



JAS

KEEP THE
MUSIC
PLAYING

CAMPAIGN

In the **HEART** of Aspen
For the **SOUL** of Aspen



<u>TERM NAMING OPPORTUNITIES</u>	<u>PAGE(S)</u>
JAS Center - \$10,000,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	4-5
JAS Café & Learning Room - \$5,000,000	6-9
JAS Café - \$5,000,000 or \$3,000,000.....	6-7
JAS Learning Room - \$5,000,000 or \$2,500,000.....	8-9
Recording Studio - \$5,000,000 or \$3,000,000.....	10-11
The Saloon above Red Onion - \$2,000,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	12-13
VIP Lounge - \$1,000,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	14
Control Room of the Studio - \$1,000,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	15
Green Room / Studio's Large Isolation Booth - \$1,000,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	15
Stage - \$1,000,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	15
Gallery on the 1st Floor - \$1,000,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	15
Gallery on the 2nd Floor - \$1,000,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	16
Lobby - \$1,000,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	16
JAS Café Terrace - \$1,000,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	17
Commercial Kitchen - \$750,000.....	17
Mixing Table - \$500,000	18
LED Screen - \$500,000.....	18
Bar in the Saloon - \$500,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	18
Wine Cellar - \$350,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	19
Gallery Terrace - \$350,000	19
Elevator - \$350,000	19
Booth in VIP Lounge - \$250,000.....	19
Isolation Booth - \$250,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	19
Lighting - \$250,000	19
Sound & Speakers - \$250,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	19
Roots & Stream - \$250,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	19
JAS Café Skylight - \$250,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	19
Stairway Corridor - \$250,000	19
Lounge Area in Bar - \$250,000.....	19
Closets Flanking Stage (2) - \$250,000 each	19
Side Booths in JAS Café (3) - \$200,000 each – <i>ALL THREE SOLD FOR NAMING OPPORTUNITIES</i>	19
Piano - \$200,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	19
Booth in the Bar - \$200,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	19



TERM NAMING OPPORTUNITIES

PAGE(S)

Green Room Bar - \$200,000	19
Office - \$200,000	19
Sound Booth Alcove - \$200,000	19
Storage Closet (2) - \$200,000 each.....	20
Center Booth in JAS Café (5) - \$150,000 each.....	20
Stage Right Booth in JAS Café (5) - \$150,000 each.....	20
Storage in Back Hall - \$150,000.....	20
Wait Station - \$150,000.....	20
AV Room - \$150,000.....	20
Lobby Skylight - \$150,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>.....	20
Pony Wall in Bar - \$150,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>.....	20
Microphone Display - \$150,000.....	20
Aspen Mountain View - \$150,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>	20
Independence View - \$150,000 – <i>SOLD FOR NAMING OPPORTUNITY</i>.....	20
Coat Closet - \$150,000	20
All Gifts \$149,000 and Lower	20
Donor Wall	20

JAS CENTER - \$10,000,000

SOLD FOR NAMING OPPORTUNITY

RECOGNITION:

This naming opportunity would provide recognition in a few different locations both inside and visible off the Cooper Avenue Mall within the City of Aspen's guidelines for signage. Here are some of the examples of potentially where the naming opportunity will be displayed.

MEDIA & PR: Recognized in all media, PR & stage announcements, as the (last name of donor) JAS Center @ Red Onion.



View of the sign from the Cooper Avenue Mall on the outside of the JAS Terrace



View of the sign for the JAS Center at the entrance off the Cooper Avenue Mall

JAS CENTER - \$10,000,000

SOLD FOR NAMING OPPORTUNITY



View exiting the elevator into JAS Center Lobby & Check-in



Terrace view visible from the Cooper Avenue Mall

JAS CAFE WITH SIGN ON THE OUTSIDE OF THE BUILDING - \$5,000,000 JAS CAFÉ (INSIDE ONLY) - \$3,000,000



View of the JAS Café and Learning Room from the windows of the Studio

USAGE OF SPACE:

This is the room that will host our intimate & diverse weekly summer and winter live performances of jazz, blues, soul & more in the evenings has live broadcasting capabilities and will also transition to serve as a classroom on many days throughout the school year. Seating capacity will be **150 + 25** summer patio.

