



The First International Festival-Contest
of Jazz Improvisation Skills
“Master-Jam-Festival”

2012–2013

SPONSORSHIP PROPOSAL



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PROJECT DESCRIPTION



GENERAL PART

“Master-Jam-Festival” is a unique project, one-of-a-kind in the world of music. It is characterized by the unique format of the event, variety of jazz stylistics and performing features of musicians from different countries, openness to the new, the intrigue of contest, combination of entertainment and high artistic level of participants’ performance.

The fundamental difference of this project from other music and jazz festivals is an absolutely new format: not ensembles are invited to participate, but single improvising jazz musicians.

The unique character of “Master-Jam-Festival” is proved by a certificate issued by the Russian Authors’ Society, where the project has been deposited and registered under No.6343 on 31 March 2003.

The author of “Master-Jam- Festival” is Mikhail Freidlin, an initiator and general producer of the International Jazz Festival “Odessa Jazz-Carnival”, held from 2001 till 2010.

Over the decade, more than 400 artists from 30 countries came to the “Jazz-Carnival in Odessa” with concerts, performances were attended by more than 30,000 spectators, and tens of thousands of people (Odessa residents and visitors) took part in the massive street jazz events.

In 2001, the first international jazz festival “Jazz-Carnival in Odessa” marked the beginning of a special tradition - to extend the Odessa summer with the help of jazz and colorful street music actions. And from 2012 “Master-Jam-Festival” becomes a harbinger of the incoming of jazz summer.

The Festival-contest of jazz improvisational skill “Master-Jam-Festival” started in Odessa on April 29, 2012, when the jazz community of the city gathered with musicians and jazz lovers to celebrate for the first time the international Day of Jazz proclaimed by the General Conference of UNESCO. On that day the organizers received a welcome letter from UNESCO Director-General Irina Bokova.

The Mission of “Master-Jam-Festival” is to spot the best improvising jazz performers. “Master-Jam-Festival”, by its essence, is an “Internet-producer”, which gives a fresh impetus to creative career and popularity of those jazz performers who as yet do not enjoy a great reputation.

Project goals are creation of objective rating of jazz performers-improvisers, promotion of up-and-coming jazz performers and attraction of interest of national and foreign community to the Festival and its participants. The Festival is destined to answer for popularization of jazz culture and wide public recognition of performers’ talent.

The novelty of “Master-Jam-Festival”: Not ensembles but single improvising jazz musicians are invited to participate in the festival-contest and each competition day bands are formed from them by drawing lots. Participants of the Festival can be both known and unknown musicians, regardless of their age.

The concept of the festival-contest meets the actual world trends of jazz culture popularization. Particularly it corresponds with the initiatives of UNESCO that has called the world community to active promotion of dialog between cultures and generations through the jazz art.

The idea and content of “Master-Jam-Festival” has been highly estimated by many prominent cultural figures, jazz commonwealth professionals, connoisseurs and experts of this high art. The partners of the Festival-contest are prominent professional musical communities. The execution of the project will become a unique event in jazz world. Participation in it has already interested jazz clubs and musicians from leading jazz countries around the world.

Festival-Contest is entitled to the status of an international, annual and traditional one. The attractiveness of this bright event is provided by wide advertising and coverage of the event in Internet, printed media and TV.

COMPETITIVE PART

The first (qualifying) phase of the Festival-contest takes place in the Internet space. This phase was completed on December 31, 2012. Jazz artists selected by the jury become participants of the second (final) round.

Final (concluding) phase of “Master-Jam-Festival” will be held in the Odessa Academic Russian Theatre from 5 to 8 June, 2013, with the support of the diplomatic missions accredited in Ukraine, the cultural centers of foreign states, as well as of the sponsors of the Festival.

The jury of the Festival-contest consists of international experts - recognized authorities in the world of jazz, as well as of prominent public figures, workers of culture, businessmen, educators, all of them are connoisseurs of jazz.

Festival-contest is based on the principle of jam session. On competitive days, each of which focuses on a various jazz styles (mainstream; Latino-American Jazz; jazz ballad; fusion; jazz-rock and funk), jazz ensembles are formed by lot.

Participants will demonstrate their skills in solo improvisations, as well as the flexibility and sense of ensemble — the ability of playing each time in new lineup.

Summarizing the results of every competition day the jury will determine the best musicians-improvisers in each instrumental category (including vocals).

