

JAZZ IN THE PARK

2012 Season



Jazz in the Park invites the best local, regional and national talent to downtown Milwaukee and showcases the East Town neighborhood as the ideal place to live, work and play.

CATHEDRAL SQUARE PARK
Thursdays, 6-9pm

Event Details



2012 Dates

- June 7 - TBD
- June 14 - TBD
- June 21 - TBD
- June 28 - TBD
- July 5 - TBD
- July 19 - TBD
- July 26 - TBD
- August 2 - TBD
- August 9 - TBD
- August 16 - TBD
- August 23 - TBD
- August 30 - TBD
- September 6 - TBD

2012 SEASON OVERVIEW

Thursday nights in downtown Milwaukee are different than any other night of the week. Visitors, suburbanites, city workers, downtown residents, college students, retired couples, and families, all converge upon Cathedral Square Park to enjoy a free concert in the middle of downtown in a beautiful park setting. From 6 to 9pm each week, Jazz in the Park takes center stage, uniting the neighborhood and helping to serve as Milwaukee's living room. 2012 marks 22 years of providing free quality entertainment and showcasing the East Town

neighborhood as the premier place to live, work, and visit. Each week, more than 8,000 people gather with picnic baskets, blankets and even candelabras to take advantage of the priceless Milwaukee summer at a free outdoor music festival. Not only do the attendees enjoy the concert, they also find the neighborhood bars and restaurants too tempting to pass by. The result is a bustling, vibrant neighborhood that rivals any urban location!



Newsorthy in 2012

- Happy Hour from 5-6pm;
- More National acts;
- Return of the Great Jazz Picnic Contest, Sponsored by Gruber Law Offices;
- 4th Year without patrons bringing their own alcohol, creating a safer, more controlled environment;
- New food vendors.

We couldn't do it without YOU!

Quick Facts about Jazz in the Park

Jazz in the Park began in 1990 and celebrates its 22nd season in 2012;

Over Fifty Milwaukee area businesses and corporations supported this event in 2011 either through financial contributions, volunteer hours or in-kind donations;

Jazz in the Park draws an average of 8,000 attendees per evening;

66% of *Jazz in the Park* guests reside in Milwaukee and the immediate suburbs, 30% reside in Wisconsin outside of the Metro area, and 4% reside outside of the state;

Jazz in the Park artists typically come from Milwaukee, the Midwest region and the nation. In 2011, 5 of the 16 bands were national acts and the remainder were from the Milwaukee area;



Jazz in the Park is known for its universal appeal and diverse audience. Each year we strive to present a high quality music event, enjoyed by all of Milwaukee!

Jazz in the Park costs over \$330,000 to produce annually - Sponsorships account for over half of the budget and the remainder is earned through food and beverage sales at the event;

Jazz in the Park is produced by Music in the Park, a non-profit organization dedicated to providing free, quality entertainment and presenting the East Town neighborhood as a vibrant, safe community.



Did you know ... Every year hundreds of people choose *Jazz in the Park* for first dates, anniversaries, birthday parties, bachelor and bachelorette parties, proposals, reunions and other life changing celebrations and moments.

Jazz in the Park returns June 7, 2012

Every year we try to beat ourselves at our own game! We want *Jazz in the Park* to continue to be the premier event in downtown Milwaukee that is talked about around the country. We appreciate your support and hope that you will partner with us in 2012.

We strive for excellence and we know that we can meet your marketing needs. Nightly sponsorship details are attached. Contact Kim Morris today to discuss this and any other 2012 sponsorship opportunities.



SPONSORSHIPS 2012



SPONSORSHIP opportunities range from season sponsorships to one night sponsorships to on-site sampling. Get access to our 8,000 guests or hold a private party at Jazz in the Park for up to 300 guests or enjoy all the benefits of this upscale event for the duration of the four month season! Jazz in the Park is the ideal venue for entertaining your clients, rewarding your employees, gaining new customers, exposing Milwaukee to your company **and** supporting one of Milwaukee's best events! Jazz in the Park is part of the fabric of our rich cultural community and what makes downtown Milwaukee the city of festivals.

"We LOVED the event. Loved the location, the venue, etc. We most definitely want to pursue hosting another reception next summer!"

Chris Glatz
Chicago/Midwest
Chapter Administrator
Turnaround
Management Association

"Jazz in the Park is a Milwaukee institution. It's a "must be at" event, so naturally it attracts an engaged and passionate crowd. We live for guerrilla marketing and always are searching for creative ways to reach people. Jazz in the Park is just that, a great way to reach many of Milwaukee's best people."

Jeff Sherman
Owner
OnMilwaukee.Com

Sign me up!

WOULD YOUR COMPANY LIKE TO BE PART OF THE 2012 JAZZ IN THE PARK SEASON?

DO YOU VALUE WHAT JAZZ IN THE PARK BRINGS TO THE COMMUNITY, THE MARKETING OPPORTUNITIES AVAILABLE FOR YOUR COMPANY AND THE EXPOSURE FOR YOUR BRAND/LOGO!

CONTACT US IF YOU ARE INTERESTED IN A SEASON SPONSORSHIP, A SAMPLING OPPORTUNITY OR AN EXCLUSIVE EVENING SPONSORSHIP.

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