



16th Annual



2018

Sponsorship Package



INVITATION TO SPONSOR

The Jazz At The Lake Festival Society invites **you** to become one of our select group of sponsors for this year's Festival .

Held in Sylvan Lake, this festival is the **longest continuously running jazz festival in Central Alberta** and offers events for every member of the family.

Sponsorship is at the **core** of creating this amazing local musical experience so your contribution is greatly **appreciated**. Here are some great reasons to assist your decision to sponsor:

Exposure

One of the **most anticipated and exciting events** of the year, the festival provides an exclusive opportunity for a business to be associated with this successful event. This year's festival program boasts some of the most highly regarded, award winning, National and International musicians on the festival circuit today. This is a great opportunity to have your name seen and heard by many.

Recognition

Your company will be recognized **prior to, during, AND after** the event. Depending on your sponsorship level, exposure can include PowerPoint slides, logo displays, references in event email and press releases, and/or full color advertisement in the event program.

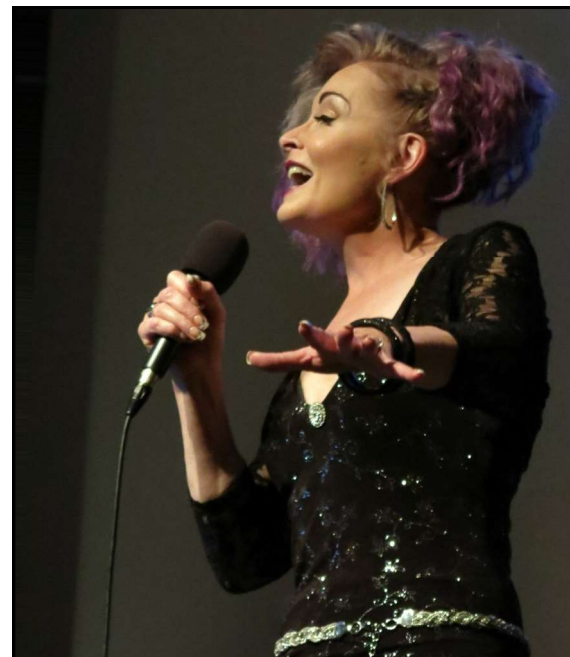
Impact

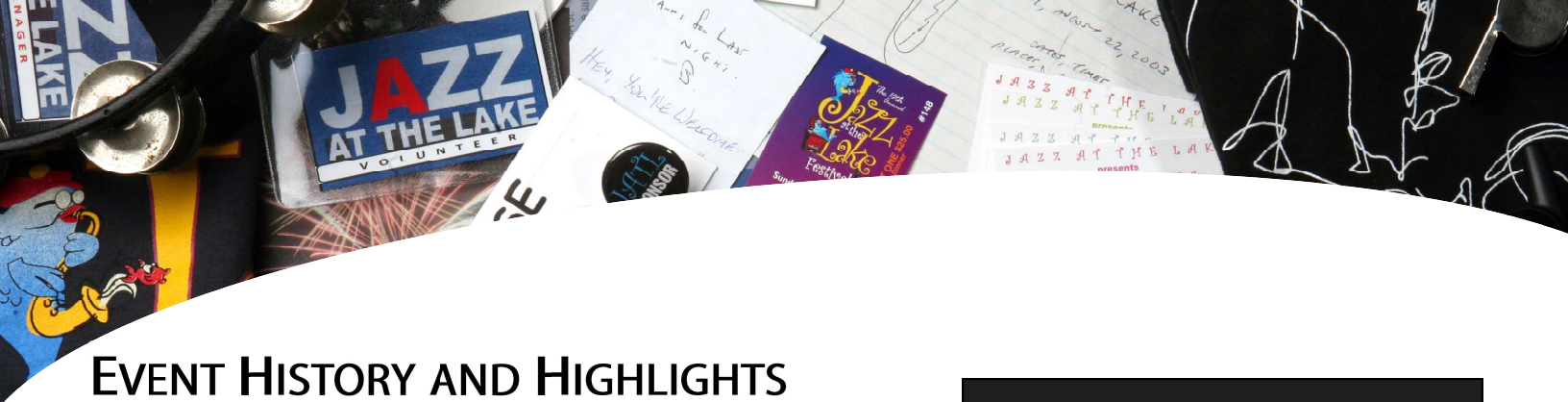
Your sponsorship will **aid in the continuous improvement** of the production of the time-honoured Jazz At The Lake festival and will contribute to the success and advancement of the entire Central Alberta cultural arts development.