Every competition day every performer will get an aggregate estimation including jazz community ratings by the means of Internet-voting, and also jury’s rating estimation for improvisational skills and also for “bandability”, in other words – ability to adapt for playing music in a new group.

According to the results of each of competitive days, an ensemble will be formed, consisting of the best improvisers in each of the instrumental categories, and according to the results of all days of the competitive program the winners (“grandmasters” of jazz) will be determined in each nomination (instrument) of the Festival-contest, and the best jazz ensemble of “Master-Jam-Festival” will be made up.

The award ceremony of the “Master-Jam Festival” winners will take place along with the Final Gala-Concert performances. Grand Prix winner and members of the band-winner will be awarded with cash prizes and will be presented with possibility of sound recording at one of the best recording studios of the world and the tour on European countries.

On the basis of materials of “Master-Jam-Festival” regular broadcasts and cycles of programs on jazz history (with the use of records of all performers) will be performed.

Also, the materials will be used to organize “live” improvisation tournaments of jazz performers in studio (online).

More information about the project see on the web:

<http://master-jam.com>.

PROGRAM

of International Festival-Contest of Jazz Improvisation Skills “Master-Jam Festival”

Ensembles are formed from the contest finalists by lot every competition day. Contest program of each of three days for each of the ensembles includes three themes: two of them are from the list of recommended jazz standards most often accepted in jam sessions, the third is a composition at contestants' discretion in the style of the competition day.

On the **1st day** it is proposed to improvise on mainstream and bebop themes + composition at the discretion of the ensemble;

On the **2nd day** — ballad and jazz rock (funk) + composition;

On the **3rd day** — Latin jazz and fusion + composition.

Performance of one ensemble should not exceed 40 minutes.

By the results of each competition day, after performances of all the ensembles, the jury determines the best «instruments» of the day among the musicians, particularly, the best keyboardist, bassist, drummer, saxophonist, etc.

By the aggregate results of all competition days, Festival winners are determined for each of the instrumental categories, and the best jazz ensemble is formed.

Mini-set of the jazz ensemble of the day, made up of musicians — winners of the respective jazz style, as well as participation of guests and judges in the jam session (one of the best concert halls of Odessa).

Presentations of the participants of the Festival-contest will be going on in jazz clubs of the city.

Day 4 (June 8): awards ceremony and Gala-concert with participation of the best ensembles in each of jazz styles, as well as of the Grand Prix ensemble made up of musicians — winners of the contest.

“**Grand-night**” of jazz improvisation: in one of the most prestigious clubs of Odessa.

The final day of the Festival — gala-concert — will be opened by the combined big band (ALL STARS BAND) conducted by People’s Artist of Russia Anatoliy Kroll. Big band conductors Nikolay Goloshchapov and Andrey Machnyev will take part in the program. The second part will include the performance of the ensemble formed of musicians-winners, speeches of distinguished guests, etc.

STATEMENT of Sponsor's participation

The festival-contest advertising campaign will be held from April 2012 till the first decade of June 2013. Today “Master-Jam-Festival” is promoted in regional, national and specialized foreign media-resources. On the next level the main media partners will expand advertising and massive multimedia campaigns on TV, radio, in printed media and Internet. Posters, postcards, flyers and other printed advertise materials will be spread in the streets, at specialized events and along with the festival.

For reference. *Thanks to its specific cultural and creative mission, the project is being actively discussed in social networks and on the pages of popular jazz Internet portals. The promise of a bright fest attracts attention of professionals and lovers of jazz from over 140 countries of 5 continents of the world to the development of the project. For today, just 7 months from the start of the project, 271 musicians from 41 countries (<http://master-jam.com/en/statistics/>) took part in the Internet-round of the Festival. If during the first two weeks from the launch the site was visited by no more than 100 people, today, more than 2000 people visit it during one day (see the statistics of site visit dynamics <http://master-jam.com/en/welcome-analytic/>). The growth of interest in social networks is even more impressive — for example, today, the Master-Jam page on Facebook is visited by more than 4,000 people, and the group of “Master-Jam” has nearly 3,000 participants*

Your benefits of becoming a sponsor

- coverage of mass market and forming loyalty to your brand in festive atmosphere;
- placement of your logo on the web-site and in all advertising materials of the festival, including materials and arrangement of the final tournament;
- due to the atmosphere of the Festival all the guests become an audience open to a sponsor and the perceiving information about him and his production gratefully;
- establishing new contacts;

- rare opportunity to demonstrate the relation of your company to art and best cultural traditions of Odessa.

