





Clearwater's Signature Event

**38th Annual
October 19-22**

Experience It.





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



Immerse yourself



Something for everyone

One of the longest-running and best-known live music & jazz events in the country, the Clearwater Jazz Holiday's lineup is as diverse as its audience!

Over its 37 year history, the festival has featured a combination of legendary and relevant musical artists, showcasing a wide array of musical styles: straight ahead and smooth jazz, swing, blues, jamband, folk, Americana, rock/pop, Zydeco, and funk. Jazz legends and legends in the making, classic bands, today's most popular stars, and exciting emerging artists.

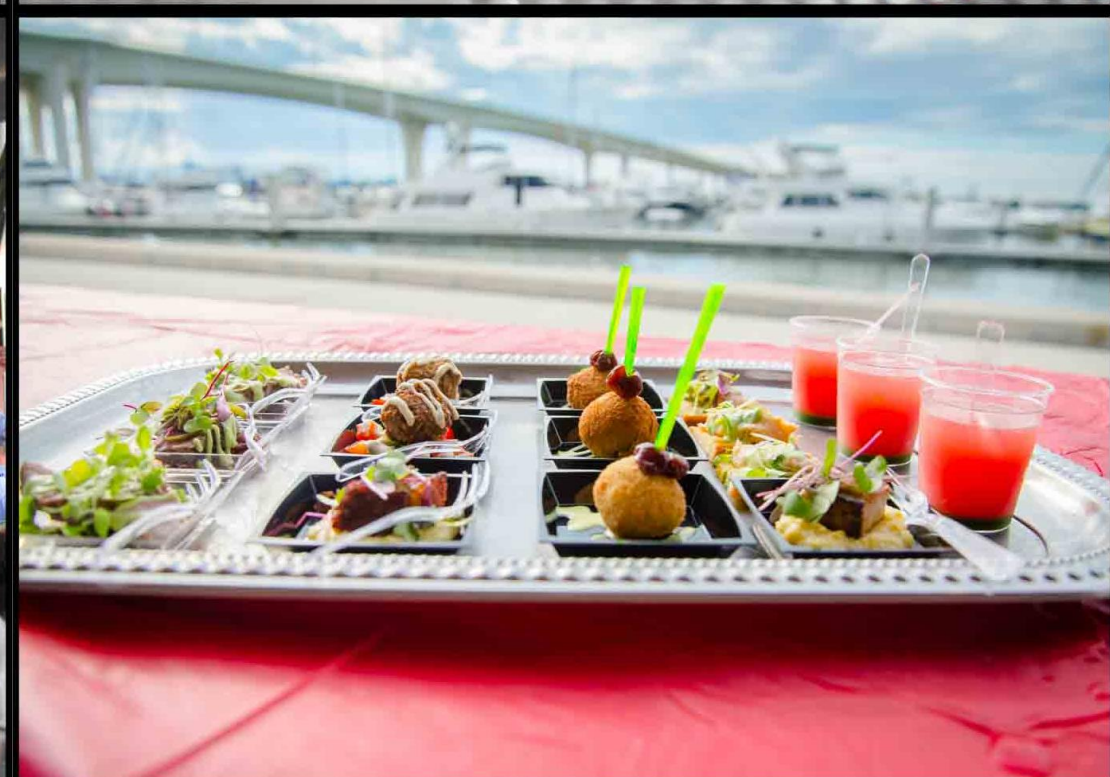
Artist Sampling through the years

- *Tony Bennett*
- *Woody Herman*
- *Buddy Rich*
- *Dizzy Gillespie*
- *Herbie Mann*
- *Herbie Hancock*
- *Dave Brubeck, Tito Puente*
- *Stephan Grappelli*
- *Stan Getz Count*
- *Basie Orchestra*
- *Al Di Meola*
- *Buckwheat Zydeco*
- *Preservation Hall Jazz Band*
- *Dianne Reeves*
- *Chris Botti*
- *Stanley Clarke*
- *Jean-Luc Ponty*
- *Norman Brown*
- *Paquito D'Rivera*
- *Branford Marsalis*
- *Larry Carlton*
- *Hiroshima*
- *Julian Coryell Marion Meadows*
- *Nicole Henry*
- *Joe Sample*
- *Peabo Bryson*
- *Trombone Shorty & Orleans Avenue*
- *The Avett Brothers*
- *Sheryl Crow*
- *Grace Potter*
- *Edward Sharpe & The Magnetic Zeros*
- *Brandi Carlile*
- *Dr. John*
- *The Mavericks*
- *Langhorne Slim & The Law*
- *Houndmouth*
- *The Lone Bellow*
- *Medeski Martin & Wood*
- *Esperanza Spalding*
- *Soulive*
- *Mindi Abair*
- *Brian Culbertson*
- *Bela Fleck and the Flecktones*
- *Big Bad Voodoo Daddy*
- *Cherry Poppin' Daddies*
- *Boney James*
- *David Sanborn*
- *Rick Braun*
- *Bonnie Raitt*
- *Earth, Wind & Fire*
- *Buddy Guy*
- *Chicago*
- *Glady's Knight*
- *Kool & The Gang*
- *Commodores*
- *UB40*
- *The O'Jays*
- *Tower of Power*
- *Maceo Parker*
- *Natalie Cole*
- *Average White Band*
- *George Benson*
- *Kenny G*
- *Koko Taylor*
- *Al Jarreau*
- *The Neville Brothers*
- *The Rippingtons*
- *Manhattan Transfer*
- *Spyro Gyra*
- *Acoustic Alchemy*
- *Kevin Eubanks*
- *Paul Brow*
- *Patti Austin*
- *Jeff Lorber*
- *Kevin Mahogany*





A strong family of volunteers with deep roots in the community, working together year after year to grow and sustain a cherished Tampa Bay Area tradition. Clearwater Jazz Holiday and its annual education and outreach initiatives are administered by a charitable organization, Clearwater Jazz Holiday Foundation, Inc., proud winner of the 2016 Clearwater Regional Chamber's Judge's Choice Nonprofit of the Year. Our wonderful management team is supported by a dedicated Board of Directors and 60 lead operation volunteers, the renowned "Jazz Force," who help oversee hundreds of services needed to accommodate thousands of visitors during the third week in October.











All in for youth education!

