



Hillfest Sponsorship Package

www.hillfest.org

October 9th-12th, 2019

www.capitolhilljazzfoundation.org

Hillfest is an annual Jazz extravaganza in Capitol Hill; a conference of musicians, educators and enthusiasts in the music industry; a music exposition which showcases the wide array of musical instruments and technology; and a daylong outdoor music festival held at Garfield Park the second week in October.

- The two-day music conference features a range of topics from arts policy to music technology, featuring panelists from the music industry, local government and music educators.
- The music exposition is one full day of music vendors showcasing the latest innovations of musical instruments, digital technology and recording services.
- Conference and expo events take place at different venues on Capitol Hill including, but not limited to, Mr. Henry's restaurant, the Yards coworking space and the Capitol Hill Arts Workshop.
- Each evening of the conference will conclude with a Jazz Jam session.
- The culminating festival will be held outdoors at Garfield park all day on October 12th.
- The festival will feature a variety of Jazz band performances, high school marching band, modern dance and children's storytelling split amongst two stages.
- The festival will feature food and craft vendors and international, national, regional and local acts.
- This festival is free and open to the public.



Bobby Felder and the Capital All-Stars Big Band (Photo by Darwyn Dave)

Sponsorship Levels

Sole Title Sponsor: \$15,000

- Sole presenting title sponsor of weeklong conference, expo and music festival
- Night for two and free rounds of golf at Pine Needles Resort in Pinehurst, NC
- Logo displayed for four weeks on the platform of Eastern Market Metro Station
- Logo displayed on Hillfest.org and capitolhilljazzfoundation.org
- Logo displayed on both stages
- Logo displayed on all marketing materials and mentioned during promotional appearances on radio and television the week before the festival
- Meet one of our Headliners the night before at a Jam

Main Stage Sponsor: \$10,000

- Presenting sponsor of the festivals main stage
- Logo displayed on main stage
- Logo displayed on website and printed marketing materials
- Meet one of the Headliners the night before at a Jam
- Logo displayed for four weeks on platform of Eastern Market Metro Station

Second Stage Sponsor: \$5,000

- Presenting sponsor of the festivals second stage
- Logo displayed on the second stage
- Logo displayed on website and printed marketing materials
- Logo displayed for four weeks on platform of Eastern Market Metro Station

Conference Sponsor: \$2,500

- Presenting sponsor at the two-day conference sessions
- Logo displayed on Eastern Market Metro platform
- Logo displayed on website and printed marketing materials.

Community Sponsor: \$1,500

- Logo displayed on website and printed marketing materials
- Logo displayed on Eastern Market Metro platform
- Presenting sponsor for one of the evening jam sessions

Jam Session Sponsor: \$500

- Entrance-for-two to and special recognition at all conference sessions, expo, jam sessions and announced from the second stage

Sponsorship Submission Information

We ask that sponsorship payment be made in the form of a check addressed to the **Capitol Hill Jazz Foundation** and mailed to **700 Pennsylvania Ave. S.E.**

Washington, D.C. 20003 and to be **received no later than Friday August 24th, 2019** to ensure full inclusion in printed marketing materials.

Capitol Hill Community Brief Overview

(Information provided by Washington D.C. Economic Partnership's Neighborhood Profiles 2018 Report)

- **Eastern Market**

One of D.C.'s oldest public markets, Eastern Market has been a bustling hub for residents and tourists since 1873.

- **Historic District**

Located in one of the nation's largest historic districts, the Capitol Hill trade area includes the U.S. Capitol, Senate and House office buildings, Supreme Court and the Library of Congress, and D.C.'s oldest commercial corridor-Barracks Row.



Photo of Eastern Market (photo by Agnosticpreacherskid)

Target Audience Economic Data

Source: Washington, D.C. Economic Partnerships Neighborhood Profiles 2017 Report

Eastern Market Neighborhood Economic Data

Population

Population: 45,273

Male: 49%

Female: 51%

High School Graduate: 96%

Bachelor's Degree: 79%

Graduate/Professional Degree: 48%

Households

Owner-Occupied: 46%

Renter-Occupied: 54%

Median Household Value: \$732,497

Income

Average HH: \$161,951

MEDIAN HH: \$116,309

HH Income \$75k+: 71%

Average HH Disposable: \$100,332

Age

Age <20: 14%

Age 20-34: 35%

Age 35-64: 40%

Age 65+: 12%

Consumer Expenditures

Apparel: \$100,770

Entertainment and Recreation: \$134,389

Healthcare: \$216,554

Capitol Hill Jazz Foundation

Mission

Capitol Hill Jazz Foundation's mission is to make jazz a strategic tool of economic development in Washington, DC. Through action in performance, education, and advocacy, CHJF seeks to improve the viability of jazz livelihoods and performance venues, revitalize the appreciation for the genre by fortifying jazz education, advocate for the economic and cultural development of the community in the Halls of Congress and in DC's Wilson Building, and assist established performers maintain the tools of their trade and a sustainable standard of living.