- » **JAS Café Performances:** This room will allow the JAS Café performances to have a permanent home with more consistent programs. Currently, JAS has been nimble at finding different locations but that is getting harder each year.
 - **IMPACT:** JAS will have control of its schedule and be able to have performances on nights and weekend that were not available to us before growing the number of nights from 20 to 52 in the first year of operations and up to 75 annual nights of usage.

- » **Year-Round Programming for Next Generation:** This room and the entire facility will give JAS the opportunity to program to the next generation of young supporters. With a permanent facility open on a consistent basis, JAS can program DJ's and music programming that appeals to the young crowd starting after the JAS Café performances and on off nights. The commercial core allows for operations until 2 AM, opening significant new programming opportunities, including late night comedy.
 - **IMPACT:** This will engage the next generation of supporters on a year-round basis opposed to only at the Labor Day Experience.

JAS CAFE WITH SIGN ON THE OUTSIDE OF THE BUILDING - \$5,000,000

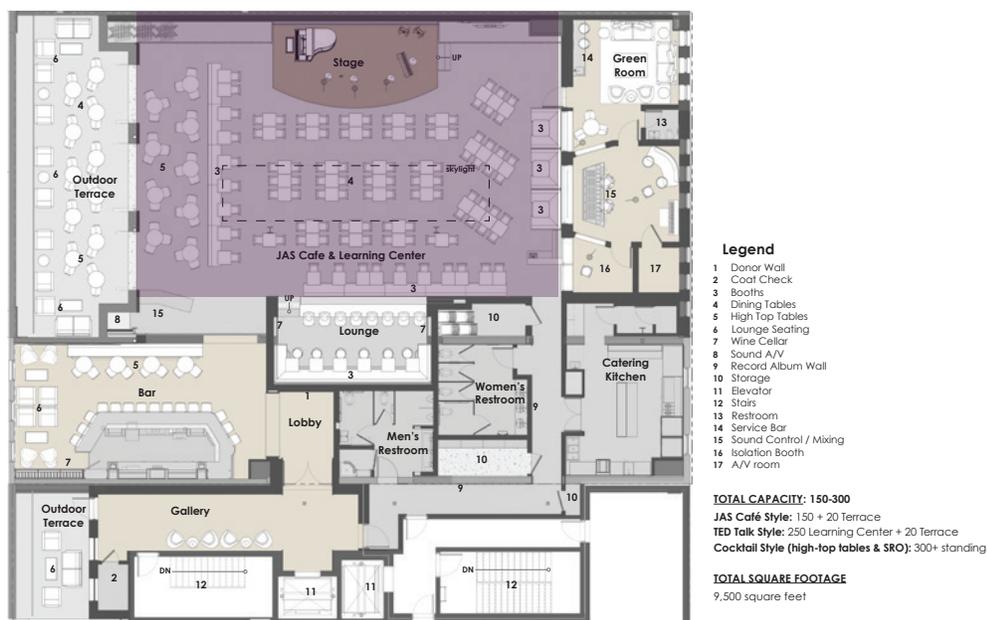
JAS CAFÉ (INSIDE ONLY) - \$3,000,000

RECOGNITION:

\$3,000,000 Naming Gift for the JAS Café: The main venue room will host the name of the JAS Café's lead naming donor prominently on one wall.

\$5,000,000 Naming Gift for the JAS Café with signage on the outside of the building: The JAS Café's lead donor will have everything stated above and have their name incorporated with JAS Café sign on the outside of the building, next to the main JAS Center sign, visible off the Cooper Avenue Mall, within the City of Aspen's guidelines for signage.

MEDIA & PR: For both monetary levels, when used for performances and broadcasting purposes associated with those performances, the room will be referenced as the JAS Café with the agreed upon naming opportunity for all publication and promotional purposes.



JAS Café & Learning Room Layout



LEARNING ROOM WITH SIGN ON OUTSIDE OF THE BUILDING - \$5,000,000 JAS LEARNING ROOM (INSIDE ONLY) - \$2,500,000



USAGE OF SPACE:

This is the same room that will host our performances (JAS Café & other performances) in the evenings, has live broadcasting capabilities and will transition into a classroom year-round for:

- » **JAS Local Education Initiatives:** The JAS Learning Room will offer local students from Aspen to Parachute a consistent space to host rehearsals, classroom study, music production and performances that currently are not available to them. Having a permanent home will not only allow JAS to grow our current programming but it will also enable us to create and execute more music education programs and opportunities that appeal to a broader student base, allowing JAS to reach and have greater impact on more diverse groups of students. (Please see below regarding the usage of the studio and live broadcasting space as an example of developing more transformational programming for young music students.)
 - **IMPACT:** Local Education Initiatives (LEI) are a vital part of our programming and a central component of what JAS offers to the community. For those dedicated to their craft, these programs offer chances and many times the means to open doors for future opportunities. In the past few years, we have had at least 5 students receive full scholarships to continue their studies at colleges such as Berklee School of Music and the University of Colorado at Denver. For others these programs can be the outlet they need or the social setting that helps them thrive at school.

