

Jam Room Music Festival

SATURDAY

NOVEMBER, 4 2023

Sponsorship Opportunities

“THE JAM ROOM MUSIC FESTIVAL HAS SAFELY SOLIDIFIED ITSELF AS THE CITY’S SIGNATURE MUSIC FESTIVAL.”

-KYLE PETERSEN, JASPER MAGAZINE



**CELEBRATING
CREATIVITY AND
MUSIC IN
COLUMBIA, SC**

**JAM
ROOM**
MUSIC FESTIVAL

ABOUT JAM ROOM MUSIC FESTIVAL

The **Jam Room Music Festival** is a unique event that brings local and national acts together for a day of music on Columbia, South Carolina's Main Street. Set on two stages in the heart of the Capital City's vibrant Main Street District, the festival offers an eclectic musical lineup of 12 bands across two stages. The best part? **Admission is completely free.**

This year, we're celebrating our 10th annual festival with plans to bring more local food, art, and nonprofit organizations to participate in the day of music.

The 2023 Festival, scheduled for Saturday, November 4, is expected to draw thousands of music fans from across the southeast.

Past headliners



SON VOLT



SUPERCHUNK



**GUIDED
BY
VOICES**

WHY PARTNER WITH THE JAM ROOM MUSIC FESTIVAL?

Here are just a few reasons:

- Be part of an event that has a positive economic impact on our community.
- Gain the benefit of our many shared marketing opportunities, including TV, print, radio, social, and other media exposure.
- Associate your brand with the Jam Room Foundation's mission of bringing eclectic, entertaining, and educational musical experiences to a diverse community across all cultural and socioeconomic backgrounds.
- Be a part of an event that helps elevate Columbia and the Midlands in the cultural conversation and establishes us as a premier destination for arts and tourism in the southeast.
- Be part of the conversation about the vibrant revitalization of Main Street and the positive growth of both infrastructure and the arts in our community.

MISSION

The mission of the Jam Room Music Festival is to attract and retain talent by enhancing the quality of life in the Midlands area of South Carolina. By offering meaningful performance opportunities for local and regional talent, as well as attracting nationally acclaimed acts, the festival raises the profile of Central South Carolina as a cultural destination.



SPONSOR JAM ROOM MUSIC FESTIVAL

When you sponsor the Jam Room Music Festival, your brand is not just marketing - it's delivering an experience.

Your brand will be showcased to thousands of consumers in a context of cultural relevance and authenticity. By helping keep this event free, you win the hearts and minds of the broader public and the region's important culture and brand influencers, including press and media, and artistic and musical communities.

In short, supporting the Jam Room Music Festival experience will not only showcase the authenticity of your brand but will provide hard-to-find recognition that moves the influencer needle. Your brand's association with a free day of great music will create an impact that will resonate with this passionate community long after the event is done.



SPONSOR LEVELS

Sponsor Level	Amount (\$)
GOES TO ELEVEN	\$10,000
DIAMOND RECORD	\$5,000
PLATINUM RECORD	\$3,500
GOLD RECORD	\$2,000

By the numbers:



1,984



4.2K



FESTIVAL
ATTENDANCE
11,000



AD REACH
100K+

SPONSOR LEVELS

GOES TO ELEVEN • \$10,000 SPONSOR (1 AVAILABLE)

LOGO PLACEMENT AND RECOGNITION AS A 2023 JAM ROOM MUSIC FESTIVAL
STAGE SPONSOR ON ALL PUBLICITY

DURING REGIONAL MEDIA PROMOTIONS TO INCLUDE THE FOLLOWING:

- EVENT BILLBOARDS
- FULL PAGE PRINT ADVERTISING
- INCLUSION IN MEDIA TALKING POINTS
- INCLUSION IN PRESS RELEASES
- EVENT POSTERS DISTRIBUTED THROUGHOUT THE STATE
- JAM ROOM MUSIC FESTIVAL WEBSITE
- TARGETED EMAIL MARKETING
- 5 EXCLUSIVE SPONSOR-SPECIFIC SOCIAL MEDIA TIE-INS
- RADIO AND TELEVISION ADVERTISING

LOGO PLACEMENT AND RECOGNITION AT THE EVENT TO INCLUDE THE
FOLLOWING:

- STAGE BANNERS
- PRODUCT OR BOOTH PLACEMENT AT EVENT SITE
- LIVE STAGE MENTIONS BY EMCEES
- POSITIONING ON EVENT SIGNAGE THROUGHOUT THE FESTIVAL

VIP AREA

16 TICKETS TO THE JAM ROOM MUSIC FESTIVAL VIP AREA FEATURING A BEER AND
WINE BAR, CATERING, AND PRIVATE RESTROOMS.

SPONSOR LEVELS

PLATINUM RECORD SPONSOR • \$3,500 (4 AVAILABLE)

LOGO PLACEMENT AND RECOGNITION AS A 2023 JAM ROOM MUSIC FESTIVAL
STAGE SPONSOR ON ALL PUBLICITY

TO INCLUDE THE FOLLOWING:

