

FOR THE
LOVE
OF JAZZ



CALABASAS

JAZZFEST

MEDIA KIT

FOR THE LOVE OF JAZZ...



EVENT: CALABASAS JAZZ FEST 2010

**DATE AND TIME: NOVEMBER 6, (SAT) -
NOVEMBER 7, (SUN) -**

The Calabasas Jazz Fest 2010 is a two-day event that will feature over 20 Artists and Bands, including local Los Angeles favorites, performing incredible Jazz music in the heart of Calabasas. In partnership with the Atlanta Jazz Festival, California Jazz Foundation and the Los Angeles Jazz Society, the Calabasas Jazz Fest 2010 is a unique non-profit festival experience that raises awareness for JAZZ and continues the goal of bringing cultural events to the area.

BENEFITS

California Jazz Foundation

501 (c)(3) a public charity 65-1270361

NUMBERS (note that these are projected numbers, and will be updated as available)

20+ Artists and Bands

2000+ ATTENDEES EXPECTED

FEATURING

Performances from over 20 Jazz Artists and Bands

LOCATION

CALABASAS INN

23500 Park Sorrento

Calabasas, CA 91302 - 1307

TICKETS

available via

www.calabasasjazzfest.com

CONTACT: CALL (818) 217-0024 OR VISIT WWW.CALABASASJAZZFEST.COM

MEDIA CHART

ESTIMATED NUMBER OF MEDIA IMPRESSIONS: 38 Million

MEDIA NAME	MEDIA TYPE	COPIES / POTENTIAL AUDIENCE	COVERAGE AREA	TYPE OF COMMUNICATION
TV				
KNBC Channel 4 'First Look LA'	Television	1,000,000 viewers	Greater Los Angeles	Editorial
KTLA Channel 5	Television	1,000,000 viewers	Greater Los Angeles	Editorial
Fox Good Day LA	Television	1,000,000 viewers	Greater Los Angeles	Editorial
RADIO				
KCRW	Radio	550,000 weekly	National	Editorial
790 KABC Talk Radio	Radio	1,400,000 for 2 weeks	Greater Los Angeles	Paid Advertisement
97.1 The FM Talk Radio Station	Radio	1,200,000 for 2 weeks	Greater Los Angeles	Paid Advertisement
100.3 The Sound	Radio	1,000,000 for 2 weeks	Greater Los Angeles	Paid Advertisement
PRINT				
Daily News	Print	70,000 weekly	Greater Los Angeles	Paid Advertisement
IN Magazine	Print - Magazine	25,000 bi-monthly	Los Angeles	Paid Advertisement
Live Long Beach and South Bay	Print - Magazine	25,000 bi-monthly	Greater Los Angeles/O.C.	Paid Advertisement
Live Orange County	Print - Magazine	25,000 monthly	Greater Los Angeles/O.C.	Paid Advertisement
Patterson's The Tasting Panel	Print	50,000 monthly	National	Sponsored Ad
Los Angeles Magazine	Print - Magazine	40,000 monthly	Los Angeles	Paid Advertisement
LA Weekly	Print	40,000 monthly	Los Angeles	Paid Advertisement
WEB-ADS & EDITORIALS				
CitySearch.com	Web	50,000 impressions	National	Sponsored
Yelp	Web	25,000,000 per month	National	Advertisement
Laist.com	Web	1,600,000 visitors/month	Los Angeles	Editorial
LA's The Place.com	Web	1,200,000 visitors/month	Los Angeles	Editorial
Thrill List	Web	30,000 subscribers	Greater Los Angeles	Editorial
Wine X Magazine	Web	320,000 per month	National	Newsletter E-Blast
CityVoter.com	Web	320,000 per month	Los Angeles	Advertisement
Tasting Table	Web	320,000 per month	Los Angeles	Advertisement
Chowhound	Web	30,000 per month	Los Angeles	Advertisement
WEB - EVENT LISTING				
Dining Out Meet Up.com	Web	15,000 visitors/month	Los Angeles	Event Listing
LocalWineEvents.com	Web	12,000 visitors/month	Greater Los Angeles	Event Listing
Los Angeles Times - The Guid	Web	775,000 visitors	Greater Los Angeles	Event Listing
SantaClarity Valley News.com	Web	2,700,000 visitors/month	Greater Los Angeles	Event Listing
Singular City.com	Web	73,000 visitors	Greater Los Angeles	Event Listing
Yelp.com	Web	74,000 subscribers	Greater Los Angeles	Event Listing
Facebook.com	Web	300 million active users	Worldwide	Event Listing
YouTube.com	Web	24 million+ users	Worldwide	Event Listing
MySpace.com	Web	120 million active users	Worldwide	Event Listing
Twitter.com	Web	14 million users (US users)	Worldwide	Event Listing

ATTENDEE PSYCHOGRAPHIC

- Dines out at least 5 times a month
- Makes travel plans yearly - nationally and internationally
- Attends concerts / Avid movie-goers
- Loves to shop
- Throws dinner parties for guests at home
- Eco-conscious
- Supports local charities

ATTENDEE DEMOGRAPHIC

- Age ranges: 25 - 55
- Household income range: \$85,000 - \$1.5 million
- 90% of attendees live in the San Fernando Valley
- Estimated number of attendees is 2,500
- 60% single
- 90% college educated
- 89% own Home
- 98% use internet at home or work
- 75% make purchases online
- 58% make travel plans online
- 79% obtain news and current events- online
- Occupations: Professional / Managerial: 60%, Attorneys: 20%, Hollywood Industry: 20%, Other: 10%

SPONSORSHIP INFORMATION

There are limited number of tables available for the display of your company, goods, and or services. Reserve yours as soon as possible.

PLATINUM LEVEL

PRICE: \$15,000

PACKAGE INCLUDES:

- Full Page Color ad in the event program book
- Banner on website
- 10' x 20' space for a commercial exhibit
- Logo on all printed material:
including postcards, advertisements,
and promotional posters
- Mention in Radio Spots
- Mention on TV Spots
- 6 VIP Tickets (price \$200 each)
- 20 General Admission Tickets (price \$100 each)

GOLD LEVEL

PRICE: \$10,000

PACKAGE INCLUDES:

- 1/2 Page Color ad in the event program book
- Logo on website
- One 6' table and 2 chairs
- Logo on all printed material:
including postcards, advertisements,
and promotional posters
- 2 VIP Tickets (price \$200 each)
- 5 General Admission Tickets to the event
(price \$100 each)

SILVER LEVEL

PRICE: \$7,000

PACKAGE INCLUDES:

- One 6' table and 2 chairs
- Listing in promotional items:
including postcards, advertisements,
and promotional posters
- Logo on website

BRONZE LEVEL

PRICE: \$5,000

PACKAGE INCLUDES:

- One 6' table and 2 chairs
- Logo on website



MEDIA COVERAGE

PRINT

- LA TIMES
- LA DAILY NEWS
- SAN FERNANDO VALLEY NEWS
- LIVE LA MAGAZINE
- OCEAN MAGAZINE
- VENTURA COUNTY STAR
- ACORN

ONLINE MULTIMEDIA

- YELP
- TASTING GABLE
- THRILLIST
- CITYVOTER
- LOCALWINE EVENTS

RADIO

- 100.3 FM
- KHAY
- KBBY
- KVYB
- KVEN

TELEVISION

- MYFOX LA
- KTLA
- FOX 11

