

SALEM Jazz AND SOUL FESTIVAL

SALEM JAZZ AND SOUL FESTIVAL 2012 CONCERT SERIES



**GREAT MUSIC FOR A GREATER CAUSE:
SUPPORTING MUSIC EDUCATION
ON THE NORTH SHORE OF MASSACHUSETTS**

www.salemjazzsoul.org

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OUR MISSION

The Salem Jazz and Soul Festival (SJSF) is a 501(c)3 non-profit organization that produces free concerts for the public and raises funds for music education programs.

At the center of SJSF is the tenet that communities unite through the rich experience music provides. Since its founding in 2007, SJSF has accomplished just that by reaching thousands of adults and children through the highly popular SJSF/Berklee Summer Series and SJSF's main festival event at the Salem Willows, and by raising \$25,000 in funds for music education programs in local schools and youth centers.

2011 FESTIVAL HIGHLIGHTS

More than **6,000 people** enjoyed festival events

20+ sponsors and **countless others** donated goods and services

40+ vendors sold arts and crafts at the Salem Willows

Dozens of musicians performed at **free concerts** throughout Salem

Nearly **75 volunteers** supported festival events

Several other non-profits joined us at our main event to share information about their programs

We've raised a total of \$25,000 for music education programs since our founding in 2007.

2012 TENTATIVE SCHEDULE OF EVENTS

En Amor Latin Dance

Sunday, February 12 @ Red Lulu

Gilberto Rivera & Rumba4, dance lessons by Greg Cole

City of Salem's Jazz Appreciation Day

Saturday, April 14, location to be determined

SJSF/Berklee Summer Series @ Derby Square

Saturdays, 5-7 pm. May 12 – The Soul of a Man, June 9 – Amelia Ali,

July 14 – Sugarcane Trio, August 11 - Cosmodrome

SJSF Main Festival @ Salem Willows, 167 Fort Avenue

Saturday, August 18 - Sunday, August 19, 11:30 am – 6 pm

Fall Fundraiser (November)

Date, location to be determined

A final schedule of events will be published on our website, salemjazzsoul.com, in February 2012.

- The 2-day festival at the Willows will also include a 21+ Beer Garden, Arts/Crafts, Kids' Tent, Music Education Classes, face painting and more.



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SUPPORTING MUSIC EDUCATION PROGRAMS

In 2002, Massachusetts cut state cultural funding by 62% - one of the most drastic cultural funding cuts in the nation (source: Massachusetts Advocates for the Arts, Sciences and Humanities). In the current economic climate, funding for the arts will likely experience another significant reduction. Studies show that children who play a musical instrument are more likely to excel in school and pursue a college education. Music programs help children attain critical life skills like discipline, creativity, critical thinking, collaboration and leadership.

In our first five years of operation, we raised \$25,00 for music education programs on the North Shore of Massachusetts. This year, in addition to making donations to programs in Salem, our reach has expanded to support music education programs in other North Shore communities. This year's beneficiaries include music programs at Salem High School, the Lynn Public Schools system and the North Shore Recovery High School in Beverly. This is the first year we've made contributions outside of Salem... and we're proud to say....we're growing!

*"Salem High School has used (SJSF) funds to purchase new equipment, which has allowed us to pass older equipment down to the middle and grammar schools. For the first time in history, all schools now have some form of music training taking place because of this."
- Cynthia Napierkowski,
Music Director, Salem High School*

Music Education in our Festival Series

Our annual music series is rich with music education opportunities, offered free to the public. The SJSF/Berklee Summer Series performances incorporate Berklee student-run mini-music education classes on topics ranging from instrumentation, to band collaboration to writing and more. Our main festival event also incorporates 4-5 music education classes on an equally diverse set of topics, such as last year's workshops on drumming, guitar and vocals. Our main festival also includes a kid's tent, where children and their parents can explore different musical instruments, and access a resource board where they can learn about local music instructors and organizations.