- » **JAS Academy:** Since the JAS Academy restarted in 2018, the all-scholarship program has been presented in a variety of locations including the Snowmass Conference Center and the Gant Conference Center. The acoustics and the dynamics of a conference room are distinctly inferior to the setting that the JAS Learning Room would provide students in the areas of acoustical treatment, stage, lighting, and real-life performance atmosphere. Having a permanent home for the program would elevate the students' experience and the instructors' ability to teach as well as offer the potential to continue growing the program in the future and hosting more students. Currently this program hosts around 45 bright young students from national and international locations, over four (4) weeks each summer.
 - **IMPACT:** Many of the alumni of the JAS Academy have gone on to have very fruitful careers as jazz performers with many of them coming back to grace the main stage of the JAS Café and June Experience. Former Student Highlights: Jon Batiste, Gerald Clayton, Ben Williams, Isaiah J. Thompson, Ulysses Owens Jr., Michael Dudley, Luther Allison and so many more.

LEARNING ROOM WITH SIGN ON OUTSIDE OF THE BUILDING - \$5,000,000

JAS LEARNING ROOM (INSIDE ONLY) - \$2,500,000

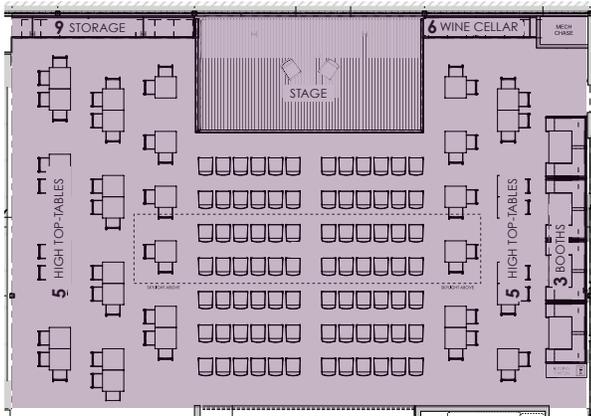
» **Additional Adult Learning Programming:** This room will not only be used by JAS for educational opportunities and lectures for both youth and adults but by other non-profits and private entities to host TED talk type events, like Aspen Ideas, corporate executive meetings, screenings, broadcasting, and more, all presented with the venue's full world-class permanent audio/visual equipment. A venue of this size and format has been identified by the City of Aspen as a necessary asset for the community. It also affords JAS the ability to dream up more collaborative partnerships for new educational opportunities from CMC to AMFS, and other regional not-for-profits.

RECOGNITION:

\$2,500,000 Naming Gift for the JAS Learning Room: The main room will host the name of JAS Learning Room's lead naming donor prominently on one wall.

\$5,000,000 Naming Gift for the JAS Café with signage on the outside of the building, next to the main JAS Center sign, visible off the Cooper Avenue Mall, within the City of Aspen's guidelines for signage.

MEDIA & PR: For both monetary levels, when used for educational purposes, the room will be referenced as the JAS Learning Room with the agreed upon naming opportunity for all publication and promotional purposes.



Meeting, Special Event, and Education Space / Ted Talk Layout

Ideal space for corporate, private, community and government meetings or gatherings. One-of-a-kind Aspen core space: airy & light, indoor and outdoor. Permanent stage sound & lights, full A/V capabilities and commercial kitchen.



