



MANLY JAZZ

Sponsorship proposal 2024



northern
beaches
council

Event Overview

Music festivals come and go but Manly Jazz remains an iconic event on the entertainment calendar. For over 45 years the festival has continued 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



Four

music and
entertainment areas



Jazz Garden

activation opportunity



Official

venue program



10,000+

Tens of thousands attendees
across the weekend



Free

entry



Family

friendly

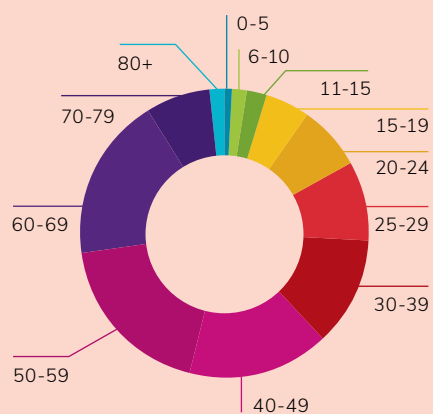


Iconic

Sydney location

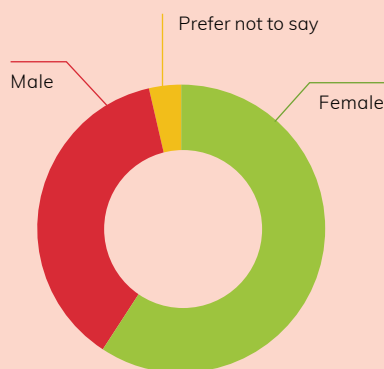


Age



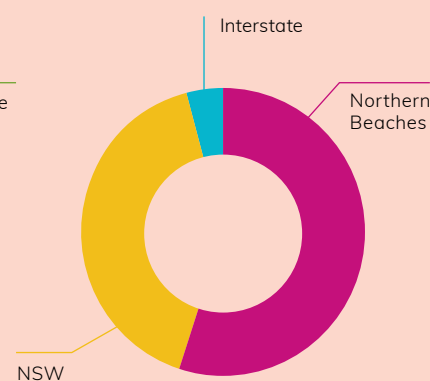
74% attendees over 30 years

Gender



slight female skew

Region



nearly half of attendees are from outside of the Northern Beaches



98%

said they would be attending the following year



99%

would recommend Manly Jazz to others



4.4/5

Satisfaction rating for the overall event

Marketing & Media

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

Digital



- Northern Beaches Council website
- Council eNewsletter – **54,000** database
- Event Specific eDM - **48,000+** database
- Paid digital campaign including adwords and social advertising
- Other Council communications subject to availability

Social



- Manly Jazz Facebook and Instagram
- Council Facebook and Instagram
- Hello Manly Facebook and Instagram

Outdoor

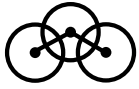


- Manly beach front flags
- Street banners
various locations throughout Northern Beaches
- Carpark boomgates – three locations
- On-site promotions

Media & PR



- Council press releases
 - Photo opportunities
 - Activity targeting music journalists via metro and regional radio and publications
 - Earned and/or paid placement in local media, such as Manly Observer, Pittwater Life, and Peninsular Living
-



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.



Service	Presenting Partner	Major Partner	Event Partner	Activation Partner	Supply Partner
Category exclusivity	●				
Event signage	●	●			
Event marketing and promotion	●	●			
PR & editorial	●				
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

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

Standalone brand/logo recognition	<ul style="list-style-type: none"> • Banners • Scrim
-----------------------------------	--

Marketing & media

Brand/logo event association; logo lock-up including 'presented by (brand)'	<ul style="list-style-type: none"> • Banners • Car park boomgates • Bus stop advertising • Signage • Email marketing
---	---

PR & editorial	<ul style="list-style-type: none"> • Event referenced in full (including 'presented by (brand)') in the first instance at a minimum • Integrated within editorial of brand involvement with event across Council controlled channels • Recognition as a partner of the event
----------------	---

eDMs	<ul style="list-style-type: none"> • 3 editorial inserts within two-month event marketing plan • 3 advertising tiles within two-month event marketing plan
------	--

