

## THE HISTORY OF JAZZ AT THE LAKE

Sylvan Lake has a rich musical history, much greater in scope than its relatively small population would seem to warrant. The legendary days of the Varsity Hall with its travelling bands are warmly remembered by many in the community. The town has fostered some of the country's best jazz artists - two-time Juno Award winner P.J. Perry hails from Sylvan Lake and Senator Tommy Banks is also a well-known source of musical pride to the area. Sylvan resident Cheryl Fisher has been internationally recognized as one of Canada's most gifted jazz vocalists.

The success of the festival for the past 7 years has surpassed the community's wildest dreams with capacity crowds at every performance and uniformly rave reviews from public and press.

Described as the 'shining jewel nestled in the heartland of Central Alberta', Sylvan Lake attracts an estimated 1.3 million people annually.

Macleans magazine listed Sylvan Lake as one of the 10 top beaches in Canada, the only one in Alberta to make the list. What better place to sponsor a tradition of live music, family fun, and cultural awareness than at the

## 8TH ANNUAL JAZZ AT THE LAKE FESTIVAL

*Come join the fun!*



### JAZZ AT THE LAKE FESTIVAL 2010

5123 - 48th Ave. Sylvan Lake, AB T4S 1G6

PH: 403.887.2345

[www.jazzatthelake.com](http://www.jazzatthelake.com)

[info@jazzatthelake.com](mailto:info@jazzatthelake.com)



Photo Credit to Randy Fiedler



*Jazz*  
*at the*  
*Lake Festival*

8th Annual Sponsorship Drive

## 8TH ANNUAL SPONSORSHIP DRIVE

The Jazz At The Lake Festival Society, a registered non-profit organization, is proud to present the 8th annual Jazz At The Lake Festival August 19 – 22nd, 2010. This year's festival promises performances by acclaimed artists, including the Juno-nominated Toronto singer Emilie-Claire Barlow with her quartet PLUS the 18-piece Edmonton Jazz Orchestra. Last year's very successful Blues Bash returns by popular demand, as do perennial favourites like the Swing Dance, the HOT Dixieland Jazz Band, the Farewell Jam Session and of course the Sunday Pub Crawl. And that's just for starters...

## OUR SPONSORS

Sylvan Lake's ability to showcase Emilie-Claire Barlow at this year's festival is a testimony to the growing reputation of Jazz At The Lake as an important player in the festival circuit. Music lovers have recognized the quality of entertainment provided by the festival. Audiences have acknowledged the helpfulness and spirit of our dedicated volunteers. And local businesses are taking note of the tourism dollars that the festival helps generate. Now more than ever an expanded sponsorship base is critical to maintaining the quality of the festival. What better event to add your sponsorship dollars to than one fostering the historical tradition of live music, family fun and cultural awareness so important to our town?

## EMILIE-CLAIRE BARLOW

A consummate singer and performer, Emilie-Claire Barlow won Female Vocalist of the Year in the 2008 National Jazz Awards and is a Gemini and two-time Juno Award nominee. In March 2009 Emilie-Claire released the positively stylish "Haven't We Met?", her seventh studio album, which immediately leapt to # 1 on the jazz charts in Canada, and charted in Japan, France, Germany and Australia. Audiences thrill to her engaging personality, the charming rapport with her musicians, and Emilie-Claire Barlow's voice of unforgettable beauty!

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## NEW THIS YEAR! NEW PERFORMANCES!

"Late Night Lions Jazz Jam" complete with live jazz. A limited late-night menu will be available. Friday Farmers' Market at Railway Park Promenade will host the unusual and exciting group, the Red Deer College Percussion Ensemble.

## SHOP TILL YOU DROP - NEW MERCHANDISE!

We have a VERY exciting list of new products available this year which include: Women's scoop neck and black tank style T-shirts (by popular demand), Baseball caps, BBQ aprons and a Snazzy beach tote all sporting our Jazz At The Lake logo. All merchandise will be available for sale on our official Jazz At The Lake website.

Colours and print shown here will vary.



## SPONSORSHIP OPPORTUNITIES

### \$125 Friends of the Festival:

- 1 Headline Artist's CD
- New JATL Snazzy Beach Tote Bag
- 1 JATL Baseball cap
- Business Logo placement on official Jazz At The Lake Website

### \$250 Contributor to the Festival:

- 2 Tickets to the Johnny Summers Little Big Band
- 2 Headline Artists' CDs
- New JATL Snazzy Beach Tote Bag
- 1 JATL Baseball Cap
- Business Logo placement on official Jazz At The Lake Website

### \$500 Supporter of the Festival:

- 2 tickets to the Emilie-Claire Barlow Quintet
- 2 tickets to the Johnny Summers Little Big Band
- All Headline Artists' CDs
- New JATL Snazzy Beach Tote Bag
- 1 JATL Baseball Cap
- 1 JATL BBQ Apron
- Business Logo placement on Official Jazz At The Lake Website
- Business Logo placement on Official Jazz At The Lake posters

\* Sponsors participating at the \$1000 and up levels will have their business logos on 14,000 JATL brochures distributed throughout Central Alberta

**DEADLINE FOR RECEIPT OF CHEQUE AND LOGO SUBMISSION FOR BROCHURE AT THIS LEVEL IS JUNE 25**

### \* \$1,000 Festival Event Sponsor:

- 2 tickets to the Emilie-Claire Barlow Quintet
- 2 tickets to the 18-piece Edmonton Jazz Orchestra
- 2 tickets to the Johnny Summers Little Big Band
- 2 reserved seats at the Farewell Jam Session
- 1 JATL BBQ Apron
- 1 JATL Baseball Cap
- All Headline Artists' CDs
- New JATL Snazzy Beach Tote Bag
- Business Logo placement on official Jazz At The Lake Website
- Business Logo placement on Official Jazz At The Lake posters
- Business Logos placement on Official Jazz At The Lake brochures (see above)

### \* Concert Sponsor (\$1,500 and up):

(please call Eric Allison at 403-887-2345 for more details) "Sponsored By" attached to the concert on official poster, brochure, website, tickets and appropriate advertising. Your company logo will be on the official poster, website, appropriate advertising and brochure (14,000 distribution), plus a link on [www.JazzAtTheLake.com](http://www.JazzAtTheLake.com)

- Company banner displayed at concert (provided by your company)
- 2 tickets to the Emilie-Claire Barlow Quintet
- 2 tickets to the 18-piece Edmonton Jazz Orchestra
- 2 tickets to the Johnny Summers Little Big Band
- 2 tickets to Steve Pineo and the Monday Night Band Blues Bash
- 2 reserved seats at the Farewell Jam Session
- All Headline Artists' CDs
- 1 JATL BBQ Apron
- 1 JATL Baseball cap
- New JATL Snazzy Beach Tote Bag

**LAST CALL FOR SPONSOR LOGOS ON BROCHURE IS JUNE 25, 2010**

*Please make cheque payable to:*  
**JAZZ AT THE LAKE FESTIVAL SOCIETY**

*Thank you for supporting the  
Jazz At The Lake Festival!*