

REACH A DIVERSE AUDIENCE OF 50,000+ ANNUALLY

BECOME A JAZZ IN THE PARK SPONSOR

As one of the most popular summer events in Milwaukee, Jazz in the Park (JITP) offers a unique opportunity for businesses and organizations to connect and engage with a variety of consumers from June 1 thru Aug. 31, 2017.



CELEBRATING ITS 25TH CONSECUTIVE SEASON

in 2016, Jazz in the Park (JITP) at Milwaukee's historic Cathedral Square Park remains the place to be on Thursday evenings for 50,000+ annual guests.

As the most widely recognized outdoor concert series of its kind in the greater Milwaukee area, JITP attracts fans from near and far week after week, year after year.

From incredible performances on stage to guests hanging out and enjoying their picnic spread, JITP creates the ultimate music hotspot that highlights all the positive vibes Milwaukee and the surrounding communities have to offer.



THE "PLACE TO BE" ON THURSDAY NIGHTS

"WE DO A TON OF SPONSORSHIP IN THE SUMMER AND JAZZ IS EASILY ONE OF THE BEST IN TERMS OF VALUE AND EXPOSURE."

DAVE HOCK,
BEECHWOOD DISTRIBUTORS

Offering a diverse lineup of musical entertainment for the entire summer, JITP guests can expect unique performances each week ranging from jazz, blues and reggae to big band, R&B and everything in between.

Nationally recognized performers like two-time Grammy Award-winning jazz ensemble Snarky Puppy have graced the main stage, as well as Chicago Tribute Anthology, Paul Cebar Tomorrow Sound, Jesse Cook and many others. JITP coordinators carefully select and then, with great anticipation, reveal their entertainment lineup by mid-March, so concertgoers can start planning their summer fun.

OPPORTUNITIES INCLUDE:

- Logo placement on main stage banner and other high-traffic areas at JITP
- Logo placement on JITP official poster
- Recognition in the East Town Summer Events Guide
- On-site presence, sampling and literature distribution for one or multiple weeks
- Corporate party on a select night during the summer with private tent
- Special VIP hospitality
- Weekly recognition by stage emcee
- Inclusion in weekly e-blast to 4,200+ members
- Recognition in event advertising, including *The Shepherd Express*
- Presence on East Town's JITP webpage
- Social media support/engagement with 26,600+ East Town fans



EASTTOWN
www.easttown.com

TO ARRANGE A MEETING TO DISCUSS SPONSORSHIP OPPORTUNITIES,
CONTACT KATHY EMERY AT 262.878.2121 OR KATHY@SPONSORPLACEMENT.COM

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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.



EASTTOWN

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.