- EVENT BILLBOARDS
- FULL PAGE PRINT ADVERTISING
- INCLUSION IN MEDIA TALKING POINTS
- INCLUSION IN PRESS RELEASES
- EVENT POSTERS DISTRIBUTED THROUGHOUT THE STATE
- JAM ROOM MUSIC FESTIVAL WEBSITE
- TARGETED EMAIL MARKETING
- 3 EXCLUSIVE SPONSOR-SPECIFIC SOCIAL MEDIA TIE-INS ON FACEBOOK AND TWITTER
- RADIO ADVERTISING

LOGO PLACEMENT AND RECOGNITION AT THE EVENT TO INCLUDE THE FOLLOWING

- PRODUCT OR BOOTH PLACEMENT AT EVENT SITE
- LIVE STAGE MENTIONS BY EMCEES
- POSITIONING ON EVENT SIGNAGE THROUGHOUT THE FESTIVAL

VIP AREA

8 TICKETS TO THE JAM ROOM MUSIC FESTIVAL VIP AREA FEATURING A BEER AND WINE BAR, CATERING, AND PRIVATE RESTROOMS.

SPONSOR LEVELS

DIAMOND • \$5,000 (1 AVAILABLE)

TO INCLUDE THE FOLLOWING:

- EVENT BILLBOARDS
- FULL PAGE PRINT ADVERTISING
- INCLUSION IN MEDIA TALKING POINTS
- INCLUSION IN PRESS RELEASES
- EVENT POSTERS DISTRIBUTED THROUGHOUT THE STATE
- JAM ROOM MUSIC FESTIVAL WEBSITE
- TARGETED EMAIL MARKETING
- 3 EXCLUSIVE SPONSOR-SPECIFIC SOCIAL MEDIA TIE-INS
- RADIO ADVERTISING

LOGO PLACEMENT AND RECOGNITION AT THE EVENT TO INCLUDE THE FOLLOWING:

- LIVE STAGE MENTIONS BY EMCEES
- POSITIONING ON EVENT SIGNAGE THROUGHOUT EVENT

VIP AREA

8 TICKETS TO THE JAM ROOM MUSIC FESTIVAL VIP AREA FEATURING A BEER AND WINE BAR, CATERING, AND PRIVATE RESTROOMS.

SPONSOR LEVELS

GOLD \$2,000 (1 AVAILABLE)

TO INCLUDE THE FOLLOWING:

FULL PAGE PRINT ADVERTISING

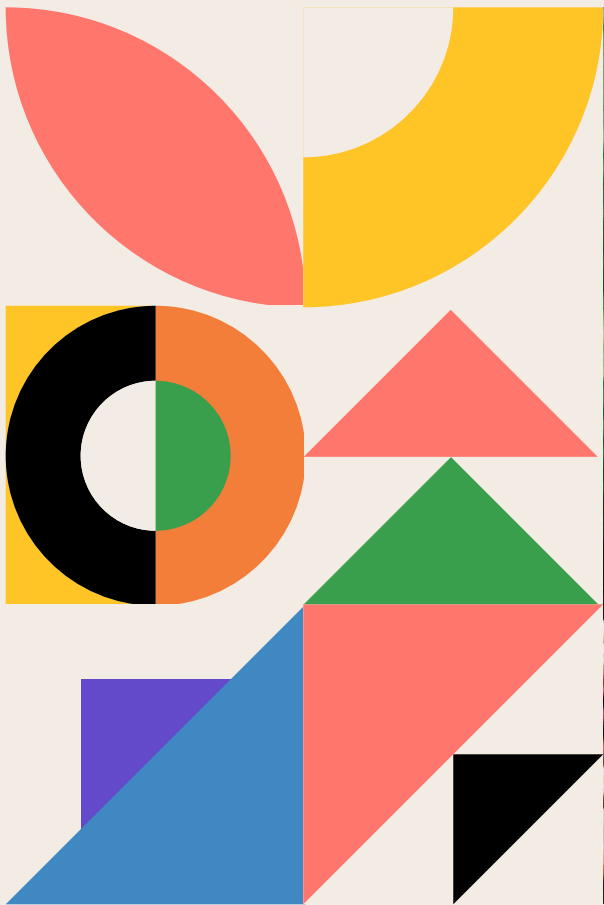
- INCLUSION IN MEDIA TALKING POINTS
 - EVENT POSTERS DISTRIBUTED THROUGHOUT THE STATE
 - TARGETED EMAIL MARKETING
 - 2 MENTIONS EACH IN GROUP SPONSOR POSTS ON FACEBOOK AND TWITTER
- LOGO PLACEMENT AND RECOGNITION AT THE EVENT TO INCLUDE THE FOLLOWING:

- LIVE STAGE MENTIONS BY EMCEES
- EVENT SIGNAGE THROUGHOUT FESTIVAL SITE
- PRODUCT OR BOOTH PLACEMENT AT EVENT

LOGO PLACEMENT ON THE JAM ROOM MUSIC FESTIVAL WEBSITE

VIP AREA

4 TICKETS TO THE JAM ROOM MUSIC FESTIVAL



CONTACT
US FOR
INQUIRIES

Jam Room Music Festival
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