Value

From Gifts-In-Kind contributions to concert sponsorship levels, there is a **wide range of sponsorship choices** (both large and small) to support Jazz At The Lake in continuing the tradition of exposing International, National and Alberta talent to a wider audience.

Call Eric Allison at **403.506.4003** or email him at **eric@ericallison.com** for more details or to commit to one of the options in this sponsorship package.





EVENT HISTORY AND HIGHLIGHTS

Did you know that Sylvan Lake has a rich musical history? Much greater in scope than its relatively small population of 14,310 might suggest.

From the legendary days of the Varsity Hall with its travelling bands to its famous dance hall days, the town has been home to some of the country's best jazz artists including two-time Juno Award winner P.J. Perry. Sylvan resident Cheryl Fisher has been internationally recognized as one of Canada's most gifted jazz vocalists.

MacLean's Magazine listed Sylvan Lake as one of the top ten beaches in Canada, the only one in Alberta to make the list.

Described as the 'shining jewel nestled in the heartland of Central Alberta', Sylvan Lake attracts an estimated 1.3 million people annually, with many of them visiting during the summer.

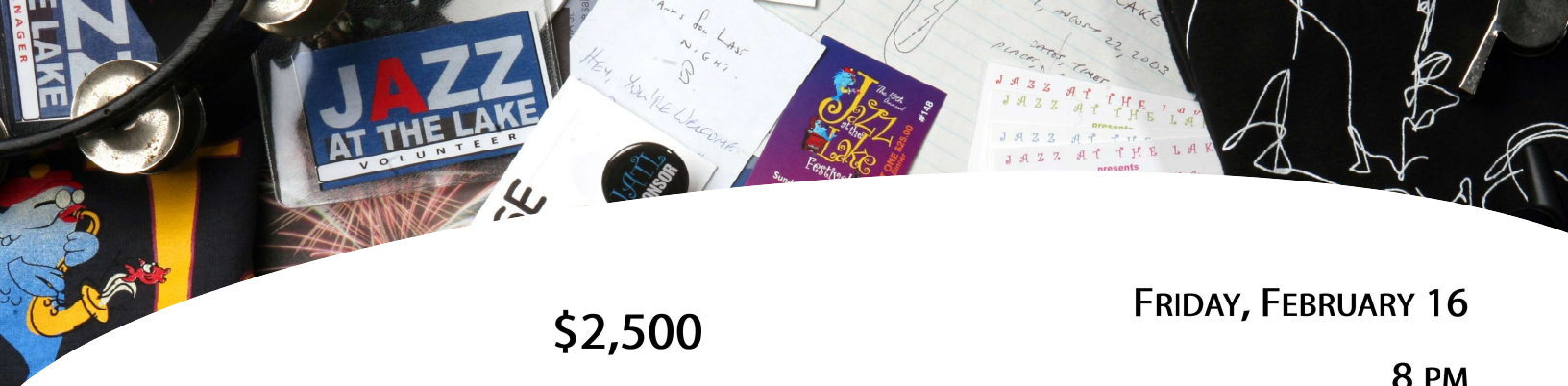
The success of the festival for the past 11 years has surpassed the community's wildest dreams with capacity crowds at every performance and uniformly rave reviews from public and press.

We hope that this package will give you the information to decide what level of sponsorship might work for you so you can help this wonderful tradition of live music, family fun, and cultural awareness at the 12th Annual Jazz At The Lake Festival in Sylvan Lake continue.



February 16	August 17	August 19
Winterfest Kick-Off Community Dance 8 pm	SL Lodge/ Bethany Care Centre Concert & Sing-Along H.O.T. Dixieland Jazz Band 1-2 pm	Family Picnic Concert 12 - 3 pm
May 5	SL Farmer's Market H.O.T. Dixieland Jazz Band 5-7 pm	Pubs and Clubs 5 pm—8 pm
Springin' & Flingin' 8 pm		
June 23	August 18	
Project Discovery 7 pm	Jazz Workshop with Laila Biali & Cheryl Fisher 2 pm	
	Headliner Concert Liala Biali 8 pm	
	Late Night Lions Jam 10 pm - 1 am	