Vision

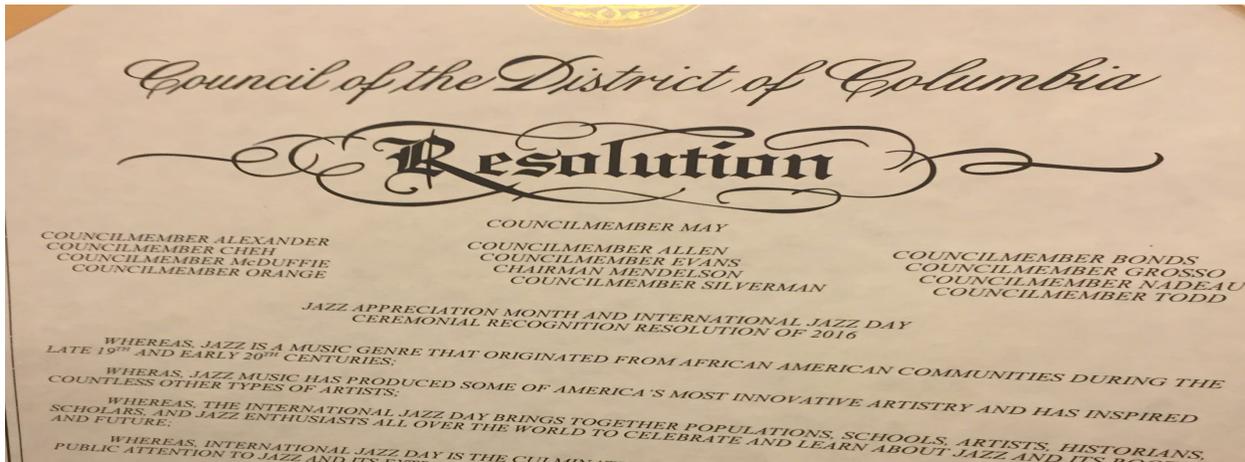
CHJF envisions a city in which dedicated professional jazz performers/educators earn a living; students learn of Washington's jazz history and enjoy a breadth of opportunities to perform; and jazz becomes an integral part of Washington's cultural scene.

Capitol Hill Jazz Jam



- The Capitol Hill Jazz Jam (CHJJ) is a weekly Jazz Jam session held at Mr. Henry's restaurant in the Capitol Hill neighborhood in Washington, D.C. every Wednesday from 8-11pm.
- The jam session was formed in February 2015 by Saxophonist Herb Scott and operates every week and has hosted instrumentalists, vocalists, Tap dancers, poets, and many pillars of the local Arts community.
- Each week the house band rotates musicians which in turn has provided over 50+ Jazz musicians with a \$100 performance pay for performing at the jam session.
- The CHJF also hosts a semi-annual music competition called "The Cuttin' Contest" where each instrument group can compete against each other for a \$100 cash prize and bragging rights as the winner.
- Competition winners are picked by three judges of that instrument group and are selected by a process of elimination.
- Each jam is documented with professional photos, video which is uploaded to our YouTube account, a signup list for jam session participants and a very active Facebook, Twitter and Instagram social media accounts.

The D.C. Jazz Lobby



- The D.C. Jazz Lobby is an Arts Advocacy initiative aimed at aiding the D.C. Jazz community by engaging District Government Agencies, Performing Arts related organizations, Jazz Education programs, D.C.'s Sister cities and local media for the preservation, promulgation and development of Jazz Education for and of D.C. based Jazz musicians.
- This effort has been spearheaded by D.C. Jazz musicians Herb Scott and Aaron Myers starting in April of 2016 after the closing of the historic Bohemian Caverns Jazz Club which was located in the historic neighborhood of U street otherwise known and Black Broadway.
- Efforts led to immediate results: a Council Resolution that recognizing April as Jazz Appreciation Month, naming April 30th as International Jazz Day and highlighted the role of Women in Jazz.
- Subsequent passage of the Performing Arts Promotion Amendment Act of 2018 rewards venues that seat 300 or less & provide up to 48 hours of live art a month with rebates of as much as \$15,000 a year.
- A new DC Music Census-currently being undertaken- is the first ever snapshot of music culture in the nation's capital. This data will lend insight into the needs, attributes, and impact within the music community and its relationship to the Greater Washington Area.

The Hillfest Jazz Conference and Festival



Hillfest is an annual week-long music conference concluding with a day long music festival held outdoors in the Capitol Hill neighborhood the second week in October.

- The conference consists of day long events for five days and ranges in topics from Arts Policy, Jazz Education, the composing and recording industry, and music and technology.
- Featured panelists may include local and Federal politicians, professional musicians, Jazz educators, festival organizers, Arts administrators, members from the GRAMMY's, the American Society of Composers, Authors and Publishers (ASCAP), Broadcast Music Incorporated (BMI), Society of European Stage Authors and Composers (SESAC), and many others. Conference events will take place at the Yards Coworking Space at Eastern Market.
- Each evening of the conference concludes with a Jam session at different locations each night.
- Attendees will each receive a grab bag of information and products related to the discussion, festival, music education etc.
- The concluding festival will be held outdoors at Garfield Park located at 200 F st S.E. from 10am to 10pm.
- On two stages the festival will feature a variety of international, national, regional and local acts in addition to students from high school, college/university and, independent music programs.
- The festival will be free to the public, have street vendors/merchants and feature over 20 acts.

