



The Third Annual High Country Jazz Festival (HCJF) is a collaborative project to host exceptional and engaging jazz experiences in Boone and Blowing Rock that attracts local and regional audiences while raising funds to support the arts and education programs of Boone Sunrise Rotary, the Appalachian Theatre and App State's Jazz Studies Program which sustain and enrich our High Country home.

The anchor events take place in the Appalachian Theatre and at a venue yet to be determined for Sunday's concert. Supporting events include a host of affiliated jazz experiences featuring outdoor concerts, late night jams, and jazz lunches presented by great community partners, including Casa Rustica, Beacon Butcher Bar, High Country Jazz Society, the Jones House Community Center and many others.

SPONSOR IMPACT

Sponsorship of the HCJF helps underwrite the expenses of hiring and transporting exceptional jazz artists to our region, producing and promoting the festival. It also provides support for arts, educational and community service programs of the three founding project partner organizations — Boone Sunrise Rotary, Appalachian Theatre and App State's Jazz Studies Program.



**BOONE SUNRISE
ROTARY**

Boone Sunrise Rotary brings together business, professional, and civic leaders within our community. Rotary promotes integrity, understanding, and goodwill locally, nationally and worldwide. The proceeds from the festival help further

Rotary's commitment to humanitarian and civic service, and directly impacts many local nonprofit organizations that serve the High Country.

The nonprofit **Appalachian Theatre** creates and hosts culturally diverse programs that enrich our community, engage local audiences, and attract regional audiences. Program support from the HCJF helps the AppTheatre grow new cultural initiatives, launch the presentation of jazz events, support educational opportunities for area students and underwrite student tickets.



**JAZZ STUDIES
PROGRAM**

The **Appalachian State University Jazz Studies Program** identifies students with a special interest in jazz, promotes high standards of jazz performance, and expands the circle of students who have meaningful experiences with jazz during

their college careers. Program support provides student enrichment, offsets performance tour costs, provides student scholarships, secures acclaimed jazz clinicians and helps purchase music and supplies.

The fiscal agent for the High Country Jazz Festival is the Appalachian Theatre of the High Country, a nonprofit, 501(c)3 organization. EIN 46-1461331. Your sponsorship is tax deductible to the fullest extent allowed by law.



2024 SPONSORSHIP FORM

ANCHOR CONCERTS

Friday, June 7, 2024—Dave Brubeck Bros. Quartet @ Appalachian Theatre
Saturday, June 8, 2024—Jazzmeia Horn @ Appalachian Theatre
Sunday, June 9, 2024—Ziad @ Appalachian Theatre

*Sponsorships are made payable to Appalachian Theatre and benefit the programs of our project partners:
Boone Sunrise Rotary, App State Jazz Program and Appalachian Theatre.
Sponsorships are tax deductible to the fullest extent allowed by law.*

- LOUIS ARMSTRONG—MARQUEE Sponsor \$25,000
- DUKE ELLINGTON—FESTIVAL Sponsor \$10,000
- ELLA FITZGERALD—CONCERT Sponsor \$ 5,000
- JOHN COLTRANE—SESSION Sponsor \$ 2,500
- THELONIOUS MONK— GIG Sponsor \$ 1,000
- NINA SIMONE—Individual Sponsor \$ 500

Please email a high resolution (300 dpi) JPEG or PNG file of your company logo to: slivesay@apptheatre.org

Contact First Name: _____ Contact Last Name: _____

Sponsor Name (as you'd like it acknowledged/listed in program): _____ List as ANONYMOUS

Address: _____

Phone (day): _____

E-mail: _____

Payment Method: I have enclosed my check payable to Appalachian Theatre Please send an invoice

Visa AMEX MasterCard Discover

Card # _____ Exp _____ CVV _____

Authorizing Signature for Credit Card _____ Date _____

Select Show (Nina Simone Level only): _____

You may mail this completed form to the address below, or return it to your Jazz Festival contact.

For more information CONTACT: John Cooper, Trustee ATHC — johnc@mastgeneralstore.com
Suzanne Livesay, Executive Director ATHC — slivesay@apptheatre.org

ADDRESS: 559 W. King Street, Boone, NC 28607 **OFFICE: 828-865-3000**

SPONSOR OPPORTUNITIES & BENEFITS

ANCHOR FESTIVAL CONCERTS

- Friday, June 7 — Brubeck Brothers Quartet @ Appalachian Theatre
- Saturday, June 8 — Jazzmeia Horn @ Appalachian Theatre
- Sunday, June 9 — Ziad @ Appalachian Theatre

LOUIS ARMSTRONG—MARQUEE Sponsor

\$25,000

MARQUEE Sponsor of High Country Jazz Festival (Limited to 1 MARQUEE sponsor)

