SPONSOR THE MUSIC

BECOME A JAZZ SEASON SPONSOR.

Jazz in the Park has consistently been ranked as one of the best outdoor events in Milwaukee. Your business or organization can benefit by becoming our partner.

We’d welcome the chance to sit down with you to craft a sponsorship proposal that meets your unique needs. Jazz in the Park has an awesome location and a loyal following of dedicated fans.

For over 20 years, Jazz in the Park has been the place to be on Thursday nights drawing 5,000 attendees each evening and featuring an eclectic mix of musical genres from straight ahead jazz to reggae, salsa, swing and big band. Local, regional and national performers make up our 13-week line-up.

Jazz in the Park attracts a diverse group of guests from the surrounding neighborhoods and suburbs, both young and old. Our large playground area is also a hit with families.

Produced by Music in the Park, Jazz in the Park is a non-profit organization dedicated to providing free, quality entertainment to the community.

Kathy Emery
262.878.2121
kathy@sponsorplacement.com
www.easttown.com

SPONSOR BENEFITS

• Logo placement at the event based on benefits package
• Recognition in the East Town Summer Event Guide
• On-site presence, sampling and literature distribution for one or multiple weeks
• Hospitality event on a selected night during the summer including tent
• Weekly recognition on the stage and inclusion in weekly eblasts to 4,200 members
• Presence on the East Town and Jazz in the Park websites

CHECK OUR WEBSITE FOR THE NEW FESTIVAL LAYOUT & BAND UPDATES!
CALL TO ARRANGE A MEETING OR DISCUSS SPONSORSHIP OPPORTUNITIES: KATHY EMERY - 262.878.2121
SPONSORS LOVE OUR IMPRESSIVE MARKETING SUPPORT

Every year, JITP combines multimedia advertising, public relations, social media and website coordination to create a cohesive marketing plan that successfully targets adults 25-54 who are active downtown enthusiasts.

JITP typically places ads with The Shepherd Express, Milwaukee Magazine, OnMilwaukee and 88Nine Radio, which elevate awareness of concert dates and performers.

A press release announcing the season’s entertainment lineup and media alerts are distributed to local and regional publications to generate early awareness and excitement. JITP is regularly featured in Milwaukee Journal Sentinel’s TAP events calendar, as well as other publications in the greater Milwaukee area.

JITP’s media partnership with WISN-12 secures on-air mentions to promote attendance and an official JITP weather forecast during their Thursday newscasts. The station also regularly sends talent to JITP to greet attendees at intermission and recognize sponsors.

East Town Association’s website and social media pages, including its JITP Facebook account, are continually updated throughout the summer since both platforms are go-to sources for users to gather event information. During JITP’s most recent season, there were nearly 93,000 webpage visits, 228,000 pageviews on Facebook and 1,000 JITP mentions from active Twitter users.

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EAST TOWN ASSOCIATION is a nonprofit that strives to create a vital neighborhood in downtown Milwaukee for corporations, retailers, restaurants and service providers. It uses its events and programs, which include Jazz in the Park, Bastille Days, Cathedral Square Market and Firkin Fest, to cultivate a vibrant community experience and celebrate Milwaukee’s rich heritage.

VISIT WWW.EASTTOWN.COM FOR MORE INFORMATION.