

Opportunity for Ballarat Businesses to take part in – The 70th Australian Jazz Convention

26th December – 31st December 2015



The Australian Jazz Convention began in 1946 and is the longest continuously running Jazz Convention of its kind in the world. It is organised on a non-profit basis, by volunteer committees. Locals are encouraged to attend many of the special and unique events.

Approximately 500 Musicians and delegates will visit Ballarat over the 6 days of the Jazz Convention bringing a revenue boost to the Ballarat community. The Convention relies substantially upon help provided by businesses in the area.

There are many ways your business can help!

In the form of sponsorship either in-kind or financial:

- Convention Bags manufacture
- Stickers, financial assistance for production
- Convention souvenir pens, financial assistance for production
- Program printing, cost assistance
- Badges production, financial assistance
- Raffle prizes. In 'kind' assistance, e.g. Wine, Passes to other events in Ballarat, CD's, Books on the History of Ballarat, etc.
- Purchasing advertisements in the Official Convention Program

The Jazz Convention will recognise the help Ballarat Businesses through the following means:

- Acknowledgement of sponsorships through advertising in Newsletters to all Jazz Clubs and interested entities both within Australia and Overseas
- Significant sponsors are recognised via signage in venues and social media and web site outlets
- Significant sponsorships are announced during performance events over the 6 days duration
- Advertisements are placed in the Convention Program, free of charge for significant sponsorships
- The Official Convention Program sets aside space for Ballarat Tourist information, (including images). This program is distributed to all conventioners and returns with them to all Australian States and overseas Countries of origin. It represents a significant marketing opportunity for Ballarat.

Are you a hospitality venue that is open on Christmas day? The Jazz Convention Committee would like to know so they can promote your venue to their attendees as they will want somewhere to enjoy a meal.

If you can help with any of the following above or in some other way please contact:

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For more info visit: www.2015jazzconvention.org.au