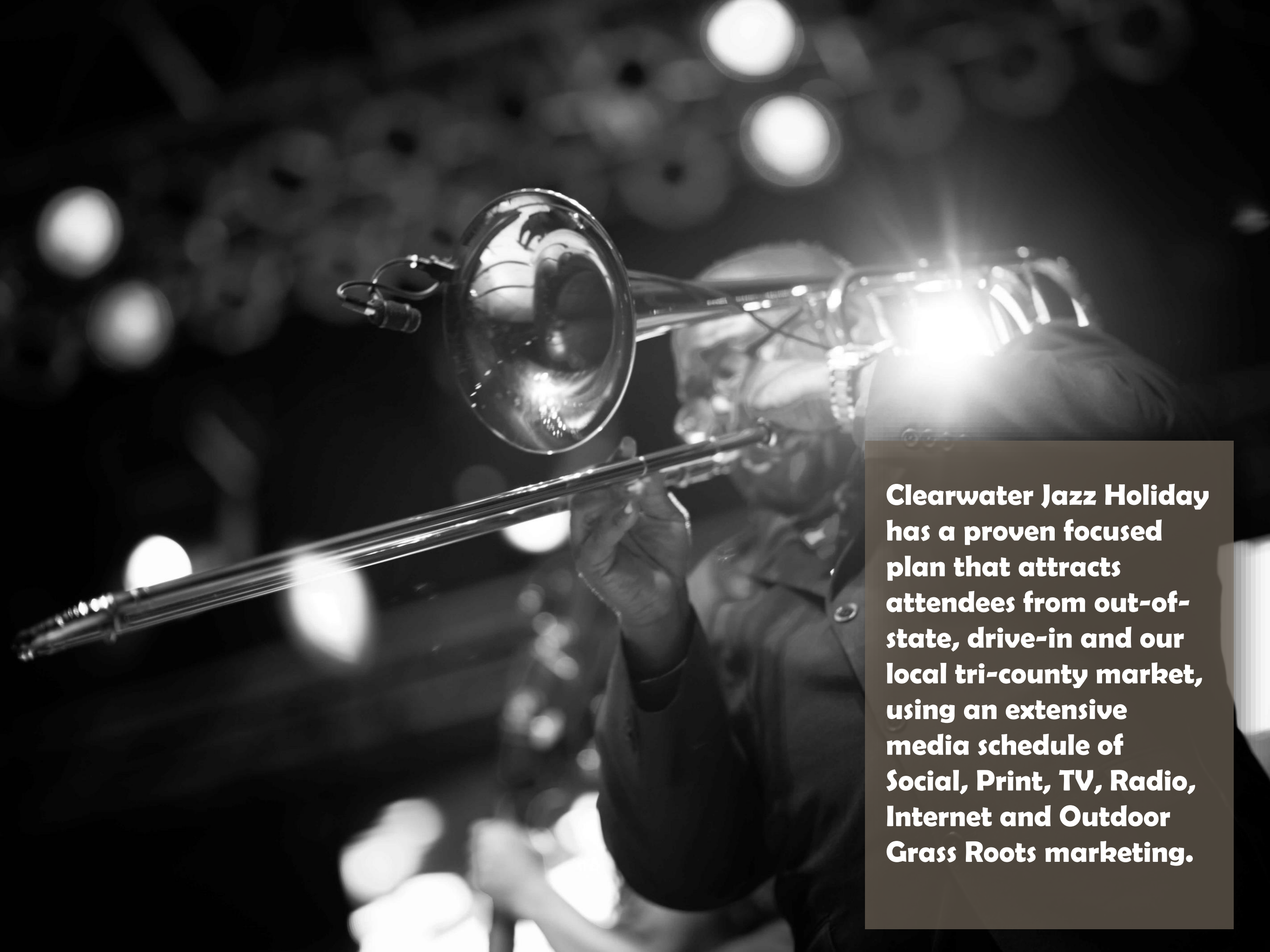


Sponsors enjoy a highly effective entertainment event marketed to an upscale, affluent, well educated audience.









Clearwater Jazz Holiday has a proven focused plan that attracts attendees from out-of-state, drive-in and our local tri-county market, using an extensive media schedule of Social, Print, TV, Radio, Internet and Outdoor Grass Roots marketing.





Profile of Visitors Attending the 2016 Clearwater Jazz Holiday:

- 1. Better than one in three attendees (34.4%) were visiting the Clearwater Jazz Holiday for the first time this year.**
