

\$1,000

FRIDAY, AUGUST 17

SYLVAN LAKE LODGE/BETHANY CARE CENTRE CONCERT & SING-A-LONG AUGUST 17, 1-2 PM

With this event we bring Jazz At The Lake to those seniors and physically challenged adults who cannot attend festival events!

In an afternoon concert, the 5-piece HOT Dixieland Jazz Band, attired in matching fire engine red vests and caps, entertains the crowd with all their old favourites and encourages them to sing along to the timeless classics of Tin Pan Alley.

The concert traditionally ends in a New Orleans street parade with the band marching through the delighted audience to the strains of "When the Saints Go Marching In."

A good time is had by all!



FARMERS MARKET WITH THE H.O.T. DIXIELAND JAZZ BAND AUGUST 17, 5-7 PM

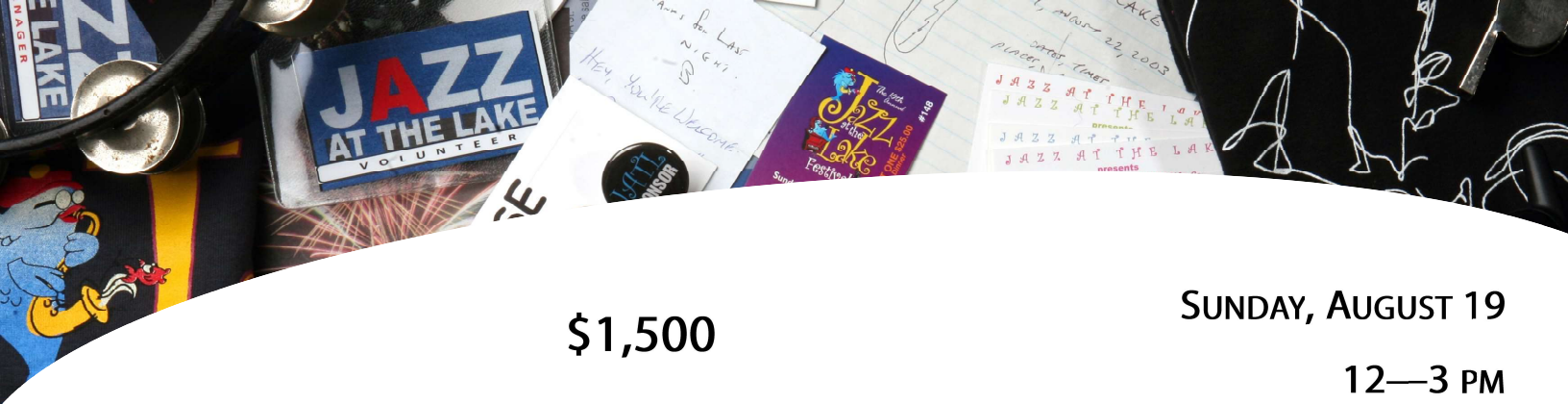
What's better than going to an old fashioned Farmers Market on a summer Friday late afternoon? How about adding some exciting New Orleans Jazz to the mix!

The brass 'n' banjoed HOT Dixieland Jazz Band rocks the market with classic tunes and spiffy matching uniforms while patrons peruse all the goodies the market has to offer.

Located in the former Wild Rapids parking lot on Lakeshore Drive, this special location is **excellent exposure for a sponsor**, as it attracts many beach goers in addition to the usual local and out-of-town crowds.



2018 Sponsorship Package



\$1,500

SUNDAY, AUGUST 19

12—3 PM

FAMILY PICNIC CONCERT

Continuing the longstanding tradition of summer concerts in the park, this all day, free event is especially popular with, and geared towards, families.

Bring your own picnic or sample the gourmet offerings from our vendors.

Lots of entertainment for kids including bouncy castles, face painting, balloon animals and fun for all the kids and all the kids at heart.



2018 Sponsorship Package

\$2,500

SATURDAY AUGUST 18

8 PM

2018 FEATURED HEADLINER

Liala Biali

Award-winning Canadian pianist and vocalist, Laila Biali, has been garnering world-wide recognition for her music which she has performed at prestigious venues including the North Sea Jazz Festival, Tokyo's Cotton Club, and Carnegie Hall. She has toured with GRAMMY award winners Chris Botti, Paula Cole and Suzanne Vega and recorded with and supported international icon, Sting.

