



JAZZ FEST HIGHLIGHTS

- Since 1981, Syracuse Jazz Fest has served as **Central New York's Oldest, Longest-running and Best-attended music festival, receiving 4 International Awards and 30 National & Regional Awards.**
- Over a 42-year span, **Syracuse Jazz Fest has drawn more than 1 million guests, visitors and tourists from throughout the US and Canada to Syracuse and Central New York**, contributing an estimated \$50,000,000 in economic development for the CNY Region.
- Syracuse Jazz Fest has been named the Syracuse region's **"Best Music Festival"** for 10 consecutive years. (Syracuse New Times Readers Poll)
- Syracuse Jazz Fest is **"One of the World's longest running jazz festivals"**, ranking in the **Top 25** globally.
- Syracuse Jazz Fest is also **"One of the Nation's longest running jazz festivals"**, ranking in the **Top 15** nationally.
- Syracuse Jazz Fest has also been named **"The Largest Free Jazz Festival In The Northeast"** by *JazzTimes*, *DownBeat* and *Jazziz* Magazines.
- "Fest Press: A Guide To US Jazz Festivals" named Syracuse Jazz Fest **"One of the Five Best Free Jazz Festivals in America!"**
- Syracuse Jazz Fest has also been recognized for diversity on multiple occasions by a number of organizations representing Syracuse's African-American community, including; ***Dunbar Association, Southwest Community Center, NAACP Syracuse Chapter, JAMS (Joined Artists, Musicians and Singers of Syracuse), Order of the Eastern Star.***



ARTISTS

During its unparalleled 42-year run from 1982-2024 The Syracuse International Jazz Fest has played host to countless jazz legends and music industry superstars, whose Star-Studded performances have garnered Jazz Fest international acclaim and recognition throughout the global jazz community.

A partial list of the Legendary Artists who have appeared for free at Jazz Fest includes:

Gladys Knight, Herbie Hancock, Kenny G, The O'Jays, Aretha Franklin, Dizzy Gillespie, Ray Charles, Sonny Rollins, Pat Metheny, Dave Brubeck, Nancy Wilson, Ramsey Lewis, Preservation Hall Jazz Band, Les McCann, Pete Fountain, Wynton Marsalis, Allen Toussaint, Richie Havens, Spyro Gyra, Papa Lou Donaldson, Dr Lonnie Smith, Freddy Cole, Freddie Hubbard, Hank Crawford, Jimmy McGriff, George Benson, Al Jarreau, Natalie Cole, Boz Scaggs, Donovan, Chaka Khan, Dionne Warwick, Roberta Flack, Todd Rundgren, The Doobie Brothers, The Count Basie Orchestra, The Mavericks, Gregory Porter, Manhattan Transfer, Dianne Reeves, Diane Schuur, Dr John, The Neville Brothers, Jimmy Smith, Ron Carter, Treme Brass Band of New Orleans, Donald Harrison, Terence Blanchard, Joey DeFrancesco, David Sanborn, Diana Krall, The Brecker Brothers, Bela Fleck & The Flecktones, Lake Street Dive, Trombone Shorty, Larry Coryell, Chick Corea, Miles Davis, Jean Luc Ponty, Buckwheat Zydeco, Bucky Pizzarelli, Red Rodney, Fathead Newman, Chico Hamilton, The Heath Brothers, Mose Allison, Paul Shaffer & The CBS Late Night Orchestra, Tony Bennett, Sonny Rollins, Return to Forever, The Jaco Pastorius Big Band, The Count Basie Orchestra ...and many others too numerous to mention!



POSITION STATEMENT

The Annual Syracuse International Jazz Fest is now approaching its 39th year of presenting world-class, free-admission performances for residents, visitors and tourists who travel to Syracuse and Central New York from throughout the Northeast US and Canada each June.

The Syracuse International Jazz Fest is a marquee, signature, community event that is nationally recognized and internationally celebrated as one of the best music festivals in the world!

This free, four-day Downtown event - with the addition of the Sunday Gospel Jazz Festival created and hosted by Syracuse University on day five - delivers an exciting music event that is free to the entire Syracuse and Central New York community.

From both an artist and audience perspective, Jazz Fest is one of the most diverse events that occurs in our region. This free festival brings world class artists to the City of Syracuse, performing in Clinton Square to tens of thousands of music fans each June. The Jazz Fest attracts fans from all over New York State, the surrounding Northeast sector, and from throughout the nation. On average, visitors travel to Syracuse to attend the festival annually from 25 states and Canada.

After close to 4 decades, the Syracuse International Jazz Fest is an institution! It is a community event that represents the very best of Syracuse and the best of Onondaga County.

Frank Malfitano | Executive Director | SJFP Inc.

