

2024 | SPONSOR & HOSPITALITY DECK



The Lumineers, Sept. 1, 2023. From the stage & into the crowd.



ABOUT JAS

Founded in 1991 and entering its 34th season, Jazz Aspen Snowmass (JAS) is a not-for-profit 501(c)(3) organization. The MISSION of JAS is to present and preserve jazz and related forms of music through world-class events, performances, and education programs. Since 1996, JAS has generated over \$8.5 million to support its multifaceted music education programs!

JAS has grown from a simple 3-day event in Aspen to a complex set of multi-day festivals in Aspen/Snowmass, Colorado; diverse year-round music education programs; a full-scholarship summer Academy for rising jazz musicians; and the addition of the JAS Café featuring outstanding jazz, blues, soul & more, winter and summer in venues around Aspen.

JAS has been consistently recognized for its unique marriage of world-class music to an unparalleled natural and intimate setting, and its impeccable hospitality for artist and audiences alike. JAS events attract a high-end demographic of visitors from major metro areas across the country and beyond.

JAS CAFÉ

The JAS Café, launched in 2010, currently includes 6-8 weekends of winter and summer performances presented in various venues around Aspen including The Little Nell, the Aspen Art Museum rooftop and Here House in Aspen. This intimate experience which seats from 70-150 people, has been described as “an oasis of cosmopolitan cool” and a new home for sophisticated music listeners in Aspen.

JAS Café hosting sponsorships are available for individual shows or for the entire series. Through sponsorship of these smaller intimate shows, brands are able to reach a very specific demographic with meaningful engagement.



Two-time 2023 GRAMMY award-winner Samara Joy at the JAS Café @ Art Museum, August 2022.

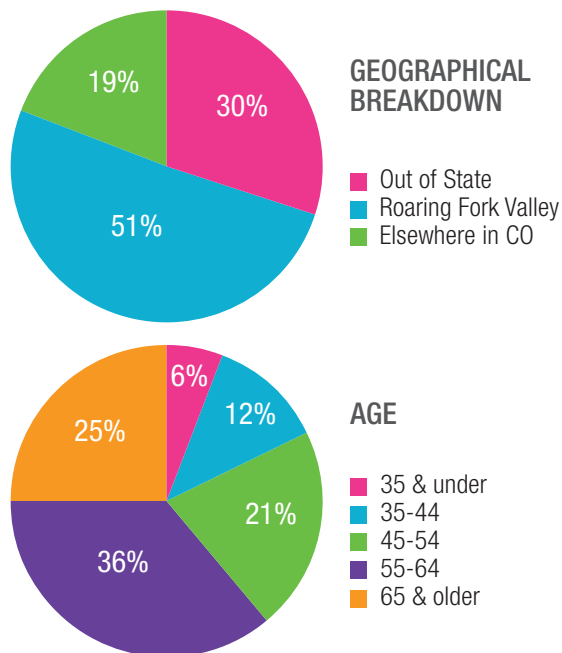




JAS EXPERIENCE JUNE

June 20-23, 2024

JUNE AUDIENCE DEMOGRAPHICS



A four-day celebration of music taking place in multiple venues around Downtown Aspen, the JAS June Experience features multiple staggered shows daily, at up to 13 venues per night, allowing attendees the opportunity to stroll around the intimate, pedestrian-friendly downtown core and enjoy a full evening of diverse music genres and settings. Attendees can plan their nightly itinerary to include a mix of jazz, blues, soul, funk, New Orleans, world and more, featured in historic landmarks like the Wheeler Opera House, Hotel Jerome, Aspen Art Museum, downtown hotels and bars, art galleries, coffee shops and more, including the Belly Up Aspen. A centrally located Donor/VIP tent offers attendees gourmet dining, open bars and private performances each evening. With daily audiences of up to 1,200 people, and a footprint across the Aspen core, the boutique JAS June Experience with its unique in-town format has hit its stride and offers a multitude of unique sponsorship opportunities from presenting performances or venues, to hosting unique experiences for attendees.



