

# Sponsorship Proposal 2024



*Atlantic City*  
**JAZZFEST 2024**

## The Atlantic City Jazz Fest Winter Edition

January 13, 2024

Resorts Casino - 1133 Boardwalk, Atlantic City, NJ

**5th Annual Atlantic City Jazz Fest  
Returns September 14th, 2024**

Edward Bethea, Sponsorship Director  
YTP Productions LLC  
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Prepared for  
**Potential Sponsor**



## About Us

On Saturday, September 16th, 2023 the Atlantic City Jazz Fest returned to Ocean Resort Casino's Ovation Hall. For the second year in a row, Ovation Hall was filled with over 3,000 smooth Jazz Lovers with Boney James, Will Downing, and Jeanette Harris!

- 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

## JEFF BRADSHAW



A North Philadelphia-born soul-jazz and hip-hop/funk innovator and trombone virtuoso, Jeff Bradshaw spent his formative years honing his chops alongside some of the biggest names both in and out of the Philly soul movement. By the time he got around to releasing his solo debut, 2004's critically acclaimed *Bone Deep*, he had shared the stage with such industry luminaries as Michael Jackson, Earth, Wind & Fire, Patti Labelle, Erykah Badu, and countless others. *Bone Deep* made

made him a festival circuit mainstay, and he spent the next eight years refining his signature smooth and immediate sound in both a solo setting and in support of artists like Mary J. Blige, Jay-Z, the Roots, and Jill Scott. In 2012 he issued his sophomore long-player, *Bone Appetit*, which featured a host of guest artists, including Kindred the Family Soul, Raheem DeVaughn, Floacist, and Marsha Ambrosius.





# Special Guest

## The Queens of Soul Jazz



Althea Rene is a dynamic, soulful performer with a bent toward contemporary jazz, funk, and instrumental R&B. A former police officer, Rene emerged on the Detroit scene in the 1990s before issuing her debut, *Flute Talk*, in 2000. She is a regular presence at festivals around the globe and has continued to build a crossover fan base with albums like 2006's *In the Moment* and 2013's *In the Flow*.



A native of Detroit and daughter of trumpeter, saxophonist, and longtime original Funk Brother Dezie McCullers, Rene grew up in a musical family. Encouraged to study music from a young age, she eventually enrolled in a classical music program at Howard University in Washington, D.C. However, while at Howard she discovered her love of jazz and eventually returned to Detroit. She entered the police academy and spent the next 11 years balancing her time between working as a Wayne County deputy sheriff and honing her musical skills by playing local in jazz clubs.



# 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...



## Starting The Year Off Right

Jeff Bradshaw and The Queens of Soul Jazz ( Jeanette Harris and Althea Rene) and headline the 2024 Atlantic City Jazz Fest "Winter Edition"

## Bringing Back 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.

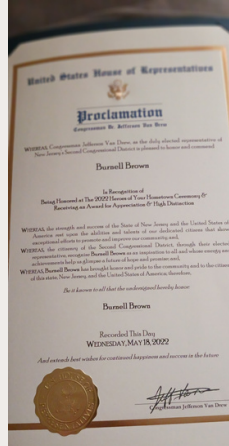


## Where We Started

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 the event.
- 96.1 FM The Touch (Atlantic City NJ), 105.3 FM WDAS (Philadelphia), 88.3FM WBGO North Jersey/NY Metro will run Media campaigns including radio commercials, artist interviews, ticket giveaways and website announcements
- Twenty (20) VIP Credentials and Twenty (20) VIP Seats
- 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***

- 40 (Forty) Complimentary Tickets will be donated to families of Atlantic City, New Jersey.

## **Presenting Sponsor: \$15,000**

- Spoken thank-you stated by Co-Host Patty Jackson of WDAS FM Radio during the event.
- 96.1 FM The Touch (Atlantic City NJ) 105.3 FM WDAS (Philadelphia) 88.3FM WBGO North Jersey/NY Metro will run Media campaigns including radio commercials, artist interviews, ticket giveaways, and website announcements
- 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

### ***MEDIA ENTITLEMENTS***

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

## **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

## **Bronze Sponsor: \$2,500**

- Spoken thank-you stated by Co-Host Patty Jackson of WDAS FM Radio during event.
- 2 (Two) VIP Credentials and 2 (Two) community tickets will be given away

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Tickets available on Ticketmaster (logo) Venue Box office and the Atlantic City Jazz Fest (Hotline)  
856-418-9128 [theatlanticcityjazzfest1@gmail.com](mailto:theatlanticcityjazzfest1@gmail.com)/[www.theatlanticcityjazzfest.com](http://www.theatlanticcityjazzfest.com)

# 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

BRONZE •\$2,500

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 Atlantic City Jazz Fest:

Atlantic City Jazz Fest ATT: Ed Bethea  
801 Hancock Court Deptford NJ 08096  
609-501-8404  
[ebetha479@gmail.com](mailto:ebetha479@gmail.com)  
[www.theatlanticcityjazzfest.com](http://www.theatlanticcityjazzfest.com)

PLEASE PLACE THE SPONSORSHIP LEVEL IN THE MEMO LINE  
Thank you for your support of the Atlantic City Jazz Fest and its initiatives!

Atlantic City Jazz Fest | 856-418-9128  
[www.theatlanticcityjazzfest.com](http://www.theatlanticcityjazzfest.com)



# Contact Us

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