

Sponsors Information Outline For The Isle of Bute Jazz Festival

Introduction

- The Isle of Bute Jazz Festival commenced in 1988 as a modest event, centred on a small number of venues in Rothesay, Isle of Bute.
- The Festival is run by a committee of unpaid volunteers who give their time freely to the project throughout the year
- Isle of Bute Jazz Festival Ltd is a not-for-profit company limited by guarantee.
- The Festival is a registered charity
- Over the past 23 years it has grown into an established annual Jazz Festival, featuring many well-known acts and has become a prominent event in the annual Jazz Festival calendar.
- Many returning visitors travel from distant parts of the UK and the continent in order to attend the event.
- The Festival has always catered primarily for lovers of traditional jazz, but this audience is ageing and it is vital to develop the appeal of the event to encourage a younger audience and their families to come to Bute for the May Day Bank Holiday Weekend.
- The organisers wish to ensure the continuance of the event and promote the Festival more widely in 2012 (25th Anniversary Year) with a widened choice of entertainment to attract larger audiences from wider age groups

What the Festival is seeking

- The Isle of Bute Jazz Festival wishes to engage with a headline sponsor who is willing to work with and support the Festival for an initial period of three years, with a commitment to developing a longer term and mutually beneficial relationship
- Sponsorship of £15000 per annum is sought

Headline Sponsors Benefits

- Festival re-named as “The (Sponsor’s Name) Isle of Bute Jazz Festival”

- The sponsor's name and logo would feature on all banners, posters, flyers, programme booklets, tickets and merchandise
- Festival website re-branded with the sponsor's name and logo
- Headline sponsor exposure at all concerts and events throughout the Festival weekend programme
- Headline sponsor exposure at all Festival support events organised by the Festival Committee during the year prior to each Festival
- Prominent exposure of the sponsor's brand to all festival goers
- Reinforcement of the Sponsor's brand to the local resident community of 7000+ on the Isle of Bute
- Enhanced confidence in and support for the sponsor's brand

Benefits of Headline Sponsorship to the Jazz Festival

- Assured financial stability for the event for the period of sponsorship
- Sponsorship will allow the future development of the Festival

Community Benefits of Sponsorship

- Sponsorship will allow a bigger and more diverse festival to be presented
- The Festival provides additional local jobs for the weekend
- Larger numbers of visitors will be attracted to the Isle of Bute
- Increased boost to the local economy
- Strengthens the bond between the local community and the sponsor's brand
- Boost to community spirit

Economic Impact of the Jazz Festival

- Estimated present annual value to the local economy approximately £750K

- Typical annual cost of promoting and running the Festival is £45K - £60K depending upon the number and type of acts programmed
- Typical number of weekend visitors exceeds 2900 (based on 2010 attendance)
- Around 100+ paid performers are involved, drawn from the local community and from other areas of Scotland, the UK and Europe

List of Community Organisations with Festival Involvement

- Isle of Bute Jazz Festival Ltd
- Argyll & Bute Council
- Bute Community Council
- Bute Rugby Club
- Isle of Bute Marketing Group
- Bute Community Links
- Rotary Club of Rothesay
- Mount Stuart Trust
- Rothesay Academy & their Music Department
- Academy Swing Band
- Bute Community Land Company
- Bute Berthing Company
- Port Bannatyne Marina
- Isle of Bute Sailing Club
- 292 Social Club
- Rothesay Golf Club
- Craigmore Bowling Club
- Rothesay Pipe Band
- The Traditional Music & Song Association (TMSA)
- Historic Scotland (Rothesay Castle)
- Eat Bute Festival
- Local churches
- Towards Zero Carbon Bute

ISLE OF BUTE JAZZ FESTIVAL LTD SUMMARY OF SPONSORSHIP OPPORTUNITIES

			Examples
1	Headline Sponsorship	Carries the headline sponsors name in all Festival titling and advertising	"The(Sponsor's Name) Isle of Bute Jazz Festival"
2	Main supporting sponsorship	Carries the main supporting sponsors name in all Festival titling and advertising	
3	Specific Concert Sponsorship	Advertised at Concert & in the Festival Programme	
3	Specified Band Sponsorship	Advertised at Concert & in the Festival Programme	
4	Specified Venue Sponsorship	Advertised at Concert & in the Festival Programme	
5	Advertising Sponsors	Jazz Magazines	Advance advertising of event in conjunction with "The ABC Hotel/Guest House"
6		Newspaper	Advance advertising
7		Festival Programme	
8	Festival ticket sponsorship	Sponsors name appears on every ticket issued to festival goers	
9	Accommodation sponsorship	Artistes accommodation	
10	Transportation sponsorship	Mini buses gig to gig	"Your complimentary travel provided courtesy of the ABC Pub"
11		Special bus service from Rothesay to Kilchattan Bay	"Your complimentary bus travel has been provided courtesy of the ABC Pub"

Contact details

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