

# Manly Jazz

Sponsorship Proposal  
February 2020



northern  
beaches  
council

# Event Overview

Music festivals come and go but Manly Jazz remains an iconic event on the entertainment calendar. Now in it's 43rd year, the festival continues to reinvent itself and attract healthy crowds to Manly to enjoy fine tunes from renowned musicians, and soak up the relaxed sunny seaside vibe for which Manly is famous.



Manly Jazz has a rich history of dishing up some of the best live jazz performances from across Australia and around the world. Presenting a diverse range of genres that also include funk, blues and swing, the festival attracts a highly engaged crowd who simply want to enjoy great music by the beach.



# Event Highlights



## Five

music and entertainment areas



## Wine and beer

garden



## Official

venue program



**100,000+**

attendees across the  
October long weekend



## Free

entry



## Director's Choice

event



## Ticketed

workshops



## Family

friendly

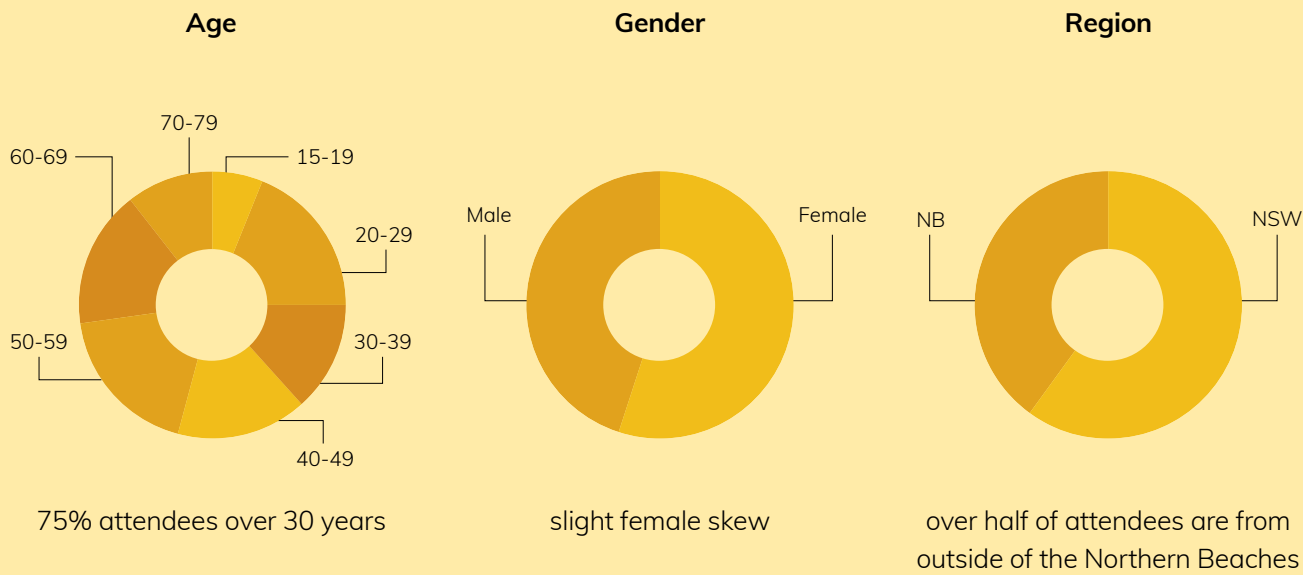


## Iconic

Sydney location



# Audience



**75%**

said the event was the main reason they came to Manly that day



**59%**

had attended the event before



**4.4/5**

Satisfaction rating for the overall event

2019 consumer survey results

# Marketing & Media

Manly Jazz has a comprehensive dedicated marketing schedule including a variety of a strategies and activities across a number of platforms.

## Print



- Manly Daily – **140,000** weekly readership
- Pittwater Life – **80,000** monthly readership
- Peninsular Living – **57,000** monthly circulation
- Sydney Morning Herald
- Daily Telegraph
- Event listings – TimeOut, Concrete Playground

## Digital



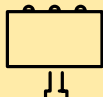
- Northern Beaches Council website
- Council eNewsletter – **55,000** database
- Paid digital campaign including programmatic, adwords and social advertising

## Social



- Facebook – **51,000** followers
- Instagram – **17,700** followers

## Outdoor



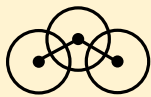
- Manly beach front flags
- Street banners and light pole banners – various locations throughout Northern Beaches
- Carpark boomgates – three locations

## Media & PR



- Council press releases
- Activity targeting music journalists via metro and regional radio and publications
- Photo opportunities

# The opportunity – why partner?



## Connect

with key audiences



## Tell

a brand story and start  
a conversation



## Showcase

product and get  
it into the hands  
of consumers



## Drive

authentic key  
messaging



## Promote

brand awareness and  
association with event



## Extend

reach through  
marketing and PR



## Provide

a unique, integrated  
experience



## Highlight

brand values



# We invite you

to join us for the opportunity to connect with  
a highly engaged audience at Manly Jazz.