Music in the Classroom

In 2010, we launched two new programs as part of national "Music in the Schools Month." In partnership with Salem State University, we hosted two workshops (percussion and open rehearsal) for Salem area middle- and high-school students. We also introduced our first-ever "Student Art Contest," where students in grades three through five submitted original artwork on the theme, "What Music Means to Me." Winners were announced at SJSF's main event in August 2011. And finally, with funds given to Salem High School, two students were awarded scholarships to attend Salem State's summer jazz camp.



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PRODUCING FREE MUSIC FOR THE PUBLIC

Building on Salem's rich music history, SJSF recreates and renews the vibrant jazz scene that began at the Salem Willows in the 1920s, when Duke Ellington and other musicians from the Big Band era played at the seaside park in Massachusetts. The festival's programs build on this rich past, and have already attracted thousands of music enthusiasts and extensive media coverage during its first five years of operation. In 2012 we plan to produce the core events the public has come to know and love, and will also add some new, exciting programs to our schedule in the spring.

For the past two years, we've kicked off the festival season with a **Jazz Appreciation Day Concert** held in partnership with the City of Salem, a free event established to acknowledge Salem's long history with jazz.

Our **annual spring fundraiser** takes place in April each year, and has featured notable performers such as Grammy Award winner Paquito D'Rivera, Boston Music Award winners Dwight & Nicole, the 18-piece Boston Horns Big Band and more.

Each May brings the start of our official free concert series, the **SJSF/Berklee Summer Series**. In partnership with Berklee College of Music, Berklee's most talented student bands perform on Second Saturdays throughout the summer in historic Derby Square, located in downtown Salem.

The main event, the **Salem Jazz and Soul Festival**, takes place over a weekend in August each year and features more than 12 hours of live music, a VIP area, an artisan's fair, a 21+ beer garden and more — all on the Salem Willows' beautiful shoreline. 5,000 people of all ages and backgrounds attended the festival in 2011. The SJSF Kids Tent provides a strong educational component to the festival, encouraging children and their parents to explore musical instruments, connect with local music educators, and have fun with arts and crafts. Festival-goers are also invited to participate in free music education events, including lessons from skilled musicians and dancers.

Each year, we wrap up the season with a **fall fundraiser**, a fun, casual event held in a local club that celebrates the festival and serves to replenish our operating costs for the following season.



"The Salem Jazz and Soul Festival has been a wonderful cultural asset to Salem and has helped fund music education throughout the City." – Mayor Kimberley Driscoll

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PLANS FOR GROWTH

Within the next five years, SJSF envisions expanding its thriving free music series – bringing in resources to attract national acts, building our infrastructure and assets, and increasing our outreach programs in local schools. We envision attracting tens of thousands of people throughout the Greater Boston area and beyond.

Most critically, we plan to expand our impact on music education in 2012 by:

- Introducing new workshops at the high school level in Salem and surrounding communities
- Increasing the number of scholarships made available to local students to attend special classes and music instruction camps
- Making funds available specifically for students in need who would like to purchase musical instruments
- Working with local teachers to identify areas of need in the classroom (equipment, instructors, etc.)

Other specific goals include:

- Purchasing sound and production equipment that will offset our operating costs
- Adding a second stage that will feature more local talent from the North Shore
- Improving the weather shelter on the main stage at the Salem Willows

Improvements to the main stage



In order to provide shade and shelter from rain on the main stage, we're commissioning a specially-designed stage covering. Sponsors of this project will have a logo prominently featured on the main stage's new shelter.

Second stage



A second stage will allow us to include even more music by local artists at the festival. It can also be used for kids performances, music education classes and more.

Expanding music programs



We're introducing more music programs and workshops in schools in 2012, and will increase the number of scholarships we make available. We're also expanding our reach to other communities on the North Shore.

INVESTING IN THE FESTIVAL

We are a federally recognized 501(c)3 non-profit organization. Donations to the festival are tax deductible to the extent allowed under IRS tax codes. Financial contributions allow us to provide concerts to the public free of charge and support music education programs on the North Shore of Massachusetts. Our supporters include corporations, grants and individuals. In addition to financial sponsorship, donations of goods or services are also helpful (food/beverages, equipment, etc.).

