

AUG 7-23, 2026

LA JAZZ

FESTIVAL

PRESENTED BY  airbnb

JOHN LEGEND • JANELLE MONÁE
RAPHAEL SAADIQ • CHARLIE WILSON

PARLIAMENT FUNKADELIC FEAT. GEORGE CLINTON

ORIGINAL KOFFEE • EZRA COLLECTIVE • TERRACE MARTIN

BIG FREEDIA • FREE NATIONALS + FRIENDS • PONCHO SANCHEZ

ALFREDO RODRIGUEZ • NUBYA GARCIA • PEDRITO MARTINEZ

MICHELLE COLTRANE CELEBRATES THE COLTRANE CENTENNIAL

JOEY ALEXANDER • JUSTIN LEE SCHULTZ

LA JAZZ FESTIVAL ALL STAR BAND • LA JAZZ FESTIVAL FOUNDATION YOUTH ALL STARS

LOCAL PARTNERSHIPS DECK



AUG 7-23, 2026

LA JAZZ

FESTIVAL

PRESENTED BY  airbnb

THE VISION

and still growing...

1 Big Regional Festival

25 Nations

200+ Performances

250,000 Attendees

1 Million Global
Live-Streaming Viewers

Celebrating The Birth
& Evolution of Jazz



AUG 7-23, 2026

LA JAZZ

FESTIVAL

PRESENTED BY  airbnb

THE LINE-UP

and still growing...



and many more...

www.lajazzfestival.com/lineup



AUG 7-23, 2026

LA JAZZ

FESTIVAL

PRESENTED BY  airbnb

THE BUZZ

and still growing...

billboard

CONCERTS 8/5/2026

JOHN LEGEND, JANELLE MONÁE & MORE AMONG PERFORMERS SLATED FOR INAUGURAL L.A. JAZZ FESTIVAL

George Clinton & Parliament Funkadelic, Big Freedia and Charlie Wilson also part of 17-day event.



TimeOut

The first-ever Los Angeles Jazz Festival
is happening this summer

Los Angeles Times

L.A. has a new jazz mega-fest, from a former city councilman



Martin Luther King Jr. speaks at Los Angeles City Hall to announce the LA Jazz Festival later this year. (Ed Sanders)



CBS LA

LA JAZZ FESTIVAL ANNOUNCES HEADLINERS

SANTA MONICA
LOTTERY DAILY 2 EVENING 11:59 DRAW DATE, WEDNESDAY APR 29

 **airbnb**

Inaugural Presenting Sponsor

billboard

AIRBNB PARTNERS WITH CITY OF L.A. FOR INAUGURAL
'WORLD-CLASS' LOS ANGELES JAZZ FESTIVAL

POLLSTAR

John Legend, Janelle Monáe Headlining
Los Angeles Jazz Festival's Beach Event

LA JAZZ
FESTIVAL

PRESENTED BY  airbnb



IN YOUR
COMMUNITY

SPONSORED BY



TOYOTA



AUG 7-23, 2026

LA JAZZ

FESTIVAL

PRESENTED BY  airbnb

THE EVENTS

and still growing...