JAS EXPERIENCE LABOR DAY

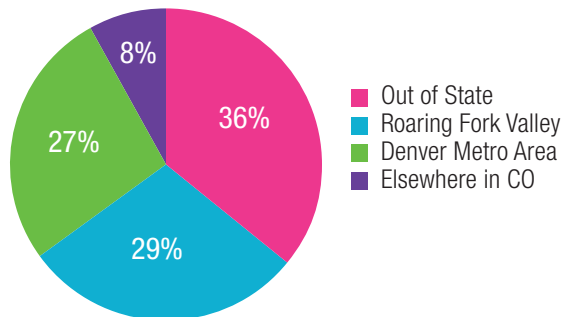
August 30 - September 1, 2024

The internationally recognized open air festival, the JAS Experience takes place at Snowmass Town Park with the spectacular Elk Mountain Range as a backdrop. Catering to crowds of up to 10,000 people daily, the festival features one main stage, the JAS Village & side stage which includes food, craft and merchandise vendors, a kid's corner and one of the country's most exclusive VIP experiences. Previous performers include Foo Fighters, Stevie Wonder, Sting, Keith Urban, John Mayer, Chris Stapleton, The Lumineers, Stevie Nicks, Gwen Stefani and Jimmy Buffett.

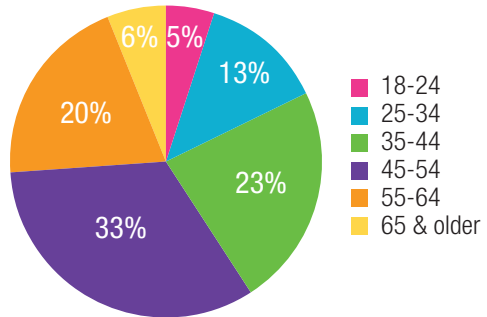
LABOR DAY GENERAL ADMISSION AUDIENCE DEMOGRAPHICS

Approximately 8,000 GA attendees per day

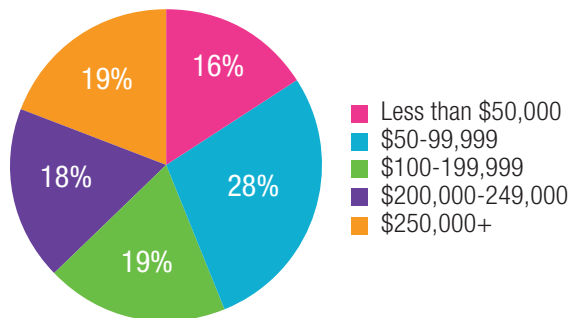
GEOGRAPHICAL BREAKDOWN




AGE



HOUSEHOLD INCOME



View of JAS Patron (VIP) enclave up to stage, with GA Audience at rear.

A woman with long brown hair, wearing a white cowboy hat with a brown braided band and a white lace top, is seen from the back and side. She is holding a white cup. In the background, there is a large outdoor event with a stage, a large blue screen displaying a performance, and a crowd of people. The scene is set outdoors with mountains in the distance.

“Once you’ve attended the JAS Labor Day Experience— with VIP tent access—you will be spoiled for life.”

– *Denver Life Magazine*

VIP EXPERIENCE

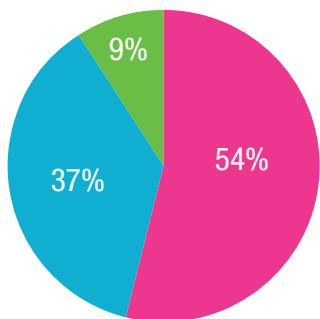
Premium open bars, live cooking stations, gourmet buffets, lavish desserts, upscale restrooms, plush/diverse seating including elevated sky-boxes and viewing platforms, SRO access just steps from the mainstage...these are just a few of the benefits that help the VIP Experience at the JAS Labor Day Experience stand out from others. With weekend ticket packages ranging from \$3,000 - \$25,000+ the VIP area consistently sells out each year at 2,000 guests per day. In addition to being the ideal spot for client hospitality, luxury brand and promotional opportunities in the VIP area guarantee your product or service is delivering your message to the ideal customer. With very limited sponsorship activation opportunities available in the VIP section, brands receive high visibility for maximum results.



LABOR DAY VIP AUDIENCE DEMOGRAPHICS

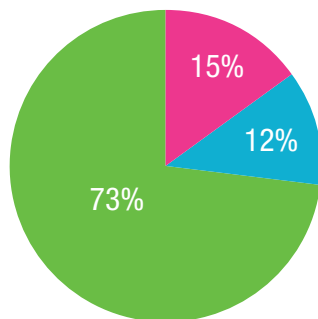
Approximately 2,000 VIP attendees per day

GEOGRAPHICAL BREAKDOWN



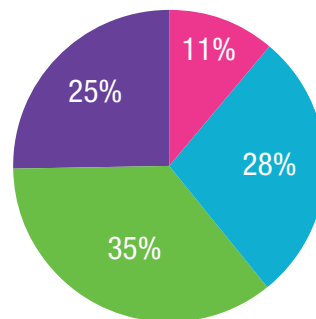
- Out of State
- Roaring Fork Valley
- Elsewhere in CO

HOUSEHOLD INCOME



- Less than \$499,999
- \$500,000-999,999
- 1,000,000+

AGE



- 49 & under
- 50-59
- 60-69
- 70 & older

TOP THREE PERSONIX LIFESTYLE SEGMENTS* REPRESENTED AT THE VIP EXPERIENCE

Summit Estates: The wealthiest of all clusters in terms of net worth. These mostly married parents have a high level of education and are, in every sense, enjoying the good life.

