



Charles R. Drew University of Medicine and Science  
2017 JAZZ AT DREW SPONSORSHIP OPPORTUNITIES



**Presenting Sponsor • \$150,000**

- Category exclusivity for your premium business segment (e.g. automotive, beverage, etc.)
- Name incorporated in event title
- On-site branding
- Product placement
- Prominent branding to include:
  - All event press releases to include Presenting Sponsor's name
  - Specific press release regarding partnership with sponsor
  - Stage branded with Presenting Sponsor's logo
  - On stage recognition and introduction
  - Name and logo advertisement and web link on CDU website and Jazz at Drew web page
  - Name and logo on step and repeat and at red carpet VIP reception
  - Name and logo on all festival promotional materials
  - Name and logo on CDU social media networks
  - Name and logo on thank you ads
- One 6-person cabana
- Two reserved VIP tables to festival and 8 passes to VIP reception
- Four backstage passes
- Name inclusion on Brick Wall of Honor on University campus
- CDU President's Annual Donor Recognition Reception invitation
- Annual Report recognition
- Additional partnership opportunities can be negotiated

**Entertainment Sponsor • \$75,000**

- Category exclusivity for your premium business segment
- Web banner on Jazz at Drew web page
- On-site branding
- Product placement
- Prominent branding to include:
  - All event press releases to include Entertainment Sponsor's name
  - Sponsor's name on festival posters and all promotional materials
  - Name and logo advertisement and web link on CDU website and Jazz at Drew web page
  - Name and logo on CDU social media networks
  - On-stage recognition
  - Name and logo on thank you ads
- Two reserved VIP tables and 8 passes to VIP reception
- Two backstage passes
- CDU President's Annual Donor Recognition Reception invitation
- Annual Report recognition
- Additional partnership opportunities can be negotiated



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**Diamond Sponsor • \$50,000**

- Name listed as Diamond Sponsor on all promotional materials as exclusive VIP Reception sponsor
- Promotional product placement
- Prominent branding to include:
  - All event press releases to include Diamond Sponsor's name
  - Sponsor's name on festival posters and all promotional materials
  - Name and logo on CDU social media networks
  - Name and logo advertisement and web link on CDU website and Jazz at Drew web page
  - On stage recognition
  - Name and logo on thank you ads
- Eight passes to VIP reception and two reserved VIP tables to festival
- CDU President's Annual Donor Recognition Reception invitation
- Annual Report recognition
- Additional partnership opportunities can be negotiated

**Platinum Sponsor • \$25,000**

- Name listed as Platinum Sponsor on all promotional materials
- Opportunities for product sampling and one-to-one interaction with consumers
- Prominent branding to include:
  - All event press releases to include Platinum Sponsor's name
  - Sponsor's name on festival posters and all promotional materials
  - On stage recognition
  - Name and logo advertisement on events web page and Jazz at Drew web page
  - Name and logo on CDU social media networks
  - Name and logo on thank you ads
- Eight VIP tickets to festival and VIP reception
- CDU President's Annual Donor Recognition Reception invitation
- Annual Report recognition

**Gold Sponsor • \$10,000**

- Name listed as Gold Sponsor on all promotional materials
- Prominent branding to include:
  - All event press releases to include Gold Sponsor's name
  - Sponsor's name on all festival posters and promotional materials
  - Name and logo advertisement on CDU website and Jazz at Drew web page
  - Name and logo on thank you ads
  - Name and logo on CDU social media networks
- Four VIP tickets to festival and VIP reception
- CDU President's Annual Donor Recognition Reception invitation
- Annual Report recognition

**Jazz at Drew Scholar Sponsor • \$3,500**

- Sponsor CDU student scholarships
- Two festival tickets
- Two tickets to VIP festival and VIP reception
- CDU President's Annual Donor Recognition Reception invitation
- Annual Report recognition



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**Advertising Opportunities**

- Full page ad (Front inside cover) **\$2,500**
- Full page ad (Back inside cover) **\$2,500**
- Standard ad **\$1,500**

Ad Specifications:

- Color
- Full Page (Vertical) 8.5” x 11”
- High Resolution PDF / PNG / JPEG
- Ad Deadline September 14, 2017

**Customize Your Sponsorship**

- I would like to personalize my sponsorship (please call 323-357-3669)
- Exhibit and Jazz at Drew Program advertising available (please call 323-357-3669)



# SPONSORSHIP LEVELS 2017

- Presenting Sponsor \$150,000
- Entertainment Sponsor \$75,000
- Diamond Sponsor \$50,000
- Platinum Sponsor \$25,000
- Gold Sponsor \$10,000
- JAD Scholar Sponsor \$3,500
- Cabana (Seats 6)
- VIP Table (Seats 4)
- VIP Individual Ticket \$125
- Lawn Seating \$65
- General Admission Ticket \$50

## ADVERTISING OPTIONS

- Full Page Ad (Front inside cover) \$2,500
- Full Page Ad (Inside back cover) \$2,500
- Full Page Ad \$1,500

AD SPECS : Color • Full Page (Vertical) 8.5" x 11" • High Resolution PDF / PNG / JPEG • Ad Deadline September 14, 2017

Name/Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

We would like our company name to appear in the event program and publications.

Please print your name exactly as you wish it to appear \_\_\_\_\_

We would not like our company name to appear in the event program and publications.

Commitments must be made and paid in full by **September 14, 2017**.

I am unable to participate, but would like to send a contribution in the amount of \$ \_\_\_\_\_

Please find a check enclosed made payable to Charles R. Drew University of Medicine and Science

Please charge a gift of \$ \_\_\_\_\_  American Express  MasterCard  Visa  Discover

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Signature \_\_\_\_\_

For more information, please contact the Office of Strategic Advancement at (323) 357-3669 or advancement@cdrewu.edu  
1731 E. 120<sup>th</sup> Street • Los Angeles, CA 90059 • (323) 357-3669 Telephone • (323) 568-3339 Fax • www.cdrewu.edu  
For online Sponsorship and Ticket purchase: www.cdrewu.edu/jazzatdrew