- Your name/company name featured on marquee during all promotions for the HC Jazz Festival
- Your name/company name recognized during the pre-show curtain speech
- Your name/company logo projected or posted on side of the stage prior to all events
- Your name/company name featured in the donor listing and lobby signage for the Festival
- Your name/company logo featured in several Festival E-News blasts to 15,000+ subscribers
- Your name/company logo featured on the Festival website page
- 16 tickets to each of the three anchor concerts (Friday, Saturday and Sunday)
- Your name/company name featured in all paid print and broadcast promotion for the Festival
- Invitation for 16 to attend the donor reception event
- 16 tickets to the April 18, 2024 *Emmet Cohen Trio* concert at the Appalachian Theatre
- 16 tickets to the April 27, 2024 *Night of Jazz* at the Appalachian Theatre
- Exclusive invitations and promotional codes for Jazz shows at AppTheatre
- Social media exposure
- Full back cover advertisement in printed HC Jazz Festival Program

DUKE ELLINGTON—FESTIVAL Sponsor

\$10,000

FESTIVAL Sponsor of High Country Jazz Festival (up to 2 FESTIVAL sponsors)

- Name/Company name featured on marquee listing of Festival sponsors
- Your name/company logo projected or posted on side of the stage prior to all events
- Your name/company recognized during the pre-show curtain speech
- Your name/company name featured in the donor listing and lobby signage for the Festival
- Your name/company logo featured in several Festival E-News blasts to 15,000+ subscribers
- Your name/company logo featured on the Festival website page
- 10 tickets to each of the three anchor concerts (Friday, Saturday and Sunday)
- Your name/company name highlighted in all paid print and broadcast promotion for the Festival
- Invitation for 10 to attend the donor reception event
- 10 tickets to the April 18, 2024 *Emmet Cohen Trio* concert at the Appalachian Theatre
- 10 tickets to the April 27, 2024 *Night of Jazz* at the Appalachian Theatre
- Exclusive invitations and promotional codes for Jazz shows at AppTheatre
- Social media exposure
- Full page advertisement in printed HC Jazz Festival Program

SPONSOR OPPORTUNITIES & BENEFITS (*cont.*)

ELLA FITZGERALD—CONCERT Sponsor

\$5,000

CONCERT Sponsor of one Anchor Festival Concert (up to 3 CONCERT sponsors per event at this level)

- Name/Company name featured on marquee listing of Festival sponsors
- Your name/company logo posted on side of the stage prior to all events
- Your name/company name recognized during all anchor pre-show curtain speeches
- Your name/company name featured in the donor listing and lobby signage for the Festival
- Your name/company logo featured in several Festival E-News blasts to 15,000+ subscribers
- Your name/company logo featured on the Festival website page
- 6 tickets to each of the three anchor concerts (Friday, Saturday, and Sunday)
- Your name/company name highlighted as a sponsor in paid advertising whenever possible
- Invitation for 6 to attend the donor reception event
- 6 tickets to the April 18, 2024 *Emmet Cohen Trio* concert at the Appalachian Theatre
- 6 tickets to the April 27, 2024 *Night of Jazz* at the Appalachian Theatre
- Exclusive invitations and promotional codes for Jazz shows at AppTheatre
- Social media exposure
- Half-page advertisement in printed HC Jazz Festival Program

JOHN COLTRANE—SESSION Sponsor

\$2,500

SESSION Sponsor of one Anchor Festival Concert (up to 5 SESSION sponsors per event at this level)

- Name/Company name featured on marquee listing of Festival sponsors
- Your name/company name featured in the donor listing and lobby signage for the Festival
- Your name/company logo featured on the Festival website page
- 4 tickets to each of the three anchor concerts (Friday, Saturday and Sunday)
- Invitation for 4 to attend the donor reception event
- 4 tickets to the April 18, 2024 *Emmet Cohen Trio* concert at the Appalachian Theatre
- 4 tickets to the April 27, 2024 *Night of Jazz* at the Appalachian Theatre
- Exclusive invitations and promotional codes for Jazz shows at AppTheatre
- 1/3-page advertisement in printed HC Jazz Festival Program

THELONIOUS MONK—GIG Sponsor Benefits

\$1,000

- Your name/company name featured in the donor listing and lobby signage for the Festival
- Your name/company logo featured on the Festival website page
- 2 tickets to each of the Friday & Saturday Appalachian Theatre festival concerts
- Invitation for 2 to attend the donor reception event
- 2 tickets to the April 18, 2024 *Emmet Cohen Trio* concert at the Appalachian Theatre
- 2 tickets to the April 27, 2024 *Night of Jazz* at the Appalachian Theatre
- Exclusive invitations and promotional codes for Jazz shows at AppTheatre
- 1/4-page advertisement in printed HC Jazz Festival Program

NINA SIMONE—Individual Sponsor Benefits

\$500

- Your name featured in the donor listing and lobby signage for the Festival
- Your name featured on the Festival website page
- 2 tickets to one of the Appalachian Theatre festival concerts
- Invitation for 2 to attend the donor reception event
- Your name featured in printed HC Jazz Festival Program