# Benefits

Service	Presenting Partner	Major Partner	Event Partner	Activation Partner	Supply Partner
Category exclusivity	●				
Event signage	●	●			
Event marketing and promotion	●	●			
PR & editorial	●				
Tickets and hospitality	●	●	●	●	●
Activation	●	●	●	●	
Consumer promotion	●				
Sampling or premium handout	●	●			
PA reads	●	●			
Money can't buy opportunity	●				
Post-event consumer insights	●	●			
Website recognition	●	●	●	●	●
eDM content	●	●	●		
Social inclusions	●	●	●		●
Program recognition	●	●	●	●	●

# Details

## Presenting Partner

### Signage

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Brand/logo event association; logo lock-up including 'presented by (brand)'	<ul style="list-style-type: none"><li>• Entry structure</li><li>• Directional signage</li><li>• Banners</li><li>• Scrim</li><li>• Digital map</li><li>• Accreditation</li></ul>
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Standalone brand/ logo recognition	<ul style="list-style-type: none"><li>• Banners</li><li>• Scrim</li></ul>
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### Marketing & media

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Brand/logo event association; logo lock-up including 'presented by (brand)'	<ul style="list-style-type: none"><li>• Banners</li><li>• Car park boomgates</li><li>• Bus-backs</li><li>• Posters</li><li>• Flyers</li><li>• Decals</li><li>• eDMs</li></ul>
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PR & editorial	<ul style="list-style-type: none"><li>• Event referenced in full (including 'presented by (brand)' in the first instance at a minimum</li><li>• Integrated within editorial of brand involvement with event across NBC-controlled channels</li><li>• Recognition as a partner of the event</li></ul>
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eDMs	<ul style="list-style-type: none"><li>• 3 editorial inserts within three-month event marketing plan</li><li>• 3 advertising tiles (MREC) within three-month event marketing plan</li></ul>
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Social media	<ul style="list-style-type: none"><li>• 4 integrated inclusions</li></ul>
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Website	<ul style="list-style-type: none"><li>• Logo recognition and overview of event partnership</li></ul>
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### Event

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Activation	<ul style="list-style-type: none"><li>• Dedicated space for integrated brand activation experience OR opportunity for brand ownership of an entertainment space</li></ul>
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Hospitality	<ul style="list-style-type: none"><li>• 10 tickets to Director's Choice event</li><li>• 6 workshop tickets</li></ul>
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Consumer promotion	<ul style="list-style-type: none"><li>• Opportunity to create an integrated consumer promotion</li></ul>
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Sampling	<ul style="list-style-type: none"> <li>• Promote trial and get product in hands of key consumers</li> </ul>
PA reads	<ul style="list-style-type: none"> <li>• 4 reads throughout the event day</li> </ul>
Money can't buy	
Brand messaging via push notification throughout event wifi	
Program	<ul style="list-style-type: none"> <li>• Integration throughout event print program</li> </ul>

### Post event

Brand specific question for consumer survey

Consumer brand insights



# Details

## Major Partner

### Signage

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Brand/logo recognition within partner strip	<ul style="list-style-type: none"><li>• Directional signage</li><li>• Banners</li><li>• Scrim</li><li>• Accreditation</li></ul>
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Standalone brand/logo recognition	<ul style="list-style-type: none"><li>• Banners</li><li>• Scrim</li></ul>
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### Marketing & media

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Brand/logo recognition within partner strip:	<ul style="list-style-type: none"><li>• Banners</li><li>• Car park boomgates</li><li>• Bus-backs</li><li>• Posters</li><li>• Flyers</li><li>• Decals</li><li>• eDMs</li></ul>
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Media release	<ul style="list-style-type: none"><li>• Recognition as a partner of the event</li></ul>
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eDMs	<ul style="list-style-type: none"><li>• 2 editorial inserts within three-month event marketing plan</li><li>• 2 advertising tiles (MREC) within three-month event marketing plan</li></ul>
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Social media	<ul style="list-style-type: none"><li>• 3 integrated inclusions</li></ul>
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Website	<ul style="list-style-type: none"><li>• Logo recognition and overview of event partnership</li></ul>
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### Event