Hillfest Music Expo/Marketplace



Photo of SXSW EXPO

- Hillfest Music Expo showcases the latest in musical instruments, digital technology, education programs, recording services, rehearsal spaces, and instrument repair-and highlights the local music stores vast inventory.
- It is designed to identify and celebrate D.C.'s music infrastructure, connect musicians with companies for sponsorships, and to encourage large music organizations to do business in D.C.
- Represented instruments will include: wind (saxophone, trumpet, clarinet, flute, trombone), string (electric/acoustic bass, Guitar, Piano/keyboards), Drums (sticks, cymbals, drum kits), live/home recording gear (mics, amps, speakers, software)
- Education Programs will include an assortment of education programs that offer instruction in Jazz performance, education or feature Jazz ensembles
- Recording Services companies will include a collection of local recording studios that offer services for live bands, music production classes and/or rehearsal spaces
- Instrument repair-companies and individuals that offer repair services in the D.C. metro region
- Music Retailers will be able to sell instruments, offer lessons and instrument repair.
- The expo will take place at Garfield Park during the festival Saturday October 12th
- The expo is free to the public
- School band directors and teachers will be invited to bring their 5th-12th grade classes to demo instruments, learn about recording and repair services
- Interspersed through the day will be performances of musicians demoing expo gear.

Congressional Jazz Caucus



We are pleased to announce the formation of the Congressional Jazz Caucus Co-chaired by Congresswoman Sheila Jackson Lee D-TX and Congressman Doug Collins R-GA.

- Upon noticing in 2017 that the Congressional Jazz Caucus had been dissolved, Herb Scott and Aaron Myers approached Congresswoman Sheila Jackson-Lee to head up the Caucus
- Rep. Lee introduced the Jazz bill, HR-4626 National Jazz Preservation, Education, and Promulgation Act of 2017 as the first action of the Jazz Caucus
- December 12th, 2017 Rep. Lee and the Capitol Hill Jazz Foundation held a press conference announcing the formation Congressional Jazz Caucus in the U.S. House of Representatives
- The Caucus press conference was covered by Billboard magazine, Washington Post, Downbeat magazine and NPR
- The Congressional Jazz Caucus is currently active in the 116th United States Congress-CHJF facilitates the bipartisan Congressional Jazz Caucus co-chaired by Reps. Sheila Jackson Lee & Doug Collins.

Capitol Hill Jazz Foundation



CAPITOL HILL JAZZ
FOUNDATION

How the Capitol Hill Jazz Foundation will Realize its Mission and Vision

To fulfill its mission and vision by which dedicated professional jazz performers/educators earn a living; students learn of Washington's jazz history and enjoy a breadth of opportunities to perform; and jazz becomes an integral part of Washington's cultural scene, the Capitol Hill Jazz Foundation intends to employ numerous programs of individual and institutional assistance:

Musicians

We intend on assisting D.C. based Jazz musicians who seek critical help with the cost of living, instrument/instrument repair or recording/performing opportunities. Musicians who qualify for housing assistance would be receive subsidies towards rent or utilities. Musicians who qualify for instrument assistance would receive either a new instrument(s) or repairs to an existing instrument(s) or supplies. Musicians who qualify for recording/performing assistance would have either their performance subsidized and/or recording projects partially subsidized.

Venues

We intend on assisting D.C. Jazz venues who seek critical help funding repairs, adequately paying musicians and managing their own Jazz programming. Venues that qualify would receive subsidies from us to pay for cosmetic repairs, adequate lighting, professional sound amplification and/or backline equipment (drum set, keyboard, mics, amps, etc.) Venues who qualify would receive subsidies to pay their musicians at or above the going rate based on the cost of living in the District. Venues who qualify would receive funding to hire a new staff whose primary duty would be to hire bands, pay musicians and promote shows at said venue.

Education

We intend on funding D.C. Jazz Education programs who seek help by funding training programs for educators, providing musical instruments/digital media and in house performances by Professional Jazz musicians. Programs that qualify would receive scholarships for educators to attend training courses, Jazz education conferences or music lessons from experts on traditional music practices. Programs that qualify would receive new or refurbished musical instruments for students and/or digital media resources (laptops, tablets, recording software etc.) Programs that qualify would be paired with a professional Jazz teacher for that school year and receive regular performances, workshops and lectures by that musician.

Our Board

Executive Director/Founder-Herb Scott

Board Chairman-Aaron Myers

Board Vice Chair-David Weiner

Secretary- Michael Walker

Treasurer-Willis Goldbeck

Board member-Tom Sweeney

Board member- Nasar Abadey

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Websites

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General Information

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Social Media

Facebook

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