

SUBJECT: Corporate Sponsorship Invitation

I am writing to extend corporate sponsorship opportunities for the annual *Made in New York Jazz Competition and Festival*.

MADE IN NEW YORK—FOR THE WORLD

The *Made in New York Jazz Competition* is the world's first exclusively *online* jazz competition. In only eight months our competition has transformed the international jazz community through our jazz portal, www.madeinnyjazz.com. Our competition has compiled over 12,000 active registrants and 250 competition entrants from more than 35 countries. And we are growing daily.

The *Made in New York Jazz Competition* is supported by our highly regarded Board of Members that is comprised of Grammy Award winning jazz musicians. Our Board of Members will select eight finalists. Our judges—multiple Grammy Award winners and jazz legends Lenny White, Joe Lovano, and Randy Brecker—will select the ultimate winner. We are supported by some of the biggest names in jazz.

“The world will now get to discover jazz that it never had
—Misha Brovkin
Founder and President
Made in New York Jazz Competition”

INTERNATIONAL EXPOSURE

The explosion of interest in our competition has turned our website into a jazz hub for communities of interest from fans to record producers. Our platform has demonstrated a tremendous level of global user-engagement that is benefitting the international jazz community.

Musicians who were only regionally known prior to our competition now enjoy a worldwide audience. Producers are scouting talents on our site. CD and digital music sales have soared for our entrants. The *Made in New York Jazz Competition* has become the undisputed online venue for discovering the next generation of jazz talent.

EXCLUSIVE INVITATION

We are inviting you to be part of this significant moment in music history by becoming our *Title Partner*.

Partnering with the *Made in New York Jazz Competition* results in these benefits:

- (1) Global Audience: Our audience and participants are international *and* domestic. We are headquartered in America's largest market *and* we are accessible to everyone online. We are not geographically rooted like typical competitions. We have reached the world and interest in our product has gone viral.
- (2) Online Presence: Traditionally, jazz competitions and festivals are of short duration and permit only limited exposure for sponsors. We operate continuously *everywhere*, and our competition evolves daily. With each additional entrant our prize money increases. Our video-performance entries are available on our site for everyone, any time, anywhere—with more being uploaded daily. Our analytics shows that these videos are being sampled constantly.
- (3) Maximal Exposure: Our two-part presence—online on our high-traffic website portal and at our festival—ensures that your brand is optimized for maximal exposure to a virtually unlimited audience of consumers. Our competition culminates in a finale concert at the Tribeca Performing Arts Center in May 2014.
- (4) Coveted Demographic: Members of the worldwide jazz community are predominately well-educated, cultured, and middle-class to affluent. Jazz musicians, enthusiasts, industry professionals, and the jazz media represent an enormous domestic and international professional-class demographic. Jazz professionals and enthusiasts occupy the coveted 25 to 54 age-group, which has enormous spending clout and is financially literate.

SPONSOR ENGAGEMENT CATEGORIES

We are dedicated to the appropriate pairing of sponsors with the ideal categories. While we encourage you to select the role of *Title Partner*, we are making these partnership categories available:

- Title Partner: Our *Title Partner* is our elite corporate sponsor. Your logo is positioned prominently on all official *Made in New York Jazz Competition* portals and platforms, including our website and all announcements, press releases, and publications (print and digital). The *Title Partner* has official naming prominence: The **[your brand]** *Made in New York Jazz Competition*.

□ Venue Partner: Our *Venue Partner* is our elite venue sponsor of our finale concert held at the Tribeca Performing Arts Center, featuring performances by our competition's finalists, winner, and panel of multiple Grammy Award winning judges.

Our *Venue Partner* enjoys product/logo placement exclusivity; social media posts and recognition; program advertising; main area signage and banners (including: exterior banners, foyer signage, and stage and performance hall banners).

□ JazzSwap Partner: JazzSwap is our innovative educational platform that brings legendary jazz musicians and jazz enthusiasts together. We have created online video-lessons from a selection of the world's jazz greats and have posted the free video sessions to our high-traffic website for musicians and fans to use. The program offers complimentary lessons from internationally recognized jazz musicians, like Tony Campbell and Ron Jackson, who played with eminent jazz artists Dizzy Gillespie, Miles Davis, Sonny Rollins, and others.

Our *JazzSwap Partner* receives full naming and brand/logo placement exclusivity; social media posts and recognition; as well as full partner recognition on the JazzSwap site-page, and all announcements, press releases, and promotional media.

□ JazzSwap Endorsement/Location Partner: Our *JazzSwap Endorsement/Location Partner* enjoys sponsorship banners and signage at our on-location film-shooting venue, as well as partnership mentions in all announcements, press releases, and online copy. This opportunity is ideal for restaurants.

□ Jazz-Exchange Travel Partner: Our *Jazz-Exchange Travel* partner will provide travel expenses for our eight semi-finalists. Our *Jazz-Exchange Travel* partner receives prominent signage/banners and logo exclusivity, as well as partner announcements in all *Made in New York Jazz Competition* material (online and print) and at the finale concert at the Tribeca Performing Arts Center.

We are pleased to customize a sponsorship package based upon your corporate communications agenda.

Please consider partnering with us today. I look forward to discussing how we may collaborate in our history-making jazz competition and festival.

With Best Regards,

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