



## BEECH COMMUNITY SERVICES

2024 Beech "Jazz on the Ave" Music Fest  
Sponsorship Opportunities



# ABOUT THE EVENT

**Saturday, August 17, 2024**

**Noon - 7:30 p.m.**

**Cecil B. Moore Avenue**

**between Broad and 17th**



Beech "Jazz on the Ave" Music Fest is a free annual concert and community event that brings together new and old residents from all walks of life for a day of enjoyment, inclusivity, and unity.

The Music Fest celebrates Cecil B. Moore's history as a famed destination for jazz entertainment during Philadelphia's golden era of jazz in the 1940s through the early 1960s.

This year's festival line-up includes:

- ★ Lydia Hilliard Experience, Headliner
- ★ Marcus "Rated Art" Bryant
- ★ Erica Mack
- ★ Carla Gamble
- ★ Fitch Means
- ★ She'J Qdee
- ★ Mad Beatz Philly

# IMPACT

5,000 visitors:

- Experience high quality live music. Many people in our community are unable to afford expensive concerts, making this a unique opportunity.
- Participate in fun, family-friendly activities provided by local arts and cultural organizations. Our families learn about year-round opportunities for further engagement led by these partners.
- Meet and support local vendors and creative entrepreneurs.
- Have an opportunity to get a free health screening.



# IMPACT

Participating vendors and businesses along the corridor:

- Experience a significant vending opportunity and major exposure to new customers.

Participating cultural and community organizations:

- Forge positive connections with potential new audiences and raise awareness about their year-round offerings.





# PARTNERS

Jazz on the Ave is grateful to the following anchor partners who help with funding, in-kind support, promotion, volunteer staffing, and much more!

22nd District Police  
Cecil B. Moore Avenue Business Coalition  
Cecil B. Moore Residents  
The Consortium of Cecil B. Moore Organizations  
Fun Times Magazine  
Leon Sullivan Trust  
LISC  
North Broad Renaissance  
Philadelphia Commerce Department  
Philadelphia Sunday Sun  
Philadelphia Tribune  
The Scoop Newspaper  
Temple University

# SPONSORSHIP LEVELS

## \$10,000 - Gold Sponsorship

- Premier logo recognition on Beech's website, event eblasts, and branded t-shirts worn by event volunteers and staff.
- Advertisement on electric scroll located at the corner of 15th & Cecil B. Moore Avenue. *Estimated reach: 100,000 per week.*
- Inclusion in all press releases.
- Logo featured as part of the stage banner.
- Two (2) social media mentions.
- Speaking opportunity before headliner performance.
- Tabling opportunity at the festival.

## \$5,000 - Silver Sponsorship

- Second-tier logo recognition on Beech's website, event eblasts, and branded t-shirts worn by event volunteers and staff.
- Advertisement on electric scroll located at the corner of 15th & Cecil B. Moore Avenue. *Estimated reach: 100,000 per week.*
- Inclusion in all press releases.

## \$2,500 - Bronze Sponsorship

- *Name recognition* on Beech's website, event eblasts, and branded t-shirts worn by event volunteers and staff.

## In-Kind Sponsorship

- Acknowledgement during spoken remarks.
- Those providing contributions at the levels listed above will receive benefits provided at those levels.

**Sponsorship Deadline: June 14, 2024**

# ABOUT BEECH COMMUNITY SERVICES

Established in 2006, Beech Community Services serves as a liaison between the residents and business owners of the Cecil B. Moore community.

One of the main goals of this partnership is to strengthen and sustain a healthy community while enhancing the lives of residents from Broad to 20th Streets and Montgomery Avenue to Thompson Street.

In an effort to bring about positive change, the overall purpose of Beech Community Services is to encourage residents to take an active role in the community through enthusiastic participation. Residents and business owners play a huge role in addressing serious quality of life issues such as physical improvements and security needs. Without an open dialogue between the community, businesspersons, law enforcement, and community leaders, this change is not possible.

## **Sponsorship Contact:**

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