Established Elite: Representing America's elite couples and some singles with no school-age children at home. Some of the highest incomes in the country, these suburban households have substantial net worth and disposable incomes allowing them to pursue high-end luxuries and activities.

Top Professionals: This entire cluster ranks high for both income and net worth, with predominantly professional, technical and management jobs. Homeowners with mixed-age children in the household and three-quarters are married.

** Personix utilizes a wealth of demographic, geographical, lifestyle and behavioral information to segment customers clusters, allowing you to effectively understand, target and connect with consumers.*

JAS

EXPERIENCE

SPONSORSHIP

OPPORTUNITIES

JAS customizes all of its sponsorship packages based on the specific goals of each brand. Whether increased visibility, sales, hospitality, lead generation, philanthropy or other, JAS will work with you on finding the best fit for your needs.



STANDARD SPONSORSHIP BENEFITS

- Category exclusivity
- Customized on-site activations
- On-site sales and sampling opportunities
- Dedicated social posts on event social platforms
- Dedicated eblasts to JAS database
- Logo placement on event print ads and screens
- Promotional spots to run on event screens in between acts
- On-stage acknowledgement at events
- Print ads in the official event programs
- Logo placement on both the JAS website and event app
- Ability to capture data and lead generation
- General admission and/or VIP tickets for hospitality

NAMING OPPORTUNITIES

currently exist for the following assets:

- Title Sponsorship of the JAS June and/or Labor Day Experience
- Presenting Sponsorship of one night of JAS Experience in June and/or Labor Day
- Patron (VIP) Tent Sponsorship of the JAS June and/or Labor Day Experience
- JAS Deck (mid-level ticketed experience) at the Labor Day Experience
- JAS Music Lounge (side stage)
- JAS Village (food/arts/activities)
- Kiddie Corner

Prices available upon request and may be modified with number of Patron (VIP) tickets and specific marketing.

