

JAZZ INSTITUTE OF CHICAGO  
*presents*

# THE GALA 2024

Featuring Grammy® Award winner

## Samara Joy

Wednesday  
May 29  
2024

PARK WEST  
322 W Armitage Ave.  
Chicago

## Sponsorship Opportunities

SHOWCASE YOUR BRAND

[CLICK TO BECOME A SPONSOR](#)

[JazzInChicago.org/gala2024](https://JazzInChicago.org/gala2024)  
to get tickets

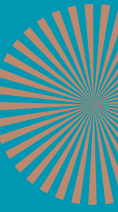
photo by Meridith Traux

**jazz**  
institute  
of **chicago**





# WHO IS THE JAZZ INSTITUTE OF CHICAGO?



As we celebrate our 55th anniversary, we reflect on the Jazz Institute of Chicago's original commitment to promote and nurture Jazz in all its forms. Who would have known the number of people affected by the work started by a small group of jazz lovers back in 1969?

Today, JIC maintains its mission to shine a light on this original American art form through education and public programming. And through this mission tens of thousands of lives are made better in the city of Chicago every year.

JIC produces dozens of vital jazz educational programs for thousands of Chicago youth fostering creative outlets, inspiring a lifetime appreciation for jazz, and in so many cases, creating profound positive growth. Mentorship opportunities and access to resources allow our city's young and seasoned musicians a chance to hone their craft and strengthen their careers.

Dozens of free concerts are produced throughout the year in our neighborhood parks and amazing jazz venues employing hundreds of talented musicians and keeping jazz alive in the hearts and souls of jazz enthusiasts citywide.

The Jazz Institute of Chicago's work cannot be done without people like yourself. As a sponsor, you will have the chance to reach thousands of influential community and cultural leaders, along with consumers from all walks of life across Chicago.

We invite you to join us at our annual Gala event to support these invaluable programs that help make Chicago one of the greatest cities in the world.



Learn more about our programs at [WWW.JAZZINCHICAGO.ORG](http://WWW.JAZZINCHICAGO.ORG)

Follow our gala updates at [www.JazzInChicago.org/gala2024](http://www.JazzInChicago.org/gala2024)



Photo by Olga Lopez



Photo by Santiago Covarrubias



Photo by James Foster



Photo by Olga Lopez

# THE GALA 2024

## Celebrating 55 years with our boldest Gala yet!

A special performance by

### Samara Joy

With Samara Joy selling out venues around the world, this event creates a distinct opportunity to showcase your brand at the boldest Gala in the 55-year history of the Jazz Institute of Chicago, along with year-round possibilities.

The New York Times praised the “silky-voiced rising star” for “helping jazz take a youthful turn” while NPR All Things Considered named her a “classic jazz singer from a new generation.”



photo by Meridith Traux

### Wednesday, May 29

- 4:30 Reception & Cocktails
- 5:30 Dinner & Jazz Links student performances
- 6:30 Remarks & Awards
- 7:00 Concert

### 2024 JAZZ EXCELLENCE AWARD RECIPIENTS ANNOUNCED IN MARCH.

- Walter Dyett Lifetime Achievement in Education Awards
- Dr. Timuel Black Community Service Award

## Join us as a sponsor for Gala 2024!

1. Showcase your brand to tens of thousands of Chicago customers.
2. Be a force to profoundly affect the lives of thousands of Chicago youth and community members.
3. Have a great night out with jazz lovers, influential community leaders, artists, and colleagues.





# Let your brand shine with the Jazz Institute of Chicago!

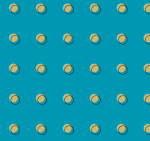


## MEET YOUR CO-CHAIRS



**TOM BURRELL,**  
founder of Chicago-based Burrell Communications Group, one of the most highly regarded multicultural advertising agencies in the U.S.