Preconditions for maximum effectiveness of sponsor's participation in the Festival

1. Novelty and irregularity of the project

Festival-contest is an absolutely new event in jazz world that guarantees attention of musician communities, connoisseurs of jazz music, and mass-media as well to it.

It allows to promote the uniqueness, develop positive associations with this brand and predict the effectiveness of sponsor's participation.

2. Fundamentality and earliness of preparation

3. Substantial work experience, reliability and trustworthiness of organizers

4. Wide format of the Festival

Festival concept is attractive for both VIP- and mass audience of different ages.

5. Target group features

Audience of the Festival is middle class of the modern society: creative and technical intelligence, businessmen and creative professionals, those who think positively and strive for new impressions, having middle and high cultural needs.

Certain categories of target audience:

- Young people (interested in jazz music, mostly jazz-rock and funk, as well as new experimental phenomenons) — from 18 to 25 years;
- Music lovers, connoisseurs of jazz — from 30 to 65;
- Regulars of all prestigious events, “fashion parties” — 20 to 35;
- Representatives of the municipal and regional authorities;
- Representatives of electronic and print media of Ukraine and the CIS and foreign countries;
- Tourists, who bought a special tour of “Master-Jam Festival”.

General gender characteristic: predominance of male over the female (approximately 60% to 40%).

The total age characteristic: people from 18 to 65 years old with a dominant proportion of those who are 30–50 years old at the moment.

Educational status: mostly people with higher education.

Social status: management staff, the university environment, middle and senior managers, businessmen, people of creative professions.

6. Wide geographic coverage of advertising campaign

Odessa, all big cities of Ukraine and foreign countries (via Internet advertising).

7. Quantitative prediction

It is expected that about 20 thousand visitors will attend the final stage of the Festival within the invitation-only and public events. In addition, over 100 thousand people from all around the world will be involved in the project online during the preliminary tour of the Festival.

8. Highly quantitative and qualitative objective value of advertising campaign

Broad advertising and information area. The Interest of mass media in coverage of Festival-contest as a bright informational matter.

9. Diversity of forms, proposed for sponsors:

- direct advertising;
- indirect advertising;
- publicity;
- PR-opportunities.

**TYPES OF ADVERTISING SERVICES,
provided by producer center
of the International festival-contest
“MASTER-JAM FESTIVAL”**



I. DIRECT ADVERTISING

1. Sponsor's direct advertising in print media materials:

- A). Representative booklet of the Festival. Logo is placed on cover. 2 pages at the end of the booklet are granted for partner logos (*logo size depends on sponsor status*).

2. Placement of the text information about sponsor, stating its status

In all information materials provided for press during the second half of 2012 — the first quarter of 2013: press-releases, press-files, press-distribution.

Amount of information varies from 500 to 1500 symbols (*it depends on press-release size and sponsor status*).

3. Voice advertisements with information about sponsor — official presentation of sponsor and his status + advertising slogan:

- A). At the press-conferences before the beginning of the Festival and at the first representative meeting with press during the Festival.
- B). At opening and closing ceremonies of the Festival
- C). At the mass events of the Festival _____

_____.

4. Organization of special events to present sponsor and his production during the Festival

- A). Presentation of company products advantages. Forms with both mass consumer and selected auditory involvement are possible. Scenario will be developed together with sponsor's representative and organized at the expense of the sponsor.

- B). “Personalized” or “company” party for press and guests of the Festival. Ideas will be developed together with sponsor’s representative and organized at his expense.

5. Sampling, spreading of advertising information materials, presented by General Sponsor.

6. Product-placement of sponsor’s production during events of the Festival

Ideas will be developed by scenario group or by media-partner of the Festival and confirmed by General and official sponsors.

7. Sponsor’s video placement and demonstration

- A). On monitors before the beginning and after the end of press-conferences, dedicated to the Festival. Duration of the video starts from 25 seconds.
- B). On a video- or theater screen before the beginning and after the end of concerts in Odessa Philharmonic.

8. Visual advertising placement (poster, cross street banner, banner, flag, provided by sponsor)

At the events during the Festival:

- concerts within program of the Festival;
- mass events of the Festival.

