



2025 SELBY AVE JAZZ & FEST SELBY AT MILTON SEPTEMBER 13TH



Connecting with Community
Through Music:

**Sponsorship Opportunities for
the 2025 Selby Ave Jazz Fest**

selbyavejazzfest.com



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The mission of Selby Ave Jazz Fest is to:

- Provide a regionally underserved market with access to quality arts programming.
- Foster a community of inclusivity via a shared arts experience.
- Utilize the arts to reposition Selby Avenue as a safe, cultural, and hip destination.



Experience the Selby Ave JazzFest

September 13, 2025, 11 AM - 7:30 PM



A Free Community Celebration

Since 2002 the corner of Selby Avenue & Milton Street in St. Paul, MN transforms into the vibrant Selby Ave JazzFest – a free community celebration for all.

Join us for a full day of:

- Live Jazz Performances
- Local Display Artist Demonstrations
- Affordable & Delicious Food
- Arts-Themed Family Activities
- Essential Health Screenings



Our History: Celebrating 24 Years of Community Impact

- **Early Challenges:** The Selby Avenue corridor faced significant struggles with crime and a negative image in the 1980s-early 2000s.
- **A Catalyst for Change (2001):** Community leaders Mychael and Stephanie Wright established the Golden Thyme Coffee Café at Selby Avenue & Milton Street, initiating positive neighborhood change.
- **Early JazzFest Roots (2002-2004):** What began as Golden Thyme's customer appreciation event, featuring local artists, quickly grew into a popular gathering, reaching 4,500 attendees and laying the foundation for a larger festival.



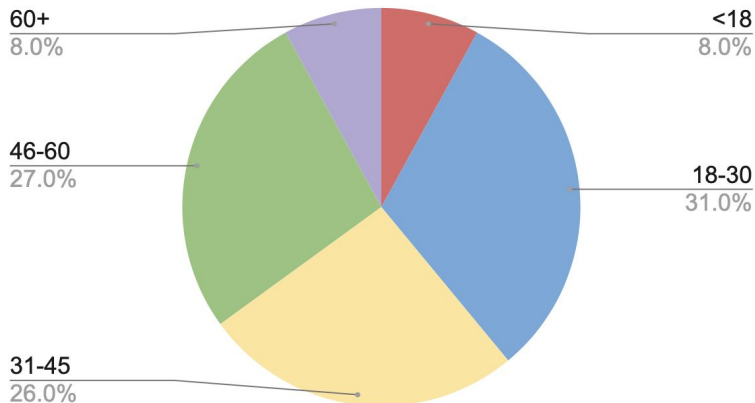
- **Corridor & Festival Growth (Mid-2000s):** The JazzFest developed a reputation for quality music attracting a regional audience and reaching 9,500 attendees by 2008.
- **A Keystone Event (2009-Present):** The Selby Ave JazzFest began featuring renowned national and international artists (including Grammy winners and nominees) and averaging 12,500 attendees.
- **Passing the Torch (2024):** After years of the Wrights' dedicated leadership, Walker|West Music Academy proudly continues the tradition, building on its legacy.

Who Attends JazzFest?

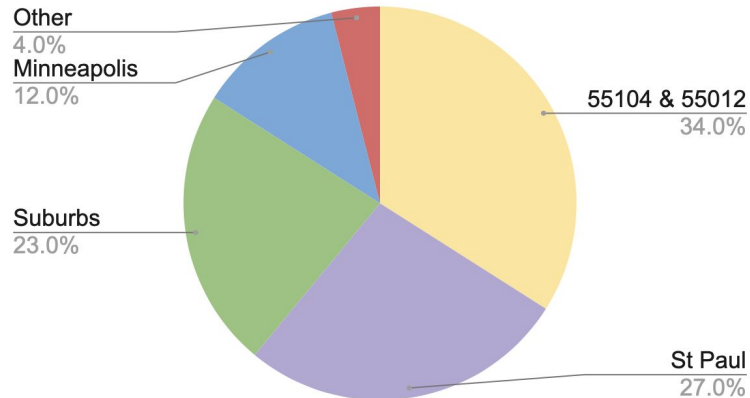
A vibrant mix of area residents, Twin Cities jazz enthusiasts, urban tourists, millennials, young families, and the regional African American community.

Demographics are from 2015-2024

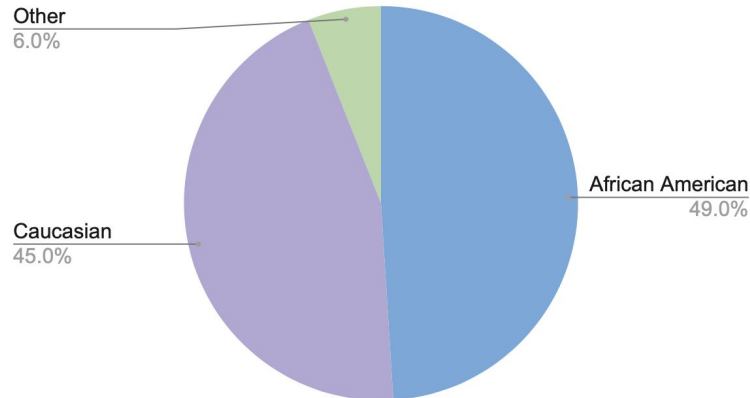
Audience member ages



Audience Geography



Racial Demographics



Fostering Community Through Arts

99% of attendees reported that JazzFest provided "an engaging, meaningful and relevant arts experience," demonstrating our success in uniting diverse individuals through a shared artistic experience.