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Activation	<ul style="list-style-type: none"><li>• Dedicated space for an integrated brand experience</li></ul>
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Hospitality	<ul style="list-style-type: none"><li>• 8 tickets to Director's Choice event</li><li>• 4 workshop tickets</li></ul>
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Sampling	<ul style="list-style-type: none"><li>• Promote trial and get product in hands of key consumers</li></ul>
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PA reads	<ul style="list-style-type: none"><li>• 2 reads throughout the event day</li></ul>
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Brand messaging via push notification throughout event wifi	
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Program	<ul style="list-style-type: none"><li>• Integration throughout event print program</li></ul>
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### Post event

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Consumer brand insights	
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# Details

## Event Partner

### Marketing & media

Media release	<ul style="list-style-type: none"><li>• Recognition as a partner of the event</li></ul>
eDMs	<ul style="list-style-type: none"><li>• 1 editorial insert within three-month event marketing plan</li><li>• 1 advertising tile (MREC) within three-month event marketing plan</li></ul>
Social media	<ul style="list-style-type: none"><li>• 2 integrated inclusions</li></ul>
Website	<ul style="list-style-type: none"><li>• Logo recognition and overview of event partnership</li></ul>

### Event

Activation	<ul style="list-style-type: none"><li>• Dedicated space for an integrated brand experience</li></ul>
Hospitality	<ul style="list-style-type: none"><li>• 6 tickets to Director's Choice event</li><li>• 2 workshop tickets</li></ul>
Program	<ul style="list-style-type: none"><li>• Logo recognition within event print program</li></ul>



# Details

## Activation Partner

### Marketing & media

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- |         |  |
|---------|--|
| Website | • Logo recognition and overview of event partnership |
|---------|--|
- 

### Event

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- |            |  |
|------------|--|
| Activation | • Dedicated space for an integrated brand experience |
| Program    | • Logo recognition within event print program        |
- 



# Details

## Supply Partner

### Marketing & media

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Social Media	<ul style="list-style-type: none"><li>• 1 integrated inclusion</li></ul>
Website	<ul style="list-style-type: none"><li>• Logo recognition and overview of event partnership</li></ul>

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### Event

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Hospitality	<ul style="list-style-type: none"><li>• 4 tickets to Director's Choice event</li><li>• 2 workshop tickets</li></ul>
Program	<ul style="list-style-type: none"><li>• Logo recognition within event print program</li></ul>

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# Activation examples



## Photo opportunity

Extend the reach of the partnership beyond the event by activating a photo moment.

The Manly Jazz letters on the beach have been one of the most popular attractions at the event to date.

Give attendees a reason to capture their event experience, in conjunction with your brand, to share with their social network and promote the event partnership with audiences beyond the festival.

## Stage naming rights

With five entertainment spaces across festival including community bands, Jazz Stars of the Future, local and international artists, there is something for everyone at Manly Jazz.

As a brand partner, there is an opportunity to align with one of the entertainment spaces as naming rights partner; the (Brand) Stage and connect with a particular theme or audience.



## Venue program

As part of the festival, a venue program encourages local businesses to create unique events and specials as part of Manly Jazz.

Music is at the core of the program, as well as something specifically created to align with the festival, like an artist or a special experience tied into Manly Jazz.

# Activation examples



## Beer and wine garden naming rights

The beer and wine garden seats 200 and is a popular destination for listening to the music in The Corso.

The location provides the opportunity to create an immersive branded space where attendees can unwind with friends and enjoy a drink at the festival.

More seating is always at the top of the request list across events, so your brand can solve a pain point and provide an integrated, authentic brand experience at the same time.

## Director's Choice event or workshop presenting partner

The Director's Choice is a ticketed event on Friday or Saturday night.

Workshops provide an opportunity for music enthusiasts to engage with artists and learn about their craft. Each workshop is capped at 30 people to provide an intimate and engaging information session.

As presenting partner, a brand can align with a specific theme or audience and integrate into the content and experience.



# Investment

Presenting Partner	Major Partner	Event Partner	Activation Partner	Supply Partner
\$75,000 + GST	\$50,000 + GST	\$30,000 + GST	\$20,000 + GST	min. \$5,000 contra (pending value of product)

Investment excludes activation costs, delivery, staffing etc. Northern Beaches Council will work with partners to explore efficiencies where possible.



Category exclusivity



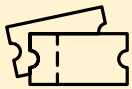
Event signage



Event marketing and promotion



PR & editorial



Tickets and hospitality



Activation



Consumer promotion



Sampling or premium handout



PA reads



Money can't buy opportunity



Post-event consumer insights



Website recognition



eDM content



Social inclusions



Brand recognition



Program recognition

# Thank you

Northern Beaches Council  
is passionate about creating  
meaningful events and  
experiences for our community.

Events & Partnership Team  
[events@northernbeaches.nsw.gov.au](mailto:events@northernbeaches.nsw.gov.au)



northern  
beaches  
council