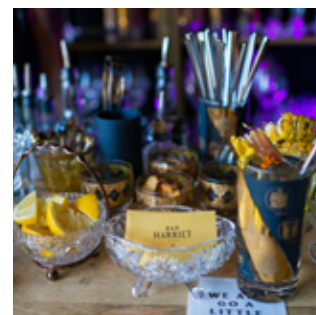


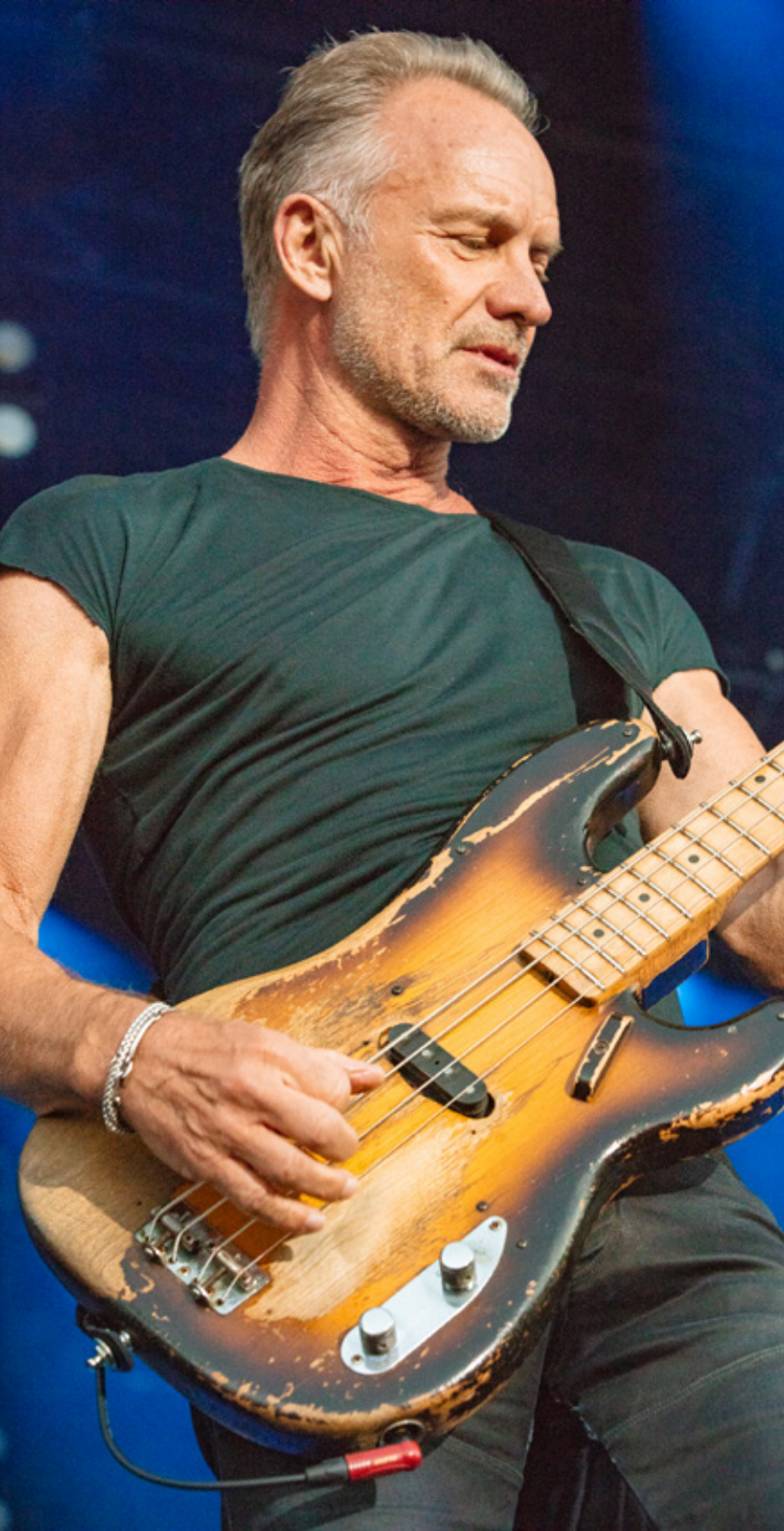


HOSTING/ PRESENTING OPPORTUNITIES

currently exist for the following assets:

- JAS June Experience Sunday New Orleans Brunch
- Individual Venue partnership at the JAS June Experience
- Presenting sponsorship of concert of choice at either the JAS June or Labor Day Experience
- JAS Labor Day Experience VIP Kick-Off Party
- Hosting rights for the JAS Board or Directors/National Council Private Hospitality Tent (top donors)
- After Party Hosting Rights
- JAS Café Series





2024 HOSPITALITY TENT OPTIONS

Option 1: Private Tent and/or Stage Front Box

- Gold 3-Day VIP Passes with Box Access
- Private hospitality area located in the bottom right corner of the JAS National Council tent to include:
 - Option for private food and beverage service within hospitality area

Option 2: Private Third Level Hospitality Tent

- Gold 3-Day VIP Passes with center stage Gold SRO access (minimum of 20 passes)
- New private elevated hospitality area located above the two-level private National Council Tent to include:
 - Option for private food and beverage service within hospitality area

