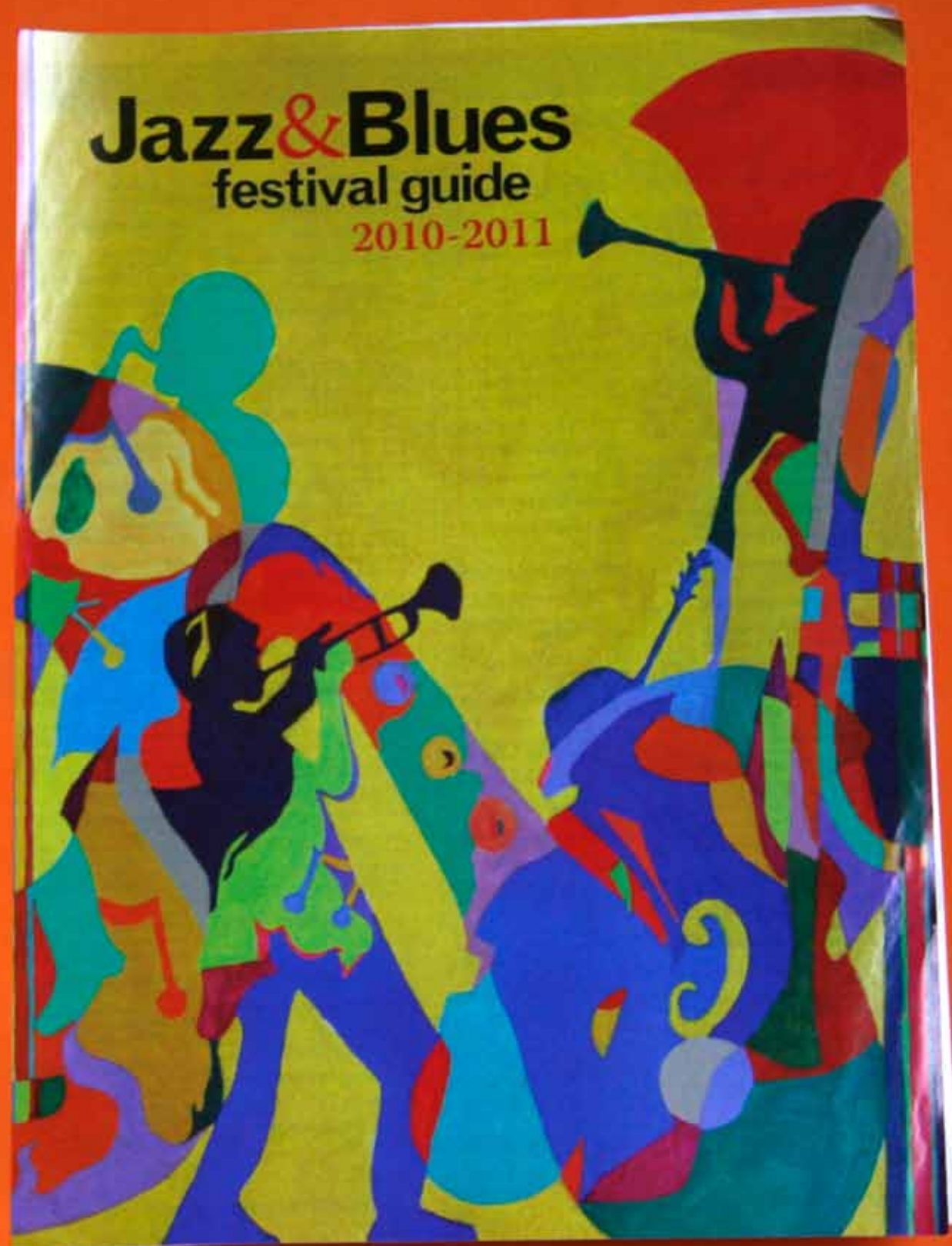
Artists featured: Dr. John, Little Feat, Soulive, Norman Brown.