RECORDING STUDIO WITH SIGN ON OUTSIDE OF THE BUILDING - \$5,000,000 RECORDING STUDIO (INSIDE ONLY) - \$3,000,000



View of the Control Room with the stage of the JAS Café (red lighting in the center)
behind in view of the windows from the Studio

USAGE OF STUDIO:

The JAS Center Studio vision is inspired by a handful of iconic music studios world-wide, both metropolitan and remote. But this studio will be vastly different in one fundamental way, combining an intimate “live performance room” for The JAS Café and other performances, with a new, world-class multi-purpose studio recording, production & broadcast facility under one roof and separated only by a glass window. The Studio will offer JAS’ music education programs for local school students stretching from Aspen to Parachute the opportunity for hands-on experience in a professional recording studio. Additionally, the prestigious JAS Academy produced in collaboration with the Frost School of Music will offer gifted young student artists professional training and recording opportunities. The Studio will be built to the highest technical and production standards allowing “A” level pop Artists the opportunity to polish tracks and record segments of their current recording projects with an Aspen backdrop. Over time, the JAS studio will become a Creative Sanctuary for legendary artists, as well as emerging next gen stars and students, embracing diverse genres of music. JAS aspires to create the same world-wide reputation for excellence in its recording projects as it has achieved during its 30 + years of “live” concert programming. The JAS Center studio, with 21st century broadcast capability, will be a magnet for great Artists for generations to come.

EDUCATIONAL OPPORTUNITIES WITHIN THE STUDIO AND LIVE BROADCASTING:

- » **JAS Local Education Initiatives:** JAS has a desire to offer our Valley youth an opportunity to learn how to record their own music and expand the scope of our educational programming. We currently do this on a small scale but with dedicated studio time available this could be a more consistent part of our educational offerings. The other aspect that is appealing about having a studio and live broadcasting room (JAS Learning Room) at our disposal is that it offers a unique opportunity for a different array of music loving students. Not every student is keen on or has the ability to play an instrument, but they might be interested in the production, broadcasting, or the sound engineering side of the music industry. Having this professional grade studio and live broadcasting room allows JAS to build out programming for those students offering a diverse approach to entering the music industry beyond traditional music instruction and

RECORDING STUDIO WITH SIGN ON OUTSIDE OF THE BUILDING - \$5,000,000 RECORDING STUDIO (INSIDE ONLY) - \$3,000,000

opening prospects for higher education in these areas that do not necessarily require the conventional 4-year college experience and ultimately leads to an emerging career in the music industry.

- » **JAS Academy:** By utilizing the University of Miami, Frost School of Music's curriculum, the JAS Academy puts emphasis on the business of music; teaching the students all the nuances of the music industry in a "comprehensive, experiential and transformative" way to make them successful in finding a career in the industry. A major component of the students' time at the Academy is recording. Currently, faculty makeshifts a studio in a conference room that is acoustically subpar but works for educational purposes. At the end of each session the students have been taught how to effectively market and sell their band to presenting companies and organizations like JAS, Blue Note, Dizzy's at Jazz at Lincoln Center, etc. through their press kits, marketing materials, presentation and final album recording to procure performance opportunities. With a professional grade recording facility, this will raise the level of both the instruction and their final recording, giving the students the tools necessary to be successful in the future.

IMPACT:

Through both recording & broadcasting, the studio will allow JAS to engage Artists across the many diverse genres of music it presents through the JAS Café and the JAS June & Labor Day Experience and significantly increase the exposure of the JAS brand nationally and internationally. Once it has time to grow, the studio and JAS Center can create relationships and opportunities that connect to all areas of the organization, including the Labor Day Experience and ultimately use 75+ days/nights a year.

RECOGNITION:

\$3,000,000 Naming Gift for Recording Studio: The Studio will host a naming opportunity outside the entry to the room and be referred to as such in publications and promotional material when applicable, including on any recordings of individual tracks or entire albums that are recorded there, in-studio or live, and in all JAS PR & media related to the studio, whether analog or digital.

\$5,000,000 Naming Gift for the Recording Studio with signage on the outside of the building: The Recording Studio lead donor will have everything stated above and have their name incorporated with the Studio sign on the outside of the building, next to the main JAS Center sign, visible off the Cooper Avenue Mall, within the City of Aspen's guidelines for signage.



THE SALOON ABOVE RED ONION - \$2,000,000

SOLD FOR NAMING OPPORTUNITY



View into the Saloon from the Lobby Area

USAGE OF SPACE:

This is the historic space above the original, legendary Red Onion Bar. This will be the space where drinks are slung for patrons of the JAS Center. With a wide-open space into the JAS Café & Learning Room, the bar area will serve as additional seating for performances and events. This layout is very typical of jazz clubs from New York City to London, Paris or Tokyo, where a rectangular bar is found at the side or rear of the venue..

