



Presents  
**Jazzin on Jefferson**  
 Sponsorship Application

July 2-3, 2011  
 Saturday- Noon until 9:30pm  
 Sunday- Noon until 7:00 pm  
 Pub Tour-  
 Saturday, July 2, 2011  
 9:30pm until 2:00am

**CONTACT INFORMATION** (Please type or print legibly. Form must be completed.)

Contact \_\_\_\_\_ Event Contact \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_ Website \_\_\_\_\_

Method of Payment  Check  MasterCard  Visa  
 Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_  
 Cardholder's Name \_\_\_\_\_ Card Holders Zip Code \_\_\_\_\_  
 Sign here to approve charging this card to pay the full amount indicted below \_\_\_\_\_

Application and payment must be mailed to: Jefferson East Business Association, 14628 E. Jefferson, Detroit, MI 48215. Make checks payable to JEBA. Our organization is a 501(C)3 charity for tax purposes.

**IMPORTANT DEADLINES AND DATES-**

- Street Signs on Jefferson - April 30, 2011
- Festival Program Inclusion - May 13, 2011
- Inclusion on Festival Signage - May 30, 2011
- Deadline for On-site Booth Request - June 15, 2011
- Inclusion on Festival Web Site - Within One Week of Payment

Sponsorship benefits will not be activated until payment is received.

For more information, please contact Lisa Hardwick, (313) 331-7939  
 lhardwick@jeffersoneast.org

**SELECT LEVEL OF SPONSORSHIP**

See reverse side for detailed benefits

Category	Amount
<input type="checkbox"/> Louis Armstrong	\$10,000
<input type="checkbox"/> John Coltrane	\$ 5,000
<input type="checkbox"/> Miles Davis	\$ 3,000
<input type="checkbox"/> Billie Holliday	\$ 1,500
<input type="checkbox"/> Dizzy Gillespie	\$ 500

In-Kind Sponsorship. Please list items and services that you are offering to supply, as well as estimated value.

\_\_\_\_\_

\_\_\_\_\_

By signing below I attest that I agree to all of the terms on the second page of this form, as well as any applicable rules and laws. I further attest that I am legally able to make this commitment for my organization.

Signature \_\_\_\_\_

Date \_\_\_\_\_

# Rules

## Hold Harmless

The Sponsor In Consideration For Being Allowed To Participate In This Event Agrees To Indemnify And Hold Harmless JEBA And Its Assigns, Agents, Servants And Employees From Any And All Claims Or Causes Of Action Which Arise By Reason Of Any Act Or Failure To Act On The Part Of Sponsor. This Indemnification And Hold Harmless Provision Applies To Any And All Liability Which May Arise From The Sponsors Acts Including But Not Limited To Any Loss, Or Damage To Property Or Personal Injury, Which May Be Sustained By Any Individual Or Other Entity At The Event.

## Insurance

During The Term Of This Agreement And Any Extension Or Renewal Thereof, Sponsor Will Obtain And Maintain Comprehensive General Liability Insurance, Including Person Injury Liability And Property Damage Liability Coverage (And Including Contractual Liability Insurance For The Indemnification Provision Of This Agreement), Which Shall Include Coverage For Any And All Damages, Injury Or Loss Arising Out Of, Resulting From Or In Any Way Connected With Sponsors Participate In Jazzin' On Jefferson. The Amount Of Coverage Required Under This Provision Shall Be No Less Than \$1,000,000. Such Insurance Coverage Shall Be Purchased And Maintained At A Reputable And Appropriate Insurance Company. Sponsor Shall Name JEBA As An Additional Insured Of Said Property And Provide JEBA With A Certificate Evidencing Such Insurance Coverage At Least 10 Days Prior The Event.

## Independent Contractors

Sponsor And JEBA Are Independent Contractors And This Agreement Is Not Intended To And Shall Not Be Construed To Create A Joint Venture Or Partnership Between The Parties To This Agreement Or To Constitute Either Party As The Agent To The Other Party.

## Date

Jazzin' On Jefferson happens Rain Or Shine.

## Marketing

Acceptance Into The Festival Gives The Jefferson East Business Association Permission To Use Sponsor's Website And Email Information For Promotional Purposes.

## LLC Provision

I understand that I am not permitted to sell alcoholic beverages of any kind during the festival. I further understand that any alcoholic beverage sales are handled by Jefferson East Business Association (JEBA), and all revenue generated from alcohol goes directly to JEBA. JEBA retains control and responsibility for my and my staff's actions as they relate to the Liquor Control Act and Rules and Violations of the Act and Rules. JEBA retains control over the entire licensed area.

# Sponsorship Levels

## Dizzy Gillespie

**\$500**

Tickets to the Vip Tent & Pub Tour  
Prominent Listing in JOJ Program Booklets  
Featured Recognition on JOJ Website

## Billy Holiday

**\$1500**

Tickets to the Vip Tent & Pub Tour  
Half Page Ad in JOJ Program Booklets  
Featured Recognition on JOJ Website

## Miles Davis

**\$3000**

Tickets to the Vip Tent & Pub Tour  
Full Page Ad in JOJ Program Booklets  
Recognition from stage as a sponsor of a specific performance  
Recognition on Thousands of Flyers, Posters and Mailers  
10x10 Festival Booth with High Peak Tent / Logo Banner  
Featured Recognition on JOJ Website

## John Coltrane

**\$5000**

Sponsorship of a Specific Festival Element-  
Stage, Kids Area, Tours...  
Tickets to the Vip Tent & Pub Tour  
Full Page Ad in JOJ Program Booklets  
Logo Recognition on Thousands of Flyers, Posters and Mailers  
10x10 Festival Booth with High Peak Tent / Logo Banner  
Thank You Recognition at Main Stage  
Featured Recognition on JOJ Website

## Louis Armstrong

**\$10000**

Sponsorship of a Specific Festival Element-  
Stage, Kids Area, Tours...  
Tickets to the Vip Tent & Pub Tour  
Back Page Ad in JOJ Program Booklets  
Logo Recognition on Thousands of Flyers, Posters and Mailers  
10x10 Festival Booth with High Peak Tent / Logo Banner  
Thank You Recognition at Main Stage & Children's Stage  
Logo on Volunteer Shirts  
Featured Recognition on Homepage of JOJ Website

## Customized Sponsorships Available \$Varies

Recognition Given Based on the Agreed Upon Value of Donated Goods or Services  
Contact JEBA for more information



Join Last Year's Sponsors