Renowned two-time Grammy® winner and one of the world's foremost jazz vocalists, **KURT ELLING**



### Gala Planning Committee

- Leon Blackshaw
- Xiaowei Hargrove
- David Helverson
- Chiquita Jones
- Lynn Colbert Jones
- Meagan McNeal
- Bill Norris
- Jason Patterson
- Gavin Phelps
- Keyonn Pope
- Paul Sikes
- DV Williams



**YOUR BRAND AT THE GALA AND BEYOND!**

[CLICK TO BECOME A SPONSOR](#)

# Reach THOUSANDS to MILLIONS of Chicago area consumers and residents.



# JAZZ INSTITUTE OF CHICAGO GALA 2024

## Fun Facts

175,000+ PEOPLE ATTENDED 2023 CHICAGO JAZZ FESTIVAL

127,000+ JIC WEBSITE PAGE VIEWS IN LAST 12 MONTHS

3,500+ PEOPLE ATTENDED JAZZCITY CONCERTS

15,000+ EMAIL SUBSCRIBERS

40,000+ SOCIAL MEDIA FOLLOWERS



191,000 PEOPLE REACHED THROUGH 209 PUBLIC AND EDUCATION PROGRAMS

ONE OF THE TOP 20 ARTS PROGRAM PROVIDERS FOR CHICAGO PUBLIC SCHOOLS

1,000+ STUDENTS REACHED THROUGH IN-SCHOOL PROGRAMS

57 FREE CONCERTS AND EVENTS IN 35 NEIGHBORHOODS

MORE THAN 300 MUSICIANS/ARTISTS HIRED

90 ARTS EDUCATION/OUTREACH EVENTS REACHING OVER 7,200 STUDENTS

57 PRIVATE EVENT PERFORMANCES

20 JAZZ LINKS YOUTH ALUMNI AND 5 HIGH SCHOOL BANDS PERFORMED AT THE CHICAGO JAZZ FESTIVAL

4 BRAND NEW PROGRAMS CREATED DURING THE PANDEMIC

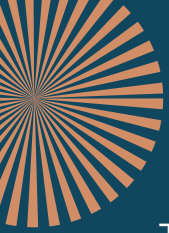
100% OF OUR JAZZ LINKS HIGH SCHOOL GRADUATES MATRICULATED TO PRESTIGIOUS COLLEGE MUSIC PROGRAMS

80 STUDENTS AGES 9-19 JAMMED WITH VETERAN MUSICIANS IN THE PROFESSIONALLY-STYLED IN 8 JAM SESSIONS

165 STUDENTS FROM 12 SCHOOLS PARTICIPATED IN JAZZ IN THE CHI



WHERE JAZZ  
INSTITUTE  
OF CHICAGO  
WAS IN  
2023



JAZZ INSTITUTE OF CHICAGO GALA 2024

# SPONSORSHIP LEVELS

THIS IS YOUR CHANCE TO REACH THOUSANDS TO MILLIONS OF CHICAGO AREA CONSUMERS AND RESIDENTS.

HAVE SOMETHING ELSE IN MIND? DO NOT HESITATE TO ASK ABOUT CUSTOMIZED SPONSOR BENEFITS.

	Jazz Legend	Big Band	Ensemble	Quintet	Combo
	\$50,000+	\$25,000+	\$10,000+	\$5000+	\$2500+
Lead Sponsorship Acknowledgement					
Speaking Opportunity at the Gala					
Logo and listing at 2 JIC high profile public events (Chicago Jazz Fest, Latin Jazz Fest, JazzCity/Chicago Park District)					
Logo in email blasts (12K+) and dedicated social media promotion (4k+)					
Mention in major Chicago market media buy (print and/or radio)					
Large banner with logo displayed prominently in seating area during concert and gala	EXCLUSIVE	EXCLUSIVE	SHARED		
Opportunity to provide branded merchandise (bags, pens, etc) for guest give-aways					
Logo on invitation and printed materials if received by deadline date				Listing	
Logo on JIC website (10k+ visits per month)					
Name and logo displayed during event via slide and banner				Shared	Shared
Name mentions and special signage at two Front Row event space programs					
Student performance OR "Edutainment" Jazz presentation at your event or office					
Additional Premium Memberships (includes Chicago Jazz Fest seating and Front Row event space invite)	10	8	5	4	2
Group listing in email blasts and social media					
Name included on-site print materials & signage	With your logo	With your logo			
Quantity of Tickets	14	12	8	6	4
Program Book ad	Back Cover	Inside Front Cover	Inside Back Cover	Full Page	Half Page

**WE'RE HERE TO HELP YOU UNDERSTAND THE VALUE OF YOUR SPONSORSHIP.**

Executive Director, Heather Ireland Robinson  
Heather@JazzInChicago.org

Manager of Development, Jon Nadel  
Jonathan@JazzInChicago.org  
312.427.1676 ext 112

**LET'S DO THIS!**

**CLICK TO BECOME A SPONSOR**