IMPACT:

This gives JAS the opportunity to have a revenue source for beverage sales, which is not an option currently through renting facilities. It also allows JAS to sell cheaper tickets to its performances with seating in the bar area, a common application for most jazz clubs. JAS hopes (plans) to develop consistent “throwback pricing” for inexpensive happy hour drinks.

RECOGNITION:

The Saloon will host a naming opportunity within the room itself and be referred to as such in publications and promotional materials.

THE SALOON ABOVE RED ONION - \$2,000,000



View into the JAS Café & Learning Room from the Saloon



Saloon Layout

VIP LOUNGE - \$1,000,000

SOLD FOR NAMING OPPORTUNITY

USAGE OF SPACE:

This space will be a special alcove in the JAS Center that will feature a retractable curtain with a view to the JAS Café & Learning Room to host private functions prior to the shows. It will have a capacity for 16 people.

RECOGNITION:

The VIP Lounge will host a naming opportunity within the room itself and be referred to as such in publications and promotional materials.



View from the back booth of the VIP Lounge

VIP Lounge Layout



OTHER OPPORTUNITIES

Control Room of the Studio - \$1,000,000

- *SOLD FOR NAMING OPPORTUNITY*

USAGE OF SPACE:

This is the heart and soul of the studio where the magic takes place. Not only will it be used for popstars to record but it creates a multitude of amazing educational opportunities for JAS' students.

RECOGNITION:

The Control Room will host a naming opportunity within the room itself and be referred to as such in publications and promotional materials.

Green Room / Studio's Large Isolation Booth - \$1,000,000 - *SOLD FOR NAMING OPPORTUNITY*

USAGE:

This is the room that serves as the waiting lounge for performers before, during and after their show and as being sound proof to transition into being largest Isolation Booth for the Studio..

Stage - \$1,000,000 - *SOLD FOR NAMING OPPORTUNITY*

RECOGNITION:

The stage that houses all the performances will have a naming opportunity displayed on the face of the stage that is visible to the crowd.

Gallery on 1st Floor - \$1,000,000 - *SOLD FOR NAMING OPPORTUNITY*

RECOGNITION:

When you enter the JAS Center the first room you enter is the 1st Floor Gallery. This along with the 2nd Floor will create a two-story Gallery hosting rotating thematic exhibits of memorable Artist performances drawn from JAS' 30 years of archived photos, as well as, visiting iconic music photography collections. This will have a naming opportunity visible to all that enter the JAS Center.

OTHER OPPORTUNITIES



Gallery on 2nd Floor - \$1,000,000 - *SOLD FOR NAMING OPPORTUNITY*

RECOGNITION:

The 2nd Floor Gallery will be an important space. It is where everyone will enter the JAS Center from either the stairs or the elevator and it will expand the event space where cocktail receptions will be hosted.

Lobby Area - \$1,000,000 - *SOLD FOR NAMING OPPORTUNITY*

USAGE OF SPACE:

The Lobby will be the first point of contact for visitors before all JAS events.



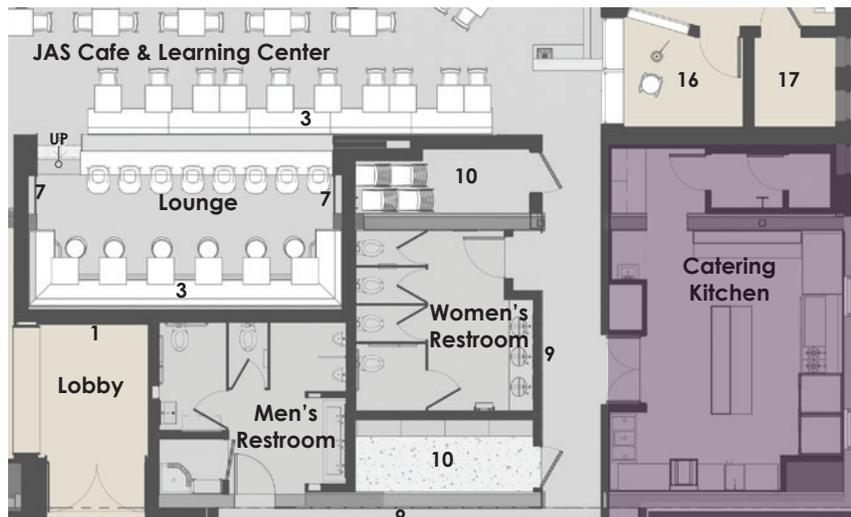
OTHER OPPORTUNITIES



JAS Center Terrace - \$1,000,000 - *SOLD FOR NAMING OPPORTUNITY*

USAGE OF SPACE:

The beautiful terrace boasts views of Aspen Mountain and will surely be a popular hot spot in the summer to enjoy music a la fresca as the music spills over to the Cooper Avenue Mall.



