



Celebrity Series of Boston

Jazz Along the Charles Partnership Overview

Introduction

Thank you very much for your interest in partnering with the Celebrity Series of Boston for our 2023/24 season public performance project, Jazz Along the Charles (JATC), taking place on Saturday, October 7, 2023. We look forward to the prospect of partnership with you on our second JATC public performance project and have prepared an overview of opportunities and benefits below.

About Celebrity Series of Boston

Celebrity Series of Boston is one of the nation's most highly regarded multi-disciplinary performing arts presenters. With a reputation for artistic excellence honed over 84 years since our founding in 1938, Celebrity Series presents 60+ subscription season performances each season in eight to ten different venues across Boston and Cambridge, plus dozens of community engagement activities annually.

Celebrity Series' acclaimed [Arts for All!](#) community engagement programs are designed to share the joy of live performance with people of all ages and backgrounds. Partnering with local artists and community organizations, [Neighborhood Arts](#) activates Boston neighborhoods with interactive workshops for youth, free and discounted community concerts in neighborhood venues, and free tickets to Celebrity Series subscription performances. [Artist Connections](#) brings masterclasses to K-12 and conservatory students, while [Take Your Seat](#) offers free and reduced-price tickets to students and families. And our free [Public Performance Projects](#), from Street Pianos to Concert for One, offer the entire community the opportunity to participate in the arts.



Jazz Along the Charles— Project Overview



On Saturday, October 7, 2023, Celebrity Series will produce our second-ever free, outdoor walkable concert experience along the Charles River Esplanade. Building on the success of our inaugural JATC event that took place in September 2018, approximately 25 jazz combos will simultaneously interpret the same curated set list of tunes, each in their own style. While each ensemble is unique, together they will create one collective event that celebrates the great jazz community in Boston. Participants will stroll along the Charles River on a 2-mile loop, discovering songs, artists, and areas of the Esplanade in a new way. In 2018, JATC attracted approximately 10,000 attendees over a four-hour period.

Jazz groups of varying sizes (5 people or fewer) will be sourced by Celebrity Series through a city-wide call for musicians. The application process will be open to all, professional and amateur musicians, and will draw on our well-established partnerships with local conservatories such as Berklee Conservatory, Boston Conservatory, and New England Conservatory of Music.



JATC is part of Celebrity Series' commitment to free, accessible performance-based events for the people of Boston. Previous outdoor projects have included Street Pianos Boston (2013 & 2016), Le Grand Continental (2014), Concert for One (2019), Let's Dance Boston (2015, 2017, and 2022). This project will highlight jazz as an integral component of Celebrity Series' season, engage local jazz musicians at all levels (students, pre-professionals, and professionals), and advance Celebrity Series continued commitment to presenting diverse local artists.

The estimated total project budget for the 2023/24 season Jazz Along the Charles engagement is approximately \$175,000. Celebrity Series is actively seeking philanthropic support for this special initiative, which is free and open to the public.

Partnership Overview and Benefits

Celebrity Series is pleased to offer the following benefits in conjunction with the different levels of support for Jazz Along the Charles (JATC):

Sponsor \$5,000 Level

Media, Marketing, and Promotion:

- **Acknowledgement in press releases** for JATC
- **Email and webpage recognition** at the support level on the JATC webpage

On-Site Benefits and Recognition:

- **Named Stage:** Opportunity to name one of the performance areas in JATC, with name and logo listing on signage on-site.
- **Opportunity to volunteer** at the event and greet participants

Season-Long Benefits:

- **Donor Listings:** Inclusion in the following season-long donor listings at the commensurate institutional donor level:
 - Digital Program Book listing at 100+ subscription series and Neighborhood Arts performances during the 23/24 season (approx. 10,000 impressions)
 - BRAVO 23/24 Annual Report (approx. 3,000 mailed and online impressions)
- **Ticketing:**
 - Monthly complimentary and discounted employee ticket offers for select Celebrity Series performances throughout the season, for employee benefit
 - Personalized VIP ticket service for company-identified liaisons
- **Invitations:**