- 2. Of the 28,000 people who attended the 2016 Clearwater Jazz Holiday, 56 % were Pinellas County residents and 27.8% were day-trippers. More than one of every ten attendees (16.2%) were overnight visitors.**
- 3. The typical overnight visitor party had an average party size of 2.5 people. Overnight visitors spent an average of 4.7 nights in the St.Petersburg/Clearwater Area.**

**For more information
ClearwaterJazz.com**



OUR DEMOGRAPHIC AND QUANTIFIABLE INFORMATION



**The total economic impact of out of county visitors to the Clearwater Jazz Holiday is
\$5,995,700**

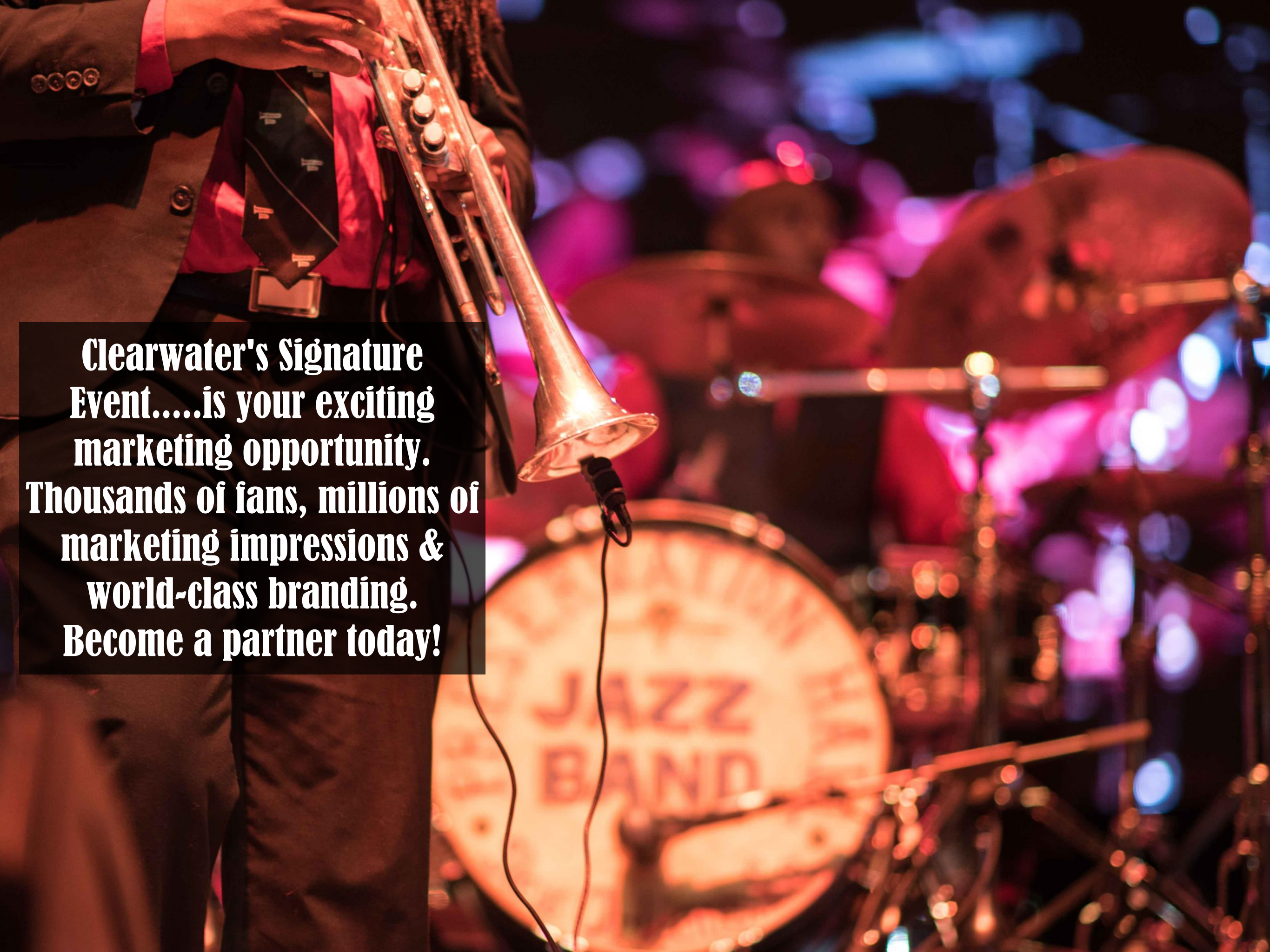
**Attendance estimates provided by event organizers
indicate approximately 28,000 people attended the
Clearwater Jazz Holiday on October 15-18, 2016**

