



Business Partnering and Advertising Opportunities with Guildford Jazz

Guildford Jazz offers locally owned and managed businesses the opportunity to become a business partner of Guildford Jazz and/or Guildford Jazzfest 20. We offer our business partners the flexibility of a bespoke partnership, whether you are looking to promote and enhance your local profile, reach new customers, entertain existing customers, suppliers or staff or simply to give something back to the local community.

What is Guildford Jazz?

Guildford Jazz is a local Community Interest Company whose aim is to bring some of Britain's finest musicians to a local Surrey audience. Since Guildford Jazz started running regular events in March 2011, we've organised over 250 regular gigs for an audience of around 13,000 music lovers. We are a not for profit organisation and exist solely to promote jazz locally.

We currently run two gigs each month both of which feature some of the country's top jazz musicians: a [Jazz Cafe](#) in the bar of the Electric Theatre and a jazz night in [The Pavilion](#) at Guildford Rugby Club.

In addition we organise two outdoor concerts a year – the Wood Street Jazz Festival and Jazz at Loseley park in aid of two local charities, Challengers and GUTS. We are proud to have raised over £36,000 for these and other charitable causes. We have recently also become a corporate ambassador of the charity, Guildford Philanthropy.

For local amateur and young musicians we host a monthly [jam session](#) at the Merry Harriers pub and occasional [workshops led by our visiting artists](#).

More information about Guildford Jazz can be found at our web site at <https://guildfordjazz.org.uk>.

Guildford JazzFest 2020

In March 2020 we will be organising our first weekend Festival. Guildford JazzFest will run from Friday 20th to Sunday 22nd March at the Electric Theatre in Guildford. The Festival will feature leading UK jazz artists including Iain Ballamy, Alan Barnes, Dave Newton, Mark Nightingale, Dave Waterman, Pete Churchill, Clark Tracy, Nicolas Meier and the Guildhall Big Band. We will also be running free and community events as part of the festival including a concert celebrating Surrey Young Jazz Musicians of the Year and a jazz vocal workshop and performance. The event will cover a wide spectrum of jazz, funk and latin grooves and will include straight ahead jazz trios and quintets, big bands, singers, world guitar duos, a history of jazz talk and film. The festival will attract both a local audience and music fans from across London and the South East. More details about the festival including the line-up and programme can be found at <https://guildfordjazz.org.uk/guildford-jazz-fest-20/>. All profits from the festival will go to our festival local charity partner, Guildford Philanthropy to help local people disadvantaged by disability, poor education, mental illness or caring responsibilities.

Guildford Jazz Community Interest Company (No 11587522)

Registered address: 24 Litchfield Way, Onslow Village, Guildford GU2 7QH

Directors: Marianne Windham (Chair) 07725 109890, Pete Brayne 07775 878343, Clive Grant 07769 741150,
Paul Miller 07778 853817, Dr John Wright 07798 711601

info@guildfordjazz.org.uk



Types of Partnership Available

You could sponsor Guildford Jazz itself, Guildford Jazzfest 2020, an event at the festival or one of our regular gigs. Alternatively if your budget is more limited you could simply advertise your business through us (e.g. in the Guildford JazzFest programme) .

In return for your financial sponsorship we can offer :

- an opportunity to be associated with a cool, highly successful and growing community arts organisation
- brand profile, publicity and advertising for your business
- the chance to help the local charities we and Guildford Philanthropy support
- options to entertain your customers and staff at our public events and/or jazz ensembles for your own events

The appendix to this document provides an indication of the different levels and benefits of partnership and advertising available. However the package of benefits we offer can be tailored according to the individual needs and budget of your business and we would welcome the opportunity to discuss bespoke partnership packages with you.

Next Steps

To discuss partnership opportunities further please contact me either by email at clive@guilfordjazz.org.uk or by phone on 07769 741150

Clive Grant

Director , Guildford Jazz Community Interest Company



Illustrative Examples of Different Levels of Benefits for Partners and Advertisers

Type of support	Cost	Marketing and publicity opportunities via Guildford Jazz publicity	Opportunity for sponsor to display and distribute own publicity materials	Entertainment for customers and staff at public gigs	Private gigs available
Annual headline partner of Guildford Jazz	£500 per annum	Prominent presence on Guildford Jazz website, and emails to mailing list ; Free half page add in festival souvenir brochure and in seasonal programme brochures	Yes - at two regular gigs per annum	Yes - at all regular gigs and one festival event (including option of private reception)	Yes
Headline partner of Guildford JazzFest 20	£500	Dominant presence in festival flyers, souvenir programme, banners and festival web pages within GJ and ET ; Mention in local radio and newspaper publicity ; Free full page add in festival souvenir brochure	Yes - at all Festival events	Yes - at all festival events (including option of private reception)	Yes
Event partner - (either regular gig or single event at JazzFest 20)	£200-300 per event	Joint dominant presence in all GJ publicity for the event ; free half page advertisement in festival souvenir brochure	Yes - at the event	Yes - at sponsored event (including option of private reception at Festival)	No
Guildford JazzFest 20 Souvenir Programme Advertiser	£150 per page; £100 per half page; £50 quarter page	Presence in festival souvenir programme	No	No	No