Social media	<ul style="list-style-type: none"> • 4 integrated inclusions
--------------	---

Website	<ul style="list-style-type: none"> • Logo recognition and overview of event partnership
---------	--

Event

Activation	<ul style="list-style-type: none"> • Dedicated space for integrated brand activation experience OR opportunity for brand ownership of an entertainment space
------------	---

Consumer promotion	<ul style="list-style-type: none"> • Opportunity to create an integrated consumer promotion
--------------------	--

Sampling	<ul style="list-style-type: none"> • Promote trial and get product in hands of key consumers
----------	---

PA reads	<ul style="list-style-type: none"> • 4 reads throughout the event day
----------	--

Money can't buy experience

Manly public WiFi page	<ul style="list-style-type: none"> • Brand recognition on WiFi sign in page
------------------------	--

Program	<ul style="list-style-type: none"> • Integration throughout event program
---------	--

Post event	<ul style="list-style-type: none"> • Brand recognition on WiFi sign in page
------------	--

Brand specific question for consumer survey

Consumer brand insights

Major Partner

Signage

Brand/logo recognition within partner strip	<ul style="list-style-type: none"> • Directional signage • Banners • Scrim • Accreditation
---	--

Standalone brand/logo recognition	<ul style="list-style-type: none"> • Banners • Scrim
-----------------------------------	--

Marketing & media

Brand/logo recognition within partner strip:	<ul style="list-style-type: none"> • Banners • Car park boomgates • Signage • Email marketing
--	---

Media release	<ul style="list-style-type: none"> • Recognition as a partner of the event
---------------	---

eDMs	<ul style="list-style-type: none"> • 2 editorial inserts within two-month event marketing plan • 2 advertising tiles within two-month event marketing plan
------	--

Social media	<ul style="list-style-type: none"> • 3 integrated inclusions
--------------	---

Website	<ul style="list-style-type: none"> • Logo recognition and overview of event partnership
---------	--

Event

Activation	<ul style="list-style-type: none"> • Dedicated space for an integrated brand experience
------------	--

Sampling	<ul style="list-style-type: none"> • Promote trial and get product in hands of key consumers
----------	---

PA reads	<ul style="list-style-type: none"> • 2 reads throughout the event day
----------	--

Manly public WiFi page	<ul style="list-style-type: none"> • Brand recognition on WiFi sign in page
------------------------	--

Program	<ul style="list-style-type: none"> • Integration throughout event program
---------	--

Post event

Consumer brand insights

Event Partner

Marketing & media	
Media release	<ul style="list-style-type: none">• Recognition as a partner of the event
eDMs	<ul style="list-style-type: none">• One editorial insert within two-month event marketing plan• One advertising tile within two-month event marketing plan
Social media	<ul style="list-style-type: none">• Two integrated inclusions
Website	<ul style="list-style-type: none">• Logo recognition and overview of event partnership
Event	
Activation	<ul style="list-style-type: none">• Dedicated space for an integrated brand experience
Program	<ul style="list-style-type: none">• Logo recognition within event program

Activation Partner

Marketing & media	
Website	<ul style="list-style-type: none">• Logo recognition and overview of event partnership
Event	
Activation	<ul style="list-style-type: none">• Dedicated space for an integrated brand experience
Program	<ul style="list-style-type: none">• Logo recognition within event program

Supply Partner

Marketing & media	
Social Media	<ul style="list-style-type: none">• One integrated inclusion
Website	<ul style="list-style-type: none">• Logo recognition and overview of event partnership
Event	
Program	<ul style="list-style-type: none">• Logo recognition within event program

Activation examples

Photo opportunity

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

The Manly letters 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 four 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 event, a venue program encourages local businesses to create unique experiences 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 event, like an artist or a special experience tied into Manly Jazz.

Jazz garden naming rights

The jazz garden 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 the event.

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.



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



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