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2012 SPONSOR LEVELS (MAIN FESTIVAL EVENT AUG. 18 - 19)

Level	Donation	Downtown Banner	Main Stage Banner	2nd Stage Banner	Location Banner ¹	Community Banner	Festival T-shirt	Posters	Festival Website	VIP Passes ²
Title	\$12,500	●	24 sq ft				●	●	●	15
Festival	\$ 7,500	●			24 sq ft		●	●	●	12
Second Stage	\$ 5,000	●		24 sq ft			●	●	●	10
Derby Square	\$ 2,500	●			24 sq ft		●	●	●	8
Charlehurst	\$ 2,000				18 sq ft		●	●	●	8
Ellington	\$ 1,500				12 sq ft		●	●	●	6
Parker	\$ 1,000				12 sq ft		●	●	●	4
Jazz	\$ 500				8 sq ft				●	4
Community ³	\$ 250					4 sq ft			●	2

Media Contact us for information about donation in trade at info@salemjazzsoul.com

1. A Location banner is displayed either at Derby Square during the Summer Series, or at the Aug 18-19 festival, but not on the main or second stages.
2. The VIP area is located onsite at the festival on Saturday, August 19. The VIP area is indoors and features music, food and beverages, and gift bags including items from local merchants, festival T-shirts, CDs and more.
3. Community Banner is a shared banner that can accommodate as many as 12-16 sponsor logos.

OTHER WAYS TO SUPPORT THE FESTIVAL

In addition to sponsoring the main festival event in August, you can show your support of the festival and local music community in a number of ways. Contact us for more information about these innovative ways to show your support of local music and get significant logo/brand exposure for your organization.

- **Sponsor a fundraising event.** We have 2-3 fundraisers a year (spring, fall, winter) that help to run the festival financially. We're seeking sponsors for each of these events, which range from more formal to casual events in local venues.
- **Sponsor the build-out of the Main Stage shelter,** a special project being commissioned that will provide performers with shelter from sun or rain.
- **Purchase an item on our Amazon Wishlist.** We make every effort to keep our costs down, but we need to invest in our infrastructure to do so. Help us by funding music equipment, supplies, services and more.
- **Donate a service or product.** Every year generous companies have donated all types of help – media (advertising), catering, security, professional services (accounting, design). If you have a service or product that could help us grow and/or defray costs, we'd love to hear from you.
- Consider running a **special promotion** (store, service, product) with a **percentage of proceeds benefiting the festival.**

2011 MAJOR SPONSORS



■ For a complete list of the generous sponsors, donors and others who make the festival possible, visit www.salemjazzsoul.org.



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2012 SPONSOR LEVELS

Title Sponsor - \$12,500: Exclusive title sponsor. Logo/name on festival banner hanging in downtown Salem during one week in mid-August; logo/name on exclusive 24 sq. ft. stage banner; logo/name on festival T-shirt, posters/flyers and website. 15 VIP passes.

Festival Sponsor - \$7,500: Logo/name on festival banner hanging in downtown Salem during one week in mid-August; 24 sq. ft. location banner; logo/name on festival T-shirt, posters/flyers and website. 12 VIP passes.

Second Stage Sponsor - \$5,000: Logo/name on festival banner hanging in downtown Salem during one week in mid-August; 24 sq. ft. banner wrapping second stage; logo/name on festival T-shirt, posters/flyers and website. 10 VIP passes.

Derby Square Sponsor - \$2,500 (per show): Logo/name on festival banner hanging in downtown Salem during one week in mid-August; 24 sq. ft. location banner; logo/name on festival T-shirt, posters/flyers and website. 8 VIP passes.

Charlehurst Sponsor - \$2,000: Logo/name on 18 sq. ft. location banner; logo/name on festival T-shirt, posters/flyers and website. 8 VIP passes.

Ellington Sponsor - \$1,500: Logo/name on 12 sq. ft. location banner; logo/name on festival T-shirt, posters/flyers and website. 6 VIP passes.

Parker Sponsor - \$1,000: Logo/name on 12 sq. ft. location banner; logo/name on festival T-shirt, posters/flyers and website. 4 VIP passes.