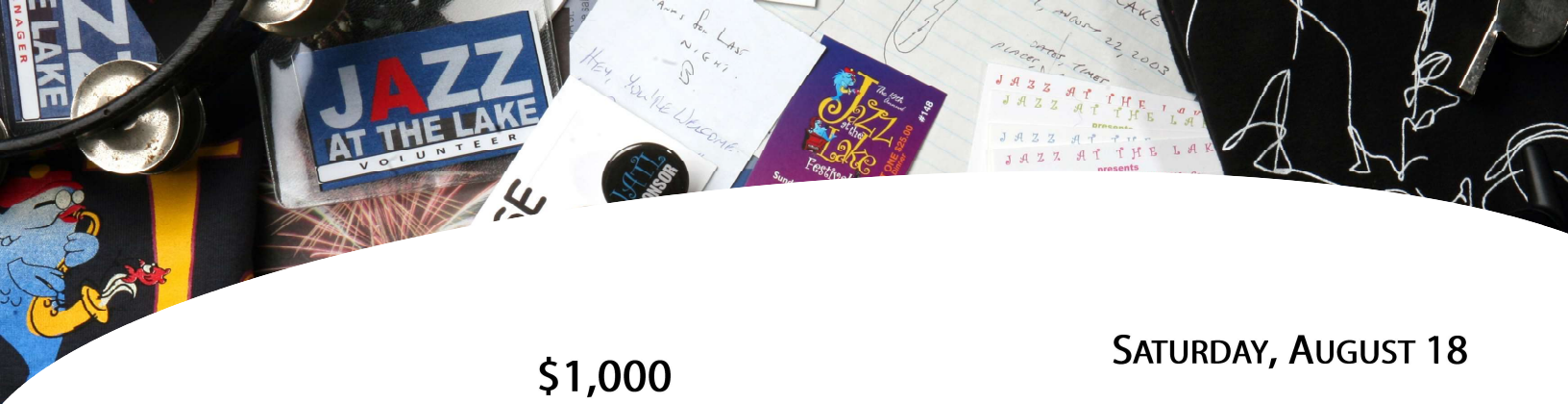
Her studio recording, Tracing Light, received a JUNO nomination in 2011 for "Best Vocal Jazz Album of the Year", and her follow-up album, Live in Concert, was given an enthusiastic four-star review and named one of the "Best Albums of 2013" by DownBeat Magazine.

In 2015, Laila released her first album of entirely original music, House of Many Rooms – an indie-pop project featuring Lisa Fischer (Rolling Stones, 20 Feet From Stardom), Jo Lawry (Sting, Paul Simon), Alan Hampton (Robert Glasper), and the Toronto Mass Choir.

Expanding on her unique "ability to meld traditional jazz with contemporary pop so effortlessly that neither style seems out of place on the same record" (Spinner Magazine), Laila is currently set to release a new album of original songs alongside covers of David Bowie, Coldplay and more.



2018 Sponsorship Package



\$1,000

SATURDAY, AUGUST 18

10 PM – 1 AM

SATURDAY LIONS LATE NIGHT JAM

The official Post Concert Hangout is Lions Community Hall, magically transformed into an after hours night club.

Musical surprise guests will appear in the great jazz tradition of the late night Jam Session.

The always jumping Lions Late Night club is where concert goes regularly congregate to share the great magical moments of the festival day over drinks and tasty food.



2018 Sponsorship Package



2018 Levels of Sponsorship

Package Level - What's in it for You	Silver	Gold	Platinum
	Under \$1,500	\$1,500-2,499	\$2,500-5,000
Market exclusivity.			★
Opportunity to have a company representative emcee the concert and company logo printed on JATL tickets.			★
Photo opportunity and name recognition in pre and post-event publicity.			★
Sponsor promo item given to all attendees, if desired.			★
Recognition with name and logo displayed on full screen at your sponsored event (indoor venues only).			★
A gift package containing JATL merchandise.		★	★
Company logo on the festival's official poster, programs, website, and selected advertising, plus a link on www.jazzatthelake.com .		★	★
Special complimentary ticket package for you and your guests		★	★
"Sponsored By" attached to the concert on official poster, programs, website, event tickets and selected advertising.	★	★	★
Company banner displayed at concert, provided by your company.	★	★	★
Verbal recognition at concert as sponsor.	★	★	★
Company logo on the website.	★	★	★

YES! I'M INTERESTED IN BECOMING A SPONSOR!

SPONSORSHIP CONTACT

Eric Allison
Cell: 403.506. 4003
Email: eric@ericallison.com
17 Roland Street
Red Deer, Alberta T4P 2K6





DONATION IN KIND & CASH CONTRIBUTIONS

DONATION IN KIND

Examples of contributions

- Meals & refreshments for volunteers, concert artists, bands performing in outdoor concerts
- Pizza/food for patrons of Lions Late Night Jam
- Airfare for headline artists
- Ground transportation for headline artists (limo)
- Hotel rooms for headline artists
- Advertising
- Venue rentals
- Musical equipment rental
- Children's activities in outdoor concerts (bouncy castle, face painting, etc.)
- Poster/brochure/program design and printing
- JATL merchandise
- Staging supplies such as balloons & helium, tablecloths, chair rental, etc.
- Event insurance



CASH CONTRIBUTIONS

We are happy to customize a sponsorship package that works for you!

Contact Eric Allison (403-506-4003, Eric@EricAllison.com)

Contribution Recognition

- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Sponsorship credit attached to the event in official JATL brochure/programs and on website |
| <input checked="" type="checkbox"/> | Company banner displayed at event (if applicable), provided by your company. |
| <input checked="" type="checkbox"/> | Verbal recognition at concert as sponsor. |
| <input checked="" type="checkbox"/> | Company logo on website (if applicable). |



2018 Sponsorship Package