II. INDIRECT ADVERTISING

Sponsor's logo placement and mention of the status

1. *On all printed production of the Festival:*

Representative booklet of the Festival (A5)

Circulation — 5000 copies

Logo on the cover — no less than 50 cm²,
and also 2 pages at the end of booklet will be given

Official invitation tickets to the events of the Festival for VIP (A5)

Circulation — 500 copies

Ticket area — 280 cm²

Sponsor's advertising place — *depends on sponsor's status*
but no less than 80 cm²

“Master-Jam Festival” advertising place — no more than 100 cm²

2. *On the banner with sponsor logos that will be placed above the top table during press-conferences, dedicated to “Master-Jam Festival”*

Sponsor's advertising area — no more than 40% of banner area
(*versus of sponsor's status*)

3. *On the souvenir production of the Festival:*

Bags

Circulation — 500 pieces

Sponsor's logo is placed on a bag front. Area of logo —
no less than 250 cm² (*depends on sponsor's status*)

“Master-Jam-Festival” logo is placed on a bag front. Area of logo —
no more than 300 cm²

4. *On street advertising mediums*

Posters (A1 size)

Circulation — 1500 copies

Term of placement is 4 weeks

Area of poster — 4670 cm²

Sponsor's advertising place area — no less than 1200 cm²
and *depends on status of the sponsor*

Festival advertising area — no more than 1400 cm²

5. TV

Advertising video clips of the Festival will be placed in the air of regional TV-channels

Time keeping — no more than 30 sec

Sponsor's logo placement — no more than 10 sec

“Master-Jam-Festival” logo placement — no more than 10 sec

Amount of placement depends on sponsor's status

Regional TV-channels

5 (five) regional channels — per 180 shows (90 minutes).

List of TV-channels is to be corrected two months before the final stage of the Festival

6. Radio

Status of Sponsor will be mentioned in advertising clips

Time keeping of clip — no less than 30 sec.

Time keeping of sponsor advertising — no less than 10 sec.

Time keeping of “Master-Jam-Festival” advertising — no more than 10 sec

Regional radio stations

5 FM-stations — 180 broadcasts (90 minutes)

List of radio stations is to be corrected two months before the final stage of the Festival

7. Participation of sponsor representatives in Festival events

Speech of sponsor representative at official press-conferences, dedicated to the Festival.

VIP-accreditation of sponsor representatives

- Advertising services package was actualized as of February 15, 2013. Specified advertising services package is given for sponsor's approval 20 days prior to the start of advertising campaign.
- Time-frames of advertising campaign start should be determined by Contract.
- Contract prepayment should be no less than 50% of the total cost of sponsor participation under the Contract. Prepayment should be transferred on Festival bank account no later than 14 working days before the start of advertising campaign.

- During one month period after the end, management of the Festival will provide a sponsor fulfillment of contractual obligations act, press-clipping, Internet-review and monitoring of the TV-programs about the Festival.
- Sponsor shall perform final account settlement under the Contract within 10 calendar days after receiving the report on obligations fulfillment by the Festival administration before sponsor.

SPONSORSHIP PACKAGES

PRIMARY SPONSOR \$ 180 000 (1 package)

OFFICIAL SPONSOR \$ 90 000 (2 packages)

**SPONSOR (Partner Of The Festival)
starting from \$20 000 (4 packages)**

Sponsorship of the Festival allows taking part in alternative sponsor program. Unique formula of building such a program can be offered to you. You should specify the amount you can use from your company budget for sponsorship of the Festival. On the basis of the budget provided, scenario group will propose you several variants of advertise placement that will be maximally effective to your company (taking into account social and demographic indexes of your target groups).

The amounts of advertising on all advertising mediums (including TV and radio air, Internet), company logo placement on all printed materials of the Festival, on the web-site and souvenirs as well should be specified during the negotiations with sponsors.

CONTACTS:

THE PRODUCER CENTER “MASTER-JAM FESTIVAL”

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The image features a dark blue background with a complex, abstract design. A series of thin, light blue lines form a large, flowing, ribbon-like shape that curves across the lower half of the frame. Two musical notes, a quarter note and an eighth note, are rendered in a glowing, translucent style, appearing to float within the curves of the ribbon. Scattered throughout the scene are numerous small, bright blue dots, some of which are slightly out of focus, creating a sense of depth and movement. The overall aesthetic is clean, modern, and evocative of music and digital art.

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