

Bitter Jester Music Festival
15 Years and Growing
Highland Park, IL - 2021

Sponsor and Partner Opportunities



Produced by the
Bitter Jester Foundation for the Arts, NFP - 501(c)(3)

WELCOME

to the Bitter Jester Music Festival,
or "BJMF" for short.

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ABOUT THE BITTER JESTER MUSIC FESTIVAL

The Bitter Jester Music Festival (BJMF) is **the Midwest's largest professional competition & showcase concert series** of its kind for young bands and solo performers.

Produced by the 501(c)(3) Bitter Jester Foundation for the Arts, BJMF supports and promotes emerging talent and is built on a foundation of **NETWORKING, COMMUNITY,** and **EMPOWERING YOUTH** at a critical time in their personal and artistic development.

BJMF provides young adults with opportunities to meet and connect with dozens of their peers from different cities & states and gives young musicians a level of **educational feedback & materials unmatched** by similar events.

The Bitter Jester Music Festival is **UNIQUELY IMPRESSIVE.**



WHAT MAKES BJMF "THE LARGEST" OF ITS KIND?

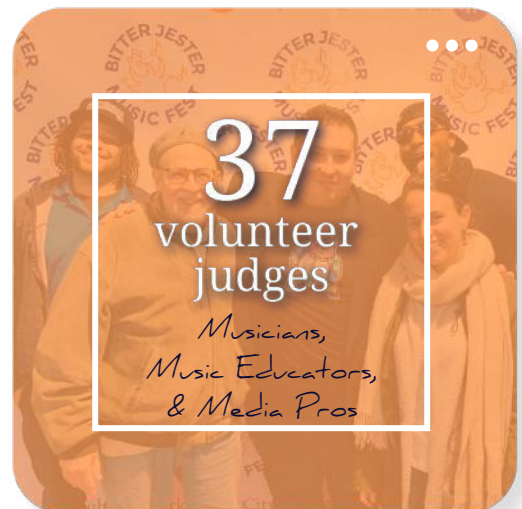


Most "battle of the bands" style competitions take place at park districts or in high schools. They are single day or single weekend events, generally featuring local talent only. Judges usually provide limited (and sometimes zero) feedback to performers.

BJMF attracts musicians from multiple states while also featuring local talent. BJMF judges are all working musicians, music educators, or media professionals who provide unparalleled amounts of critical commentary and growth-oriented feedback.

BJMF has been around since 2006 and is poised to grow considerably.

EVERY YEAR:



BUDGET IMPACTS GROWTH

From 2006-2013 BJMF attracted an average of TEN bands each summer - all were accepted.

In 2014 - *the first year we had funding* - BJMF attracted TWENTY bands.

Since 2015, BJMF has been turning applicants away, considerably improving the quality of music at each concert.



2012



Musicians played in the dark for eight years, until 2013. They had to provide all their own equipment until 2014.

Funding improves the concerts, results in boosted attendance, increases foot traffic to local businesses, and raises sponsor exposure.

Number of Local Businesses Engaged in 2006: 0

Number of Local Businesses Engaged in 2019: 35*

FUTURE PLANS...

- **Extended Season** - Answering calls from the community, we want to add 4 showcase concerts.
- **Online Competition** - After huge success in 2020, we want to make our virtual contest permanent.
- **HPHS Arts Scholarship** - We have begun creating a sustainable annual scholarship for local arts students.
- **Regional Marketing** - BJMF will be a "destination festival" with the aid of increased press & PR.
- **Prize Monies** - Our goal is to offer a \$5k/\$2.5k/\$1k tier of cash prizes for our top three musical acts.

FESTIVAL EXPOSURE

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“ The festival is a wonderful opportunity to expose our products to potential customers who would not have otherwise been aware of us. ”

Kris Walker
Owner
Ravinia Brewing Co.

“ We have been participating in the BJMF for 8 years and are excited for it each year! Not only does the festival drive business... it supports young musicians. ”

Janice Bruksch
Owner
Sweet Home Gelato

IN PERSON:

2,000

Estimated attendance
across all four

**Friday Night
Concerts**

2,500-3,000

Estimated attendance
at the annual

**Grand Finale
Concert & Fireworks**

500-1,000

Estimated attendance
at the annual

**Navy Pier 'Best Of'
Showcase Concert**

ONLINE:

In the last week alone of the 2020 virtual Original Song Competition, BJMF had nearly **43,000** impressions on Instagram and reached **4,000+** accounts with **3,000+** likes & comments.