Sponsorship Benefits

- **Logo representation on advertising and collateral materials.**
- **Opportunity to introduce one (1) headlining act with corporate chief or personality. (Subject to availability and approval of sponsor by artist.)**
- **Logo in promotional spots as part of Clearwater Jazz Holiday's media sponsorships, including broadcast and cable television, daily newspaper and weekly print newspapers as determined by Clearwater Jazz Holiday media buy.**
- **On-air mention on Clearwater Jazz Holiday's radio and online advertisements as part of Clearwater Jazz Holiday's media sponsorships.**
- **Entrance passes per day to the exclusive Backstage Bistro located behind the stage and between the artist dressing rooms. This exclusive club setting offers the ultimate in Clearwater jazz Holiday enjoyment with its own bar and food service.**
- **VIP Passes per day to the VIP Area of the Clearwater Jazz Holiday. VIP pass gives holder full access to exclusive front-of-stage seating, as well as complimentary food and beverages in the VIP Reception area.**
- **VIP parking passes per day at Coachman Park. VIP parking is limited and available on a first-come, first-served basis.**
- **Advertisement in Official Guide of the Clearwater Jazz Holiday (Sponsor supplies camera-ready or electronic layout for ad).**
- **Placement of company logo on the Clearwater Jazz Holiday commemorative poster.**
- **Company logo displayed on center stage and windscreen towers, located next to stage.**
- **30-second commercial/promotional spot (in conjunction with other major sponsors) to be shown on internet/wide screen during stage breaks.**
- **Logo and banner advertisement on ClearwaterJazz.com web site.**
- **Product/service EXCLUSIVITY.**
- **First right of acceptance/refusal for the Clearwater Jazz Holiday.**
- **Commemorative framed Clearwater Jazz Holiday poster.**
- **PA announcements drawing attention to sponsor's participation.**
- **Opportunity to develop activation marketing and branding around the event to create ROI for partner. TBD**
- **One of the event days (TBD) will be designated as sponsor's day, "Welcomes" Headline Artist.**





A photograph of a jazz band performing on stage. In the foreground, a trumpet is held by a musician, its bell pointing towards the camera. The background features a drum set with a large bass drum that has "JAZZ BAND" written on it. The scene is lit with warm, colorful stage lights, creating a bokeh effect in the background.

**Clearwater's Signature
Event....is your exciting
marketing opportunity.
Thousands of fans, millions of
marketing impressions &
world-class branding.
Become a partner today!**

Photography & Publication Design

JEREMIAH
KHOKHAR
PHOTOGRAPHY

Proud Sponsor of The Clearwater Jazz Holiday