\$2,500

FRIDAY, FEBRUARY 16

8 PM

2018 WINTERFEST KICK-OFF COMMUNITY DANCE

TR3

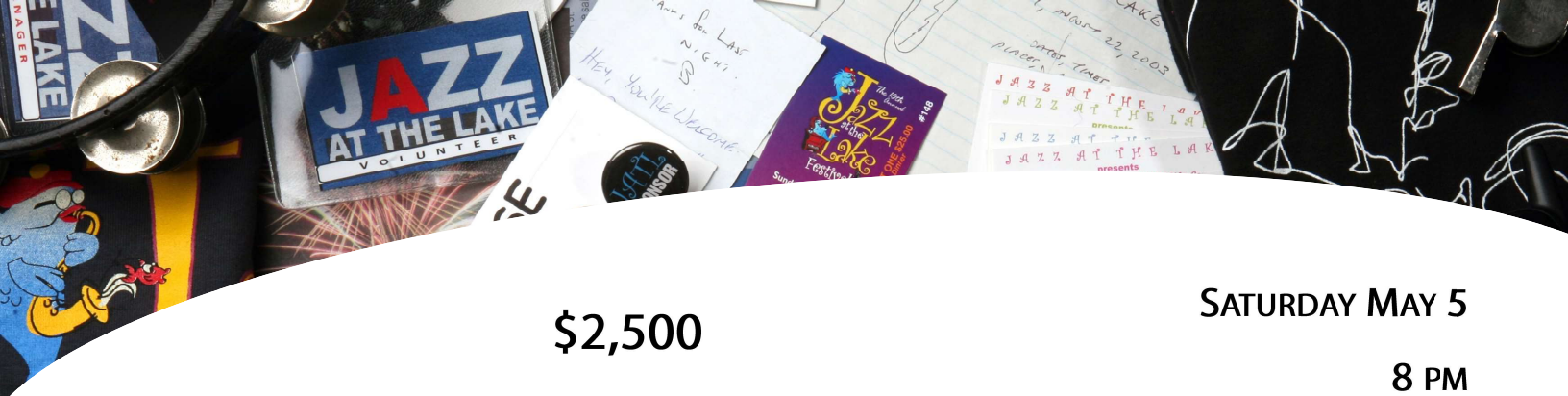
Rated by ROLLING STONE MAGAZINE as the best local band in Banff, this group is well known and highly respected in the Bow Valley's entertainment industry. With seventeen years to its legend, this four to eight man music group has a proven track record of audience appeal and commitment to successful festivity. An expertly chosen repertoire delivered with top caliber performance is the TR3 guarantee. The classic hits of R&B and Rock spiced with Canby, Lull and African dance music with a pinch of Golden favorites and Country create the perfect mix served to "lift the spirit"! True professionalism and cordial service are the TR3 trademark.

When you need a dance to 'happen', this is your band. Highly energetic, authentic and pleasing in every way, we deliver the dance hits with a big fun sound. From ACDC to Sinatra, James Brown to Keith Urban and Van the Man to Joel Plaskett, the dance floor stays full all night.



SOLD
Sponsorship Complete
Benjamin Moore -
The Paint Stop &
Sylvan Lake Registries





\$2,500

SATURDAY MAY 5

8 PM

2018 SPRINGIN' & FLINGIN'

The Polyjesters

The Polyjesters are Canadian brothers Jason and Sheldon Valleau who hail from Alberta and honed their musical talents in Europe playing for everyone from street folk to the Prince of Monaco. Since then they have been everywhere, including the Epcot Centre and sharing the stage with The Trailer Park Boys. It's a bumpy, twisting road they travel rife with adventure, great stories and excellent music.

They play everything from Billie Holiday to The Beatles...from old swing/jazz standards to alternative country. A breadth of musical appreciation that produced their special home-grown blend called CHUNK. A unique sound that is highly energetic, completely contagious, unfailingly entertaining and appeals to a wide range of musical taste.



SPONSORSHIP STILL AVAILABLE!



2018 Sponsorship Package



\$1,500

SATURDAY, JUNE 23

7:00—8:00 pm

PROJECT DISCOVERY

Taking a new format this year, Project Discovery is setting out to find talented Youth to perform in our exclusive showcase! Young people have a chance to be selected to perform not only in the Project Discover Showcase, but also an opportunity to open for this year's Headliner during the main Festival weekend—Liala Bialai! Selected students will also get to participate in an exclusive workshop helping to hone in and nurture their talents. This is an amazing event designed to engage youth and their families from our community and beyond.



SOLD
Sponsorship Complete
Sylvan House of Music



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