Commercial Kitchen - \$750,000

USAGE:

Full capabilities commercial kitchen, including 9' hood, burners, ovens, walk-in refrigerator and sufficient counter space for serving 150-275+ people. The kitchen in combination with the permanent stage, sound and lighting make it a turnkey operation for any sophisticated public or private special event gathering.

OTHER OPPORTUNITIES



Mixing Table in Studio - \$500,000

USAGE:

No Studio would be complete without the mixing table. The master sound engineers use it for combining, routing, or changing the level, tone and / or the dynamics of the audio captured in the different isolation booths and central room to create a cohesive composition... aka song. JAS' Studio will have both analog and digital capability.

LED Screen - \$500,000

USAGE:

Located behind the stage in the JAS Café and Learning Room, the LED Screen will be utilized to enhance performances through the use of visuals to accompany shows, as well as an asset for events and meetings to display curated material.

Bar in the Saloon - \$500,000 - *SOLD FOR*

NAMING OPPORTUNITY

USAGE:

This is the historic space above the notorious Red Onion Bar and will serve as the bar for the JAS Center.

OTHER OPPORTUNITIES

Wine Cellar - \$350,000 - *SOLD FOR NAMING OPPORTUNITY*

Gallery Terrace - \$350,000

Elevator - \$350,000

Booth in VIP Lounge - \$250,000

Isolation Booth - \$250,000 - *SOLD FOR NAMING OPPORTUNITY*

Lighting - \$250,000

Sound & Speakers - \$250,000 - *SOLD FOR NAMING OPPORTUNITY*

Roots & Stream - \$250,000 - *SOLD FOR NAMING OPPORTUNITY*

JAS Café Skylight - \$250,000 - *SOLD FOR NAMING OPPORTUNITY*

Stairway Corridor - \$250,000

Lounge Area in Bar - \$250,000

Closets Flanking Stage (2) - \$250,000 each

Side Booths in JAS Café (3) - \$200,000 each

ALL THREE (3) BOOTHS SOLD FOR NAMING OPPORTUNITIES

Piano - \$200,000 - *SOLD FOR NAMING OPPORTUNITY*

Sound Booth Alcove - \$200,000

Booth in the Bar - \$200,000 - *SOLD FOR NAMING OPPORTUNITY*

Green Room Bar - \$200,000

Office - \$200,000

OTHER OPPORTUNITIES

Storage Closet (2) - \$200,000 each

Center Booth in JAS Cafe (5) - \$150,000 each

Stage Right Booth in JAS Cafe (5) - \$150,000 each

Storage in Back Hall - \$150,000

Wait Station - \$150,000

AV Room - \$150,000

Lobby Skylight - \$150,000 – *SOLD FOR NAMING OPPORTUNITY*

Pony Wall in Bar - \$150,000 – *SOLD FOR NAMING OPPORTUNITY*

Microphone Display - \$150,000

Aspen Mountain View - \$150,000 – *SOLD FOR NAMING OPPORTUNITY*

Independence View - \$150,000 – *SOLD FOR NAMING OPPORTUNITY*

Coat Closet - \$150,000

All Gifts \$149,999 and Lower

JAS will highlight all names on the cassette recognition wall.

Donor Wall

There will be Donor Wall that will display all donors' names that generously gave to the Campaign. It will be in the 2nd floor entrance Lobby on the most prominent wall.