TRADITIONAL MEDIA:

BJMF regularly receives coverage on **TV, radio, the internet, and in podcasts.**



2019 Grand Finale
Photo: Elliot Mandel

SPONSOR & PARTNER LEVELS OF INVOLVEMENT

<p>**** PLATINUM SPONSOR ****</p> <p>ENTIRE MUSIC FESTIVAL (INCLUDING NAVY PIER)</p>	<p>\$10,000</p>	ONLY 1 LEFT
<p>*** PREMIERE SPONSOR ***</p> <p>GRAND FINALE CONCERT</p>	<p>\$5,000</p>	
<p>*** PREMIERE SPONSOR ***</p> <p>FOUR FRIDAY CONCERTS</p>	<p>\$5,000</p>	
<p>** TITLE SPONSOR: PRIZE MONEY **</p> <p>GRAND FINALE CONCERT</p>	<p>\$2,500</p>	ONLY 3 LEFT
<p>** TITLE SPONSOR: MVP AWARDS **</p> <p>GRAND FINALE CONCERT</p>	<p>\$2,500</p>	
<p>* CONCERT SPONSOR *</p> <p>SINGLE FRIDAY CONCERT</p>	<p>\$1,000</p>	
<p>PRODUCT PARTNERSHIPS (VARIOUS OPTIONS)</p>	<p>TBD</p>	

Package details on next page...

SPONSOR & PARTNER RECOGNITION

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PLATINUM SPONSOR | \$10,000

- Recognition by Emcees from the stage at ALL concerts (incl. Navy Pier)
- Logo featured on Festival website & ALL event pages
- Logo prominently displayed on Grand Finale Stage - top banner
- Logo prominently displayed on oversized prize checks
- Logo on all applications, posters, ID badges, and promotional materials
- Photo op. with winning musicians
- Includes a \$250 donation to the Bitter Jester Scholarship Fund

(only 1 left)

- Prominent recognition on the All Access Podcast of the BJMF
- Dedicated social media posts (IG stories, etc.)
- Recognition in other social media posts (acknowledgment)
- Recognition in media appearances (whenever possible)
- Logo displayed on back of T-shirts (if produced)
- Popup banner at ALL concerts, if requested
- Opportunity to speak at select concerts, if requested
- Ability to set up a booth at ALL concerts, if requested (incl. Navy Pier)

PREMIERE SPONSORS | \$5,000

\$5k OPTION 1 = PREMIERE SPONSOR : FRIDAY NIGHT CONCERTS

- Recognition by Emcees from the stage at four Friday concerts
- Logo displayed on Festival website & 4 Friday concert event pages
- Logo displayed on Grand Finale Stage - bottom banner
- Logo on all applications, posters, ID badges, and promotional materials
- Ability to set up a booth at four Friday concerts, if requested
- Recognition in various social media posts & the All Access Podcast
- Popup banner at all four Friday concerts, if requested
- Includes a \$250 donation to the Bitter Jester Scholarship Fund

(2 distinct options)

\$5k OPTION 2 = PREMIERE SPONSOR : GRAND FINALE CONCERT

- Recognition by Emcees from the stage at Grand Finale concert
- Logo displayed on Festival website & Grand Finale concert event page
- Logo displayed on Grand Finale Stage - bottom banner
- Logo on all applications, posters, ID badges, and promotional materials
- Ability to set up a booth at Grand Finale concert, if requested
- Recognition in various social media posts & the All Access Podcast
- Popup banner at Grand Finale Concert, if requested
- Includes a \$250 donation to the Bitter Jester Scholarship Fund

TITLE SPONSORS | \$2,500

OPTION 1 = PRIZE MONEY SPONSOR *(only 2 left)*

- Logo prominently displayed on oversized prize checks
- Logo displayed on four Friday concert event pages online
- Recognition by Emcees from the stage at Grand Finale concert
- Logo on all applications, posters, ID badges, and promotional materials
- Photo op. with winning musicians plus various social media posts
- Includes a \$250 donation to the Bitter Jester Scholarship Fund

(2 distinct options)

OPTION 2 = MVP AWARDS SPONSOR *(only 1 available)*

- Company name on all five MVP awards ("presented by")
- Logo displayed on Grand Finale concert event page online
- Recognition by Emcees from the stage at Grand Finale concert
- Logo on all applications, posters, ID badges, and promotional materials
- Photo Op. with winning musicians plus various social media posts
- Includes a \$250 donation to the Bitter Jester Scholarship Fund

CONCERT SPONSORS | \$1,000

- Recognition by Emcee from the stage at one Friday concert
- Logo displayed on corresponding Friday concert event page online
- Logo featured on five oversized table magnets at one Friday concert
- Logo on posters, ID badges, and promotional materials

(only 4 available)

- Social media posts, shout-outs, and thank you's
- Popup banner at corresponding Friday concert, if requested
- Ability to set up a booth at corresponding Friday concert, if requested

T-SHIRT SPONSORS | \$500

- Logo displayed on back of T-shirts (approx. 100 musicians + 50 crew)

(only 6 available)

- Select social media posts, shout-outs, and thank you's

PRODUCT PARTNERS | TBD

- Your products provided to winners or other participants

(contact us to work out more details)

- Select social media posts, logo usage, shout-outs, and thank you's

For more information or to customize a plan that works for you, please contact:

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