Our Mission in Action



Serving Underserved Markets

Since 2017, 65% of attendees reside in zip codes with annual household entertainment expenditures at least 20% less than the Twin Cities average, fulfilling our mission to provide arts access to a regionally underserved market.

A Vibrant Festival Experience: Activities for Everyone

Friday Night Masterclass: Learn from the Best

On **Friday, September 12th**, we kick things off with an engaging masterclass at **Walker|West Music Academy**.

Aspiring musicians and jazz enthusiasts will have the unique opportunity to learn from the exceptional talents of **Kris Johnson** and **QMillion Riddim**, with the dynamic **Room 3 Jazz** providing the house band energy.



Kris Johnson



QMillion Riddim



Room3 Jazz

A Vibrant Festival Experience: Activities for Everyone

Non-Stop Rhythm: The Saturday Music Experience

Get ready for a full day of sensational music on **Saturday, September 13th** at the corner of Selby Avenue and Milton Street!

The festival stage will come alive with a diverse lineup of incredible performers, including the lively **Selby Avenue Brass Band**, the talented students of the **Walker|West Jazz Ensemble**, the energetic **Brio Brass Band**, the innovative sounds of **heyArlo**, the captivating artistry of **Yuko Mabuchi**, and culminating in a high-energy performance by the phenomenal **Cory Henry & The Funk Apostles**.



Selby Avenue Brass Band



heyArlo



Walker|West Jazz Ensemble



Cory Henry



Brio Brass Band



Yuko Mabuchi

2025 Sponsorship Opportunities

Armstrong Level - \$2,000

- **Booth Space:** One 10x10 booth (sponsor provides tent/canopy)
- **Print Recognition:** Logo placement in all print advertising (St. Paul Pioneer Press, The Villager, Insight News)
- **Digital Recognition:** Logo placement on the festival website
- **Social Media:** Mentions on Festival Facebook, Instagram, and Twitter
- **Event Signage:** Logo placement on day-of sponsor thank-you banners
- **News Mentions:** Mention in all news releases
- **On-Stage Recognition:** On-stage announcements
- **Digital Screen Feature:** Logo displayed on the large digital screen during sponsor thank-you loops.

Community Partner - \$3,500

All Armstrong Level benefits, PLUS:

- **Collateral Materials:** Logo placement on 5,000 four-color 4x6 postcards
- **Increased Social Media:** Dedicated social media post
- **Digital Screen Feature:** Enhanced logo display on the large digital screen with increased frequency.

2025 Sponsorship Opportunities

Bronze Sponsor - \$5,000

All Community Partner benefits, PLUS:

- **Booth Space:** Space for two 10x10 tents
- **Print Recognition:** Enhanced logo placement in print ads
- **Collateral Materials:** Logo placement on 12x18 four-color posters
- **Digital Screen Feature:** Short, static graphic ad displayed on the large digital screen throughout the day.

Silver Sponsor - \$7,500

All Bronze Sponsor benefits, PLUS:

- **Digital Recognition:** Prominent logo placement on the event homepage
- **Village Marketplace or Family Fun Zone designation:** Opportunity to be a featured sponsor of either the Village Marketplace or Family Fun Zone
- **News Mentions:** Enhanced mentions in news releases
- **Digital Screen Feature:** Rotating graphic ad or short, animated logo displayed on the large digital screen throughout the day.

Gold Sponsor - \$10,000

All Silver Sponsor benefits, PLUS:

- **Digital Advertising:** Logo placed on all digital advertising (St. Paul Pioneer Press, The Villager, Event Facebook & Instagram ads)
- **On-Stage Recognition:** Increased number of on-stage announcements
- **Signage:** Additional banners at organization booths
- **Digital Screen Feature:** Opportunity to run a short (e.g., 10-15 second) video ad or more prominent animated graphic on the large digital screen multiple times per hour.

2025 Sponsorship Opportunities

Presenting Sponsor - \$15,000

All Gold Sponsor benefits, PLUS:

- **Co-Presenting Sponsor:** Listed as a co-presenting sponsor
- **Print Recognition:** Prominent logo placement in all print ads listing your organization as co-presenting sponsor
- **Digital Recognition:** Prominent logo placement on event website sponsor's page
- **Collateral Materials:** Prominent logo placement on 25+ yard signs strategically placed at busy St. Paul intersections
- **Digital Screen Feature:** Prominent and frequent display of your video ad or high-impact graphic on the large digital screen, with potential for live mentions or branding overlays during stage performances.

Platinum Sponsor - \$20,000

All Presenting Sponsor benefits, PLUS:

- **Stage Recognition:** Prominent logo placement on overhead stage banner
- **Visit St. Paul Digital Billboard:** Logo placement on Visit St. Paul digital billboard contribution
- **Digital Screen Feature:** Premier and exclusive placement on the large digital screen, including potential for pre-roll or post-roll video segments during performance broadcasts, dedicated sponsor spotlight features, and branding integration.
- **Customized Benefits:** Opportunity for customized benefits package.

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Why Sponsor Selby JazzFest?

- Connect with over 9,000 attendees in one day
- Generate 2M+ impressions via social, digital, print, and onsite visibility
- Demonstrate support for arts, culture, and equity
- Partner with one of Saint Paul's most beloved and impactful cultural events

Ready to Get Involved?

Contact: **David Bonko**

651-529-6884

david.j.bonko@gmail.com

Custom packages available upon request.