ENDOWMENT / IN-PERPETUITY NAMING OPPORTUNITIES

<u>NAMING OPPORTUNITIES</u>	<u>PAGE</u>
Endowment of President/CEO - \$2,000,000	22
JAS Photography & Media Education Endowment - \$1,000,000	22
JAS Academy Program Director - \$750,000	22
Instruments for Local Music Students - \$500,000	22
JAS Academy Student Scholarship (40) - \$400,000 each	22
JAS Café Artist (30) - \$250,000 each	22
JAS Summer Camp Scholarship - \$250,000	22
JAS Faculty Teacher Grant (15) - \$250,000 each	23
JAS In-Schools Director - \$250,000	23
JAS Pays to Play Fund - \$250,000	23
Berklee Student Scholarship (3) - \$150,000 each – <i>TWO NAMING OPPORTUNITIES STILL AVAILABLE...</i>	23
Listen Up! Artist Lecture (10) - \$150,000 each	23
JAS Step-Up Student Scholarship (10) - \$150,000 each	23

ENDOWMENT / IN-PERPETUITY NAMING OPPORTUNITIES

Endowment of President / CEO - \$2,000,000

USAGE:

This is an endowment for the funding of the President / CEO position

JAS Photography & Media Education Endowment - \$1,000,000

USAGE:

Funding will support the rotating exhibits in both the 1st and 2nd Floor Gallery

JAS Academy Program Director - \$750,000

USAGE:

Funding will support the JAS Academy Program Director position. This is the person that coordinates and implements the curriculum for the all scholarship JAS Academy.

Instruments for Local Music Students - \$500,000

USAGE:

Funding will support providing much needed instruments and instrument repairs for the local music students and schools.

JAS Academy Student Scholarship (40) - \$400,000 each

USAGE:

Funding will provide one student with a scholarship for the JAS Academy in collaboration with Frost School of Music at the University of Miami. The JAS Academy is a full scholarship program, with all travel, lodging, tuition and meals provided. The goal of the JAS Academy is to identify and assist the most talented artists embracing jazz fundamentally while exploring a myriad or related and unrelated forms of music at the highest level of quality and developing critical business if music skills to help them succeed in establishing a viable career in music.

There will be at least 40+ naming opportunities for the various students that attend the JAS Academy.

JAS Café Artist (30) - \$250,000 each

USAGE:

Funding will support providing the funds necessary to bring an Artist to the JAS Café.

There will be at least 30 naming opportunities for the various artists performing throughout the year at the JAS Center.

JAS Summer Camp Scholarship - \$250,000

USAGE:

Funding will support the scholarship for the local students to the JAS Summer Camps that are one-week sessions targeted toward applied techniques for intermediate, and advanced players.

ENDOWMENT / IN-PERPETUITY NAMING OPPORTUNITIES

JAS Faculty Teacher Grant (15) - \$250,000 each

USAGE:

Funding will support the Faculty Assistance Program that brings local musicians into classrooms to offer student assistance in an instrument that is not their teacher's discipline or in classes that are so large instructors aren't able to offer the individual assistance that may be needed.

There will be at least 15 naming opportunities for the various teachers that educate in the LEI programs..

JAS In-Schools Director - \$250,000

USAGE:

Funding will support the vital role of our In-Schools Director who manages, maintains and grows our LEI programs.

JAS Pays to Play Fund - \$250,000

USAGE:

Funding will support the Pays to Play fund that is a private lesson fund allowing Roaring Fork Valley youth to take private music lessons in any discipline from a local instructor recommended by JAS. JAS pays for 3 hours of lessons to increase opportunities for music education, which supporting the economy of local musicians financially.

Berklee Student Scholarship (3) - \$150,000 each

1 SOLD FOR NAMING OPPORTUNITY, 2 STILL AVAILABLE

USAGE:

Funding will support the lodging and travel portion of attending the Berklee 5-week summer program. Currently JAS works with Berklee City Music to offer scholarships for deserving students to attend the prestigious summer program.

There will be at least 3 naming opportunities for the various students that receive scholarships to attend the Berklee 5-week summer program on an annual basis.

Listen Up! Artist Lecture (10) - \$150,000 each

USAGE:

Funding to support the adult education initiative and in particular the JAS Listen Up! pre-concert discussions, in which artists performing at the JAS Café discuss their personal history and the history of the origin of the music they will perform.

There will be at least 10 naming opportunities for the various visiting artists participating in the lectures.

JAS Step-Up Student Scholarship - \$150,000

USAGE:

Funding will support the Step-Up program that has a goal of helping local students and families financially to acquire intermediate to professional quality instruments so they will be better equipped to succeed in their musical goals.

There will be at least 10 naming opportunities for the various students receiving instruments.