JAZZ ON THE BEACH



JAZZ IN THE PARK



JAZZ AFTER DARK



CARIBBEAN STREET CARNIVAL



JAZZ YOUTH CAMP



STATE OF JAZZ CONFERENCE



AUG 7-23, 2026

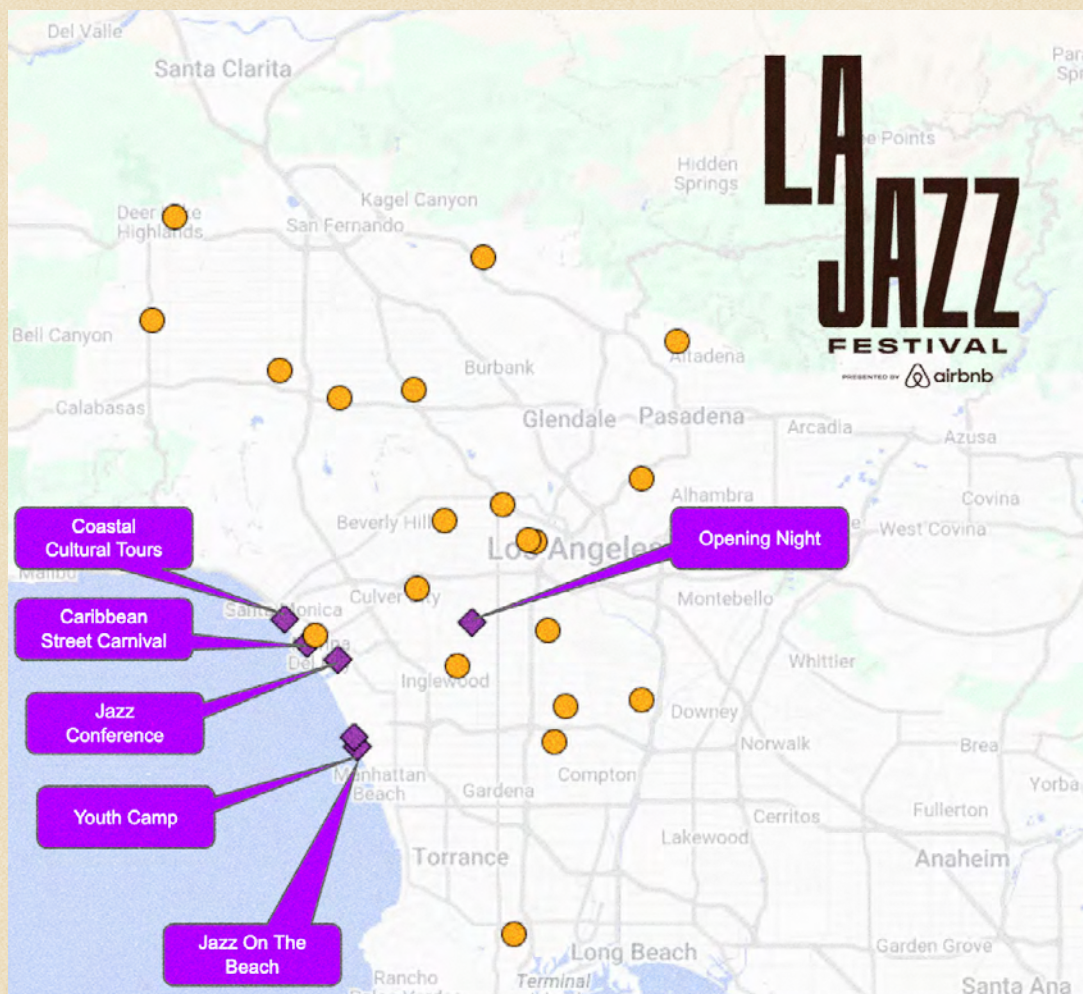
LA JAZZ

FESTIVAL

PRESENTED BY 

THE LOCATIONS

and still growing...



Opening Night

Leimert Park

Coastal Cultural Tours

Bruces Beach, The Inkwell, Santa Monica

State of Jazz Conference

Marina Del Rey

Caribbean Street Carnival

Venice, CA

Jazz On The Beach

Dockweiler Beach



AUG 7-23, 2026

LA JAZZ

FESTIVAL

PRESENTED BY  airbnb

THE LOCATIONS

and still growing...

15 CONFIRMED PARK LOCATIONS:

Lanark Park

Sunland Park

Lemon Grove

Civic Center Amphitheatre
of Moreno Valley

Edward Vincent Park

Van Nuys Sherman Oaks Park

Penmar Park

South Park

Lafayette Park

Pan Pacific Park

Woodley (Lake Balboa)

Point Fermin

North Hollywood Park

Hermon Park

Magic Johnson Park



AUG 7-23, 2026

LA JAZZ

FESTIVAL

PRESENTED BY  airbnb

THE AUDIENCE

and still growing...

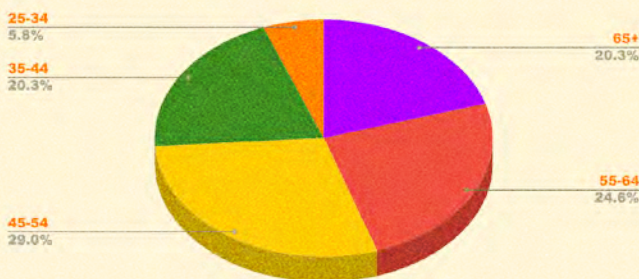
PERFORMANCE ACROSS