2002 Esprit Glade | Baldwinsville, NY 13027 | fmalfitano@syracusejazzfest.com | (315) 635-8045



AWARDS & HONORS

2010-2017 Syracuse New Times "Best of Syracuse" Award - Best Music Festival
2016 JJA National Jazz Hero Award - Jazz Journalists Association
2016 Syracuse Mayoral Proclamation - Frank Malfitano Day (April 15, 2016)
2016 JAMS Award for Programming Excellence
2012 Honorary Doctoral Degree (Music), State University of New York (SUNY)
2012 Named Honorary "Mother of Invention" by Frank Zappa's original band
2011 Syracuse New Times "Best of Syracuse" Award - Best Free Music Event
2011 Syracuse New Times "Best of Syracuse" Award - Best Music Festival
2011 Prince Hall Free Masons & Order of Eastern Star Community Service Award
2009 Outstanding Community Service Award - Dunbar Association
2009 Emmy Award Nominee - "Jazz Fest Profiles"
2008 NAACP Community Service Award
2007 Syracuse Press Club Award - "ABC's of Jazz Fest"
2007 OCC Trustees Exemplary Service Award
2007 IAJE Special Recognition Award for 25 years of service to jazz education
2007 NYS Governor's Arts Award for community service and artistic excellence
2006 OCC (Inaugural) "Alumni Faces" Honoree
2006 International Assn. for Jazz Education, "Outstanding Service Award"
2005 Detroit "Caddy" Award - Best Poster Design
2004 Syracuse Convention & Visitors Bureau Community Service Award
2001 NOLA Mayoral Award "Outstanding Contributions to New Orleans Music"
2000 "Best Festival" Syracuse Area Music (SAMMY) Awards
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1999 "Chancellor's Award" - State University of New York (SUNY) Honor Roll
1999 International Assn. for Jazz Education "IAJE Award of Excellence"
1997 NYS Legislative Resolution in recognition of 15 years of artistic excellence
1996 Syracuse Post-Standard Achievement Award
1996 Syracuse Area Music Awards (SAMMYS) Hall Of Fame
1995 Joseph Pietrefesa Foundation Memorial Award
1994 Syracuse Mayoral Special Recognition Award
1992 Cultural Resource Council's (CRC) Service To The Arts Award
1992 Updowntowners "Downtown Award of Excellence"
1992 International Association for Jazz Education (IAJE) Award Of Excellence
1983, 1987, 1989 Joint Public Commendations for Community Service & Artistic Excellence: Syracuse Common Council and Onondaga County Legislature
1981 Syracuse Press Club Professional Recognition Award "Best Newspaper Story"

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SUPPORTING SPONSORSHIP
\$10,000

Logo on LED Screens adjacent to Main Stage

Logo in all print ads, press kits

Logo in Program

VIP Seating Passes

Thank you Wall Plaque

Goodie Bag with Jazz Fest Swag

Invitation to Pre Fest Sponsor Party

Invitation to Annual Press Conference

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NIGHT NAMING SPONSORSHIP \$35,000

- Logo in all collateral materials
- Logo on All Printed Passes
- Logo on LED Screens adjacent to Main Stage
- Logo in all print ads, TV spots, press kits
- Full Page AD in Program
- YOUR name on YOUR Night in Program
- Access to VIP Tent
- VIP Seating
- VIP Parking
- Emcee Opportunity on YOUR Night
- Meet & Greet W/ Artists
- Side Stage Seating
- Goodie Bag with Jazz Fest Swag
- Invitation to Pre Fest Sponsor Party
- Invitation to Annual Press Conference

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MAIN STAGE NAMING SPONSORSHIP \$75,000

Logo in all collateral materials

Logo on All Printed Passes

Logo on LED Screens adjacent to Main Stage

Logo in all print ads, TV spots, press kits

Full Page AD in Program

Access to VIP Tent

VIP Seating

VIP Parking

Emcee Opportunity

Meet & Greets W/ Artists

Side Stage Seating

Goodie Bag with Jazz Fest Swag

Invitation to Pre Fest Sponsor Party

Invitation to Annual Press Conference

Logo Banner on Main Stage



TITLE - NAMING SPONSORSHIP
\$150,000

- Logo in all collateral materials
- Logo on All Printed Passes
- Logo on LED Screens adjacent to Main Stage
- Logo in all print ads, TV spots, press kits
- Full Page AD in Program
- Access to VIP Tent
- VIP Seating
- VIP Parking
- Emcee Opportunity
- Meet & Greet W/ Artists
- Side Stage Seating
- Goodie Bag with Jazz Fest Swag
- Invitation to Pre Fest Sponsor Party
- Speaking Opportunity at Annual Press Conference

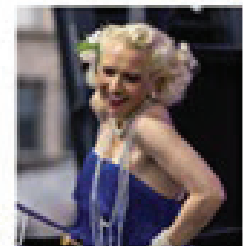
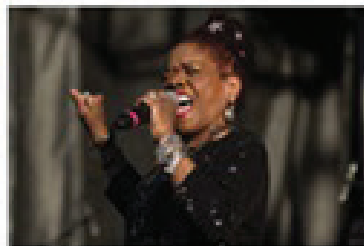
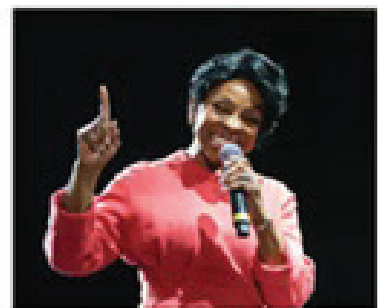
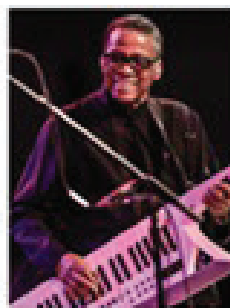
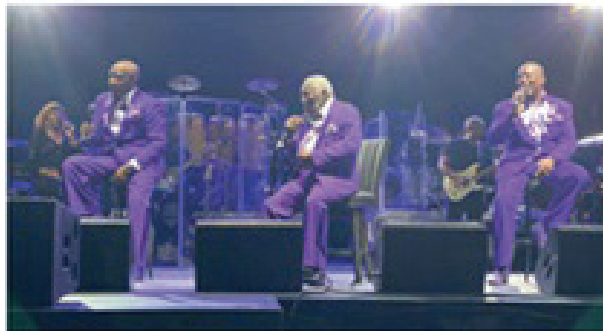
39TH ANNUAL
**SYRACUSE
INTERNATIONAL
JAZZ FEST**

2025

50,000

***Jazz Fest Attendees
Can't Be Wrong...***

*Thank You
Syracuse!*



***Nothing Says Downtown Revitalization
Like the Annual Syracuse International Jazz Fest!***

See You Next Year!



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