- Invitation to attend the Annual Dress Circle Dinner with Celebrity Series Board of Directors, Board of Advisors, and major supporters
- Invitation to attend the Annual Meeting of the Boards of Directors and Advisors
- Invitations to attend post-performance receptions with Celebrity Series artists and/or donor-exclusive in-person and online engagements with Celebrity Series artists
- Invitations to attend master classes with world-renowned artists, subject to availability

Angel \$10,000 Level

Includes all the above, plus:

Media, Marketing, and Promotion:

- Email inclusion in sponsor listing in JATC-specific emails
- **Email footers:** Listing/logo inclusion in Celebrity Series' Neighborhood Arts email footers in appropriate 2023/24 season communications (*45,000+ household list*)

On-Site Benefits and Recognition:

- **Named Stages:** Opportunity to name **two** of the performance areas in JATC, with name and logo listing on signage on-site
- **VIP Opportunities:** Invitations for you and up to 10 guests to any on-site VIP activities/receptions (details TBC)

Institutional Producer \$25,000 Level

Includes all the above, plus:

Media, Marketing, and Promotion:

- **Press releases:** Listing in Celebrity Series' press release boilerplate during the 2023/24 season
- **Email footers:** Listing/logo inclusion in Celebrity Series' subscription season and Neighborhood Arts email footers in appropriate 2023/24 season communications (*45,000+ household list*)
- **Season brochure:** Logo inclusion and recognition in the 2023/24 season program brochure (*mailed to 30,000+ households*) and relevant collateral
- **Prominent logo listing** on the JATC event-specific webpage at celebrityseries.org (*estimated 25,000 visitors*)
- **Acknowledgement in a city-wide marketing and promotion campaign for JATC** including but not limited to radio, print, digital, social media, flyers, postcards, and posters

On-Site Benefits and Recognition:

- **Named Stages:** Opportunity to name **three** of the performance areas in JATC, with name and logo listing on signage on-site
- **Meet and Greet:** Opportunity to offer a guided behind-the-scenes meet-and-greet with artists and artistic planning team for up to 10 guests during the event

Principal Institutional Producer \$50,000 Level

Includes all the above, plus:

Media, Marketing, and Promotion:

- **Prominent logo listing as a lead sponsor in the following locations in advance of the event:**
 - **Website:** JATC event-specific webpage at celebrityseries.org (*estimated 25,000 visitors*)
 - **Email:** Inclusion as a lead sponsor in minimum five separate email promotions of the event to CSOB's database (*45,000+ household list*)
 - **Social Media:** One (1) organic post thanking your company on all social media channels (*Facebook following: 23,000; Instagram following: 4,215; LinkedIn following: 4,000*)

- **Video:** Opportunity for your company's representative to be interviewed in **Jazz Along the Charles** recap video distributed online, as well as in live social media stories on-site at the event
- **Donor E-Newsletter:** The opportunity to participate in a spotlight feature in Celebrity Series' CS in Action donor newsletter (*approx. 2,500 donor impressions*)

On-Site Benefits and Recognition:

- **Named Stages:** Opportunity to name **five** of the performance areas in JATC, with name and logo listing on signage on-site.
- **Signage:** Inclusion of joint logo lockup on all on-site signage (*visible by approximately 10,000 participants and passers-by*)
- **Meet and Greet:** Opportunity to offer a guided behind-the-scenes meet-and-greet with artists and artistic planning team for up to 25 guests during the event
- **VIP Opportunities:** Invitations for you and up to 20 guests to any on-site VIP activities/receptions (details TBC)

Season-Long Benefits:

- **Complimentary Group Tickets:** Opportunity to extend invitations for complimentary tickets to a group of up to ten (10) individuals to one (1) Celebrity Series performance during the 23/24 season

Contact Information

Thank you for your consideration of this opportunity to partner on our 2023/24 season Jazz Along the Charles public performance project. We hope you'll join us for this exciting event that celebrates the local jazz community and shares the beauty of the Charles River Esplanade with thousands of people. We look forward to working with you to customize a rewarding, meaningful, and mutually beneficial experience.

Please reach out to us if you have any questions or would like to discuss this further. We look forward to keeping in touch as you review. Thank you for your kind consideration.

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