Sponsors: Clearwater, AutoEckardHall.com, St. Petersburg Times, WFTS 28.7, bright house, SOLACE, Hilton, BEAM, Tampa Bay, Clearwater Regional Chamber, St. Petersburg Clearwater, CLEARWATER Regional Chamber, CLEARWATER Regional Chamber, CLEARWATER Regional Chamber.

EXTENSIVE PRESS COVERAGE



FESTIVAL GUIDES



... AND MUCH MORE!

CLEARWATER'S BIGGEST EVENT...



... IS CLEARWATER'S MOST EXCITING
MARKETING OPPORTUNITY



TEN OF THOUSANDS OF JAZZ FANS, MILLIONS OF MARKETING IMPRESSIONS



WORLD-CLASS BRANDING OPPORTUNITY

- **High visibility, superior quality promotion, community goodwill, and an uncluttered environment that makes your company stand out.**
- **Increase your visibility before a national & regional audience of hundreds of thousands & enhance your corporate image.**
- **Reach an influential, exclusive audience and break through the media clutter.**



BECOME A SPONSOR OF
CLEARWATER'S SIGNATURE EVENT.



CLEARWATER

JAZZ

HOLIDAY



CLEARWATER
JAZZ 'N ART
WALK

THE ANNUAL CLEARWATER JAZZ 'N ART WALK
COMPLEMENTS THE CLEARWATER JAZZ HOLIDAY.



CLEARWATER

JAZZ 'N ART

WALK

A \$5,000 TOTAL PURSE FOR THE TOP THREE ARTISTS
SELECTED HELPS BRING EXCITEMENT TO DOWNTOWN'S
MAIN STREET DURING THE CLEARWATER JAZZ HOLIDAY.



THE JAZZ 'N ART WALK PROVIDES LIVE CONCERTS ON CLEVELAND STREET THROUGHOUT THE DAY, AND A KIDS' SECTION IN STATION SQUARE PARK

ART AND JAZZ MAKE BEAUTIFUL
MUSIC TOGETHER WITH THE WORKS
OF PROFESSIONAL ARTISTS FROM
AROUND THE COUNTRY



OUTDOOR, PRINT & TELEVISION CAMPAIGN

October 16 & 17

DON'T MISS THE 2010
CLEARWATER
JAZZ 'N' ART
WALK

Jazz Ole, Honkabilly Blues, The HY Notes & more • www.JazzNArtWalk.com

GTE7
Federal Credit Union
Jazz
CONCERT STAGE SPONSOR

In partnership with
Clearwater

In cooperation with
Dunedin
FineART
Center

DOB CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

VISIT
St. Petersburg
Clearwater
VisitStPeteClearwater.com

**DON'T MISS
THE 2010**



**CLEARWATER
JAZZ 'N ART
WALK**

**Downtown Clearwater
Saturday & Sunday October 16 & 17**

VISIT WWW.JAZZNARTWALK.COM

PERFORMANCE LINE-UP

**The New York Guitar Cats,
The Hy Notes,
Jazz Ole,
Ruth Eckerd Hall Jazz Lab Band,
Honkabilly Blues
& MORE!**



In partnership with

- CITY OF **Clearwater**
- Dunedin **FineART Center**
- St. Petersburg Times**
In the know. In the Times.
tampabay.com
- VISIT **St. Petersburg Clearwater**
VisitStPeteClearwater.com
- Smooth WSJT 98.7**
- Northwestern Mutual FINANCIAL NETWORK**
Kier Financial Group
- CLEARWATER Regional Chamber of Commerce**
visitclearwaterflorida.com
- Residence Inn Marriott**
- cultural affairs PINELLAS COUNTY**
- bright house NETWORKS**

This project was funded in part by the Pinellas County Cultural Affairs Department/Cultural Development Grant Program. Sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Arts Council, and the National Endowment for the Arts.

PRESS COVERAGE AND
PRINT ADVERTISING CREATE
HIGH AWARENESS OF
EVENT.



CLEARWATER JAZZ HOLIDAY



TWO OUTSTANDING
SPONSORSHIP MARKETING
OPPORTUNITIES.