Jazz Sponsor - \$500: Logo/name on 8 sq. ft. location banner; logo/name on website. 4 VIP passes.

Community Sponsor - \$250: Logo/name on shared community banner; logo/name on website. 2 VIP passes.

Media Sponsor - contact us for information about donation in trade at info@salemjazzsoul.com.

2012 SALEM JAZZ AND SOUL FESTIVAL SPONSOR FORM

Name (as it should appear in publication): _____

I will support the Salem Jazz and Soul Festival at the following level:

Contact Person: _____

Title Sponsor: \$12,500 _____

Street Address: _____

Festival Sponsor: \$7,500 _____

Second Stage Sponsor: \$5,000 _____

City, State, Zip: _____

Derby Square Sponsor: \$2,500 _____ (per show)

Charlehurst Sponsor: \$2,000 _____

Ellington Sponsor: \$1,500 _____

Parker Sponsor: \$1,000 _____

Jazz Sponsor: \$500 _____

Community Sponsor: \$250 _____

Phone: _____

Media Sponsors: Contact us about donation in trade at info@salemjazzsoul.com.

Signature: _____

Email: _____

Please return this form and a check payable to Salem Jazz and Soul Festival Inc.

P.O. Box 4511, Salem, MA 01970

Or pay with a credit card or PayPal online at

<http://www.salemjazzsoul.org/sponsor.html>

Website: _____

Please submit an electronic version of your logo (hi-res/ 300 dpi JPG or TIFF) to info@salemjazzsoul.com when you submit your payment.

THANK YOU FOR YOUR SUPPORT!

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ARTICLES

"The best free music money can buy." – Boston Herald

Salem Jazz and Soul Festival returns this weekend
August 18, 2011 [Salem Gazette](#)

Big Easy in the Witch City
August 13, 2011 [The Salem News](#)

Street Guide: Musical Notes
August 2011 [North Shore Art Throb](#)

Summertime and finding a festival is easy
June 10, 2011 [Boston Herald](#)

Lineup announced for Salem Jazz and Soul Festival
May 16, 2011 [Salem Gazette](#)

Jazz Appreciation Day declared in Salem
March 29, 2011 [The Salem News](#)

Salem Jazz and Soul Festival donates to city's music education programs
January 4, 2011 [Salem Gazette](#)

Jazz and Soul Fest tunes up for fall event
September 28, 2010 [The Salem News](#)

Jazz and Soul Festival organizers thank supporters
August 26, 2010 [Salem Gazette](#)

Music festival draws more than 1,000
August 23, 2010 [The Salem News](#)

Jam sessions: Salem hosts annual jazz and soul festival
August 22, 2010 [Salem Gazette](#)

Soul comes to Salem
August 30, 2010 [The Salem News](#)

Blues and jazz are alive and well in Salem
March 11, 2010 [Salem News](#)

Soul of the city; Salem festival jazzes up summer with weekend of free concerts
August 13, 2009 [Newburyport News](#)

Henley Douglas Jr. gives the low down on upcoming Salem Jazz and Soul Festival
August 3, 2009 [North Shore Art Throb](#)

Ready to get jazzed up
May 7, 2009 [Salem News](#)

Letter: Lineup set for 2009 Salem Jazz and Soul Fest
April 29, 2009 [The Salem News](#)

Group warms up to sing about Bay State as jazz mecca
April 20, 2009 [Boston Herald](#)

A touch of jazz and soul
August 22, 2008 [Salem Gazette](#)

Heart and Soul
August 14, 2008 [North Shore Sunday](#)

Kicking it up a notch: Second-annual Salem Jazz and Soul Festival is now two weekends
August 6, 2008 [Eagle Tribune](#)

Berklee students set to swing into Salem
May 9, 2008 [The Salem News](#)

Casting a vote for jazz: the run-up to the second annual Salem Jazz & Soul Festival begins
March 30, 2008 [North Shore Sunday](#)

Parties provide venues to try on identity in Salem
October 18, 2007 [Salem Evening News](#)

Burning up the Willows
August 23, 2007 [North Shore Sunday](#)