

Sponsorship Proposal 2023



Atlantic City Jazz Fest

Edward Bethea, Sponsorship Director
YTP Productions LLC
609-501-8404
Ebethea479@gmail.com

Saturday September 16th, 2023
Ocean Casino Resort
Ovation Hall
500 Boardwalk
Atlantic City, New Jersey 08401

Prepared for
Potential Sponsor



About Us

On Saturday, September 14th, 2019, the first annual Atlantic City Jazz Fest was held at the Etes Arena at the Hard Rock Hotel and Casino. There were 4,000 avid smooth jazz lovers in attendance. Artist that appeared were Boney James, Najee, Norman Brown, Lindsey Webster, Pieces of a Dream, and Joe Bataan. 2020's year was missed due to Covid-19 and we returned outdoors in 2021 for the Second Annual Atlantic City Jazz Fest.

Jazz Festival attendees are a diverse audience united by the love of jazz music. With respect to our followers that requested an outside seating option, 2021's Atlantic City Jazz Fest was held at the Orange Loop Amphitheater located at 114 S. New York Ave and the boardwalk Atlantic City N.J. which bought much area attraction and commerce to the Atlantic City's Orange Loop. The artist that appeared in 2021 were Bob James, Jazz Funk Soul featuring Jeff Lorber, Everette Harp and Paul Jackson Jr, Gerald Albright, Marion Meadows, Jeff Bradshaw, Alex Bugnon and Pieces of a Dream.

On Saturday, September 17th, 2022 the Atlantic City Jazz Fest moved to Ocean Resorts Casino's Ovation Hall (the premier entertainment venue in Atlantic City. Over 3,000 Smooth Jazz Lovers witness another great show featuring Brian Culbertson, Najee with special guests Allyson Willaims, Jeff Bradshaw, Althea Rene and Jazmin Ghent.

- Jazz Festival attendees are a diverse audience united by the love of music!
- Atlantic City Jazz Fest sponsors will bask in the music of world renowned jazz artists, enjoy VIP Perks, take pleasure in a one-of-a-kind artist meet& greet, enjoy pre and/or Post Reception, interact with sponsors, and receive a program.

100% Ticket Sales (verified through box office data)

2022 **Pandemic Data/ Statistics**
Sold out outdoor show of over 2,800 attendees

Our Headliner

BONEY JAMES



Detour, on Concord Records, is chart-topping jazz/R&B sax player Boney James' 18th studio album. Appropriately titled, this latest album is a subtle stylistic turn that builds on the commercial success of 2020's Solid, his highest charting release ever on the pop charts, peaking in the Top 10 on the Billboard 200.

"The urge to write again came from the joy of being back on the road, performing in front of live audiences," explains Boney. "I had shut down creatively when the pandemic hit. It was

was the disruptive and disorienting detour we all took when the world locked down, and that's reflected in the more experimental directions some of the new music takes. The thing about a detour, you may take a different route, but you still get to your destination."

Like Solid, Detour provides a welcome respite from an increasingly foreboding world filled with political strife. It's a trip through James' distinctive contemporary jazz/R&B landscapes, layered in quicksilver watercolor images and cinematic set pieces. Detour represents the next extension of Boney James' trademark blend of genres which includes blues, soul, roots, classical, art-pop and hip-hop.

"There are some people who think I'm a legend," laughs Boney about his status as one of the best-kept secrets in music. "And others who have never heard of me. It's kind of a nice place to live and play in. I do sense a great deal of positive energy towards the music I've been making recently and for that, I'm tremendously grateful."

"Coastin'" featuring Lalah Hathaway, a breezy ride through Malibu on the Pacific Coast Highway, will be the first single at Urban Adult Contemporary radio. "I am so thrilled to finally have the opportunity to collaborate with Lalah," says Boney. "I am a huge fan and it was a complete joy to co-write this song and have her come over and sing this amazing performance."

Special Guest

Will Downing



With a career that spans over 35 years and 25 albums, Will Downing is one of the most versatile and loved voices of our time. Known as The Prince of Sophisticated Soul, his repertoire consists of signature interpretations of R&B classics like "I Go Crazy", "Wishing On A Star" and "I Try", with original hits "A Million Ways", "Sorry I" and the show-stopping duet with Rachelle Ferrell, "Nothing Has Ever Felt Like This".



His distinctive baritone voice has resonated in the hearts of women worldwide and carved a unique niche in the music marketplace. With fresh melodies and lush arrangements that satisfy all musical palates, Downing continues to serve his fan base through his own Sophisticated Soul record label and sold-out tour dates across the country.

His latest release entitled Sophisticated Soul" was released on November 1, 2021. He also hosts his weekly radio show The Wind Down which is aired on this site and over 20 stations around the world in the USA, UK, Japan, and Spain.

Saxophonist

Jeanette Harris



Jeanette Harris was born and raised in California's post-Gold Rush town of Fresno in the center of the San Joaquin Valley. Reared by her mother, Annette, and her church organist father, Floyd Harris – both of deep spiritual faith and intense believers in the art of music – Jeanette and her older brother, Michael, received their love of God and family genetically.

"When I was 5, my father put a guitar in my hands," Jeanette begins. "A year later, he switched me to piano with a private teacher. I didn't like it. Reading treble and bass clefs was so overwhelming that I would cry, but it gave me a great jumpstart. One day while driving me to 4th grade, Mom was playing a cassette by Grover Washington, Jr. I remember looking at the picture of his alto sax. It was beautiful and Grover made it look so hip. I felt it would be the perfect instrument for me."

Jeanette played saxophone and piano from grade school to high school where band teacher Steve Alcala also had her play in the Fresno City College jazz band even before she graduated high school. She won numerous awards and accolades, which led to a scholarship to attend Berklee in Boston where she earned a Bachelor of Arts degree in Music Performance.

Back in Fresno, Jeanette recorded her first self-released CD, *Here and There*, grabbing brother Michael to play drums with Patrick Olvera on bass, and began building a following by regularly packing Mike's Pub & Pizzeria. She recorded her official debut album *Reflections* followed by *Smooth Holiday Greetings* on her family's J&M Records (Jeanette & Michael's initials, Mom and Dad's funds).

Citing her influences, Jeanette continues, "(Saxophonist) Richard Elliot brought some serious R&B groove at a time when smooth jazz really needed more of that funk vibe, especially his song 'Corner Pocket.' I just loved his production! Guitarist Norman Brown is the one that inspired me to want to be a performer when my parents took me to see him for my very first concert at The Bastille in Hanford, CA. He gave me *chills!*" After crossing paths with Brown on the road, Jeanette co-wrote a song with him that became the title track of her fourth CD, *Saxified*. Brown recorded the song on his Grammy-nominated CD, *24/7*, with a different title, "The Best is Yet to Come" featuring Gerald Albright. "To have Gerald playing a melody that I wrote is so amazing," Jeanette shares.

Jeanette has played major events from The Coombs River Bend Ranch Festival to festivals in Japan and London. She has performed as a side musician with Howard Hewett and Deniece Williams and has opened shows for greats ranging from smooth jazz stars Kirk Whalum, Najee and The Rippingtons to R&B stars Babyface, Phil Perry and KEM. "I got a standing ovation opening for KEM," Jeanette beams. "He came out to meet me and get my CD. His people said he never does that! That let me know my music does crossover."

Our Host

Patty Jackson

Radio Personality



Patty Jackson was born and raised in South Philadelphia and is a thirty-six-year radio veteran. Patty's radio career has taken her from WSSJ in Camden, New Jersey, to the country station WXTU, then to Philadelphia's Hip Hop station WUSL, and the classic R&B format known as WDAS-FM.

Her warmth and conversational style is a standout on Philadelphia radio. Patty's entertainment reporting has earned her the title of entertainment writer for the Philadelphia Tribune. Patty Jackson engaged in community events, church activities and civic endeavors.

What We Do

The Atlantic City Jazz Fest's attendees are a special audience united by the love of music! We have taken that love of Jazz music to the next level in the Atlantic City, New Jersey area and have created a fest that will be raved about for years to come...

We Are Back Bringing You MORE



We are returning to Ocean Resorts Casino's Ovation Hall for the 4th annual Atlantic City Jazz Fest with another stellar line-up featuring our headliner with special guest Will Downing and more.



Post Pandemic Success

During A Pandemic



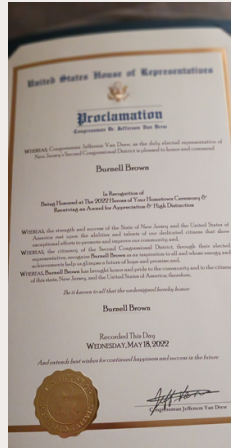
At the request of our attendees during the Covid-19 pandemic, we decided to have our fest in Atlantic City, New Jersey's Orange Loop district.



Where We Started

The Atlantic City Jazz Fest brand has been the first to have a Jazz Fest of its size in the Atlantic City/ Atlantic County New Jersey region with selling out Hard Rock Hotel & Casino's Etes Arena.

What We Do



Christmas Toy Giveaways | School Supplies Giveaways | Easter Eggs for Children



Sponsorship Levels

Title Sponsor: \$25,000

- Spoken thank-you stated by Co-Host Patty Jackson of WDAS FM Radio during event.
- 96.1FM The Touch (Atlantic City), 105.3FM WDAS Radio (Philadelphia) current radio 30 second loops and will add a sponsorship 30 second loop August 1st until September 16th, 2023 (day of event).
- Ten (10) VIP Credentials
- Private VIP Reception with Patty Jackson and artists

MEDIA ENTITLEMENTS

- Branding on all platforms i.e. website, radio, TV, Social media, print and live stage video display.

PUBLIC RELATIONS

- 1 VIP SkyBox and Lounge with 22 seats
- 40 (Forty) Complimentary Tickets will be donated to families of Atlantic City, New Jersey.

Presenting Sponsor: \$15,000

- Booth 10x10 Outside of Ovation Hall
- Spoken thank-you stated by Co-Host Patty Jackson of WDAS FM Radio during event.
- 96.1FM The Touch (Atlantic City), 105.3FM WDAS Radio (Philadelphia) current radio 30 second loops and will add a sponsorship 30-second loop August 1st until September 16th, 2023 (day of event)
- Live stage video display.
- 15 (Fifteen) VIP Credentials and 20 (Twenty) community tickets will be given away
- Exclusive VIP Reception, private location and after show Meet & Greet

Gold Sponsor: \$10,000

- Spoken thank-you stated by Co-Host Patty Jackson of WDAS FM Radio during event.
- 10 (Ten) VIP Credentials to 10 (Ten) community tickets will be given away
- Exclusive VIP Reception, private location and after show Meet & Greet

Silver Sponsor: \$5,000

- Spoken thank-you stated by Co-Host Patty Jackson of WDAS FM Radio during event.
- 5 (Five) VIP Credentials and 5 (Five) community tickets will be given away
- Exclusive VIP Reception, private location, and after-show Meet & Greet

Tickets will be available on Ticketmaster and The Ocean Casino's box office on April 17th 2023.

ALL Sponsors will be added to website: www.TheAtlanticCityJazzFest.com

ALL Sponsors will be added to sold T-Shirts. All Sponsors will be added to back of last flyer print (August 1st, 2023).

Sponsorship Form



ATLANTIC CITY JAZZ FEST

I hereby commit to financial sponsorship of the
Atlantic City Jazz Fest
at the level selected below:

TITLE SPONSOR •\$25,000

PRESENTING SPONSOR •\$15,000

GOLD SPONSOR •\$10,000

SILVER SPONSOR •\$5,000

OTHER: _____

Sponsor Information

COMPANY NAME: _____

CONTACT PERSON: _____

STREET ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____

FAX: _____

E-MAIL: _____

Please complete this form and make checks payable to The Majestic Entertainment Group to:

Atlantic City Jazz Fest: - ATTN Burnell Brown
114 Brookdale Place Clementon NJ 08021
609-892-3495
themajesticentertainmentgroup@gmail.com
www.theatlanticcityjazzfest.com

PLEASE PLACE SPONSORSHIP LEVEL IN THE MEMO LINE

Thank you for your support of the 2023 Atlantic City Jazz Fest and its initiatives!

Peter Bond, Event Specialist, Atlantic City Jazz Fest | 856-418-9128
themajesticentertainmentgroup@gmail.com | atlanticcityjazzfestpb@gmail.com



Contact Us

Burnell Brown, Event Specialist Coordinator
The Majestic Entertainment Group
114 Brookdale Place
Clementon, New Jersey 08021
609-892-3495
Burnellbrown07@gmail.com
www.TheAtlanticCityJazzFest.com

Peter Bond, Event Specialist
Atlantic City Jazz Fest
856-418-9128
themajesticentertainmentgroup@gmail.com
atlanticcityjazzfestpb@gmail.com
www.theatlanticcityjazzfest.com

Executive Producers:
Burnell Brown
Peter Bond
Edward Bethea

@acjazzfest