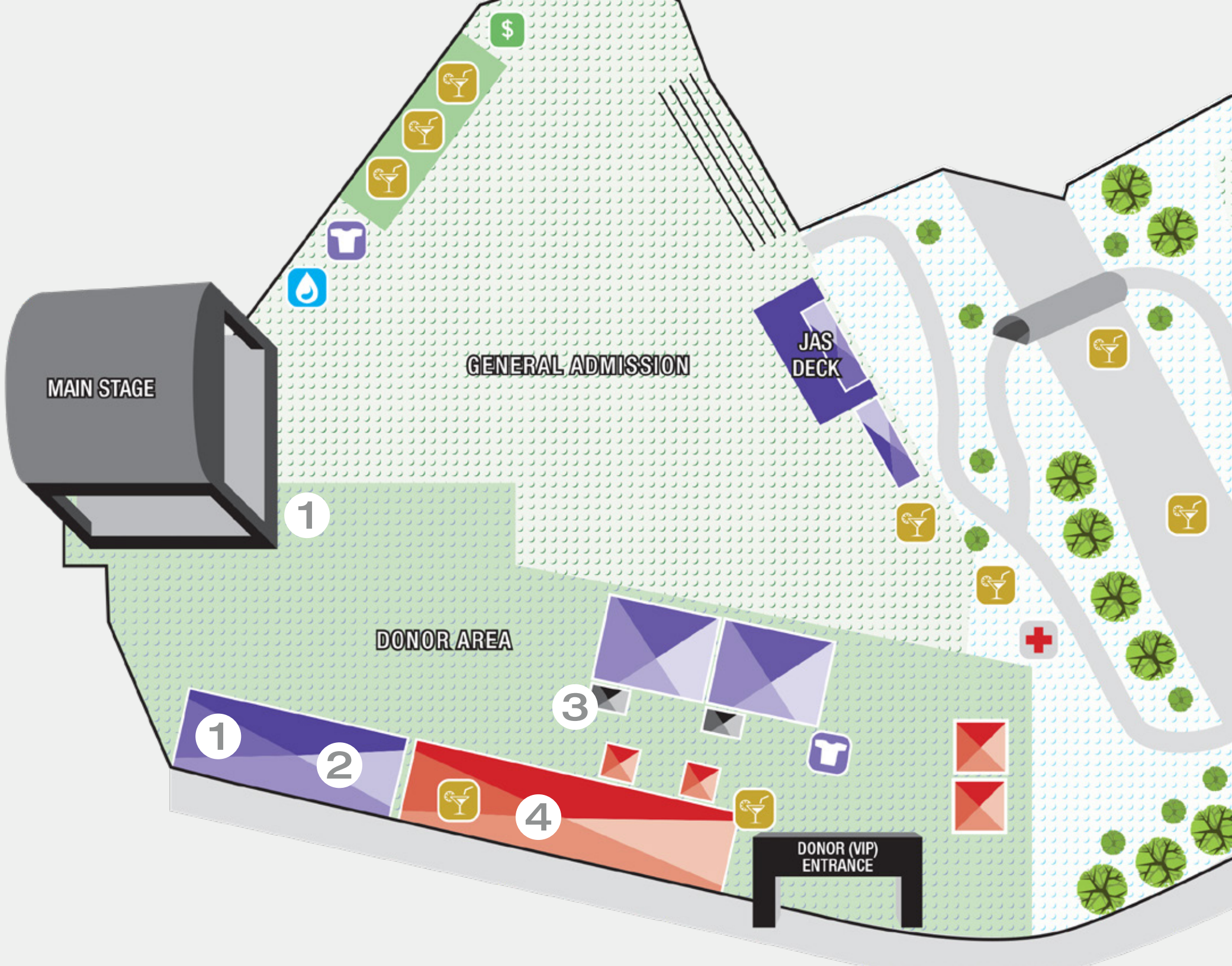
Option 3: Open Hospitality Tent

- Silver 3-Day VIP Passes with stage left SRO access
- 10' x 30' tent for hospitality and promotion to other VIP attendees, includes all silver amenities including complimentary bar and food service

Option 4: Private Elevated Sky-Box and Hospitality Tent

- Silver 3-Day VIP Passes with stage left SRO access
- New private elevated hospitality area located above the VIP dining tent to include:
 - Option for private food and beverage service within hospitality area

Pricing based on location, total amount of tickets requested and any additional marketing/partnership benefits.



MAIN STAGE

GENERAL ADMISSION

JAS DECK

DONOR AREA

DONOR (VIP) ENTRANCE

1

1

2

3

4



Option 1:

JAS National Council double decker structure. Private hospitality area would be on the bottom right side, approx. 1200 sf. Attendees would also have access to box area in front of the main stage.



Option 3:

10' x 20' or 10' x 30' VIP tent with stage viewing access.



Option 2:

Private 3rd story access.



Option 4:

New double decker likeness. JAS version will include 30'x30' sections available for private hospitality.





COMING IN 2025

A NEW
HEARTBEAT
IN THE
DOWNTOWN
CORE

JAS CENTER

2nd floor above the
Historic Red Onion





**INTIMATE
CLUB** (150 Seats)

**listening - jazz, blues,
soul, funk, world + more**

**FLEXIBLE EVENT
SPACE**

gatherings of 100-300

**CLASSROOM
learning**

**STUDIO
recording &
broadcasting**

**\$21 MILLION PLEDGED
ON \$30 MILLION CAMPAIGN**

**FOR MORE INFO: please contact Holly Upper at
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For more information on sponsorship opportunities with Jazz Aspen Snowmass please contact Andrea Beard at 970.920.4996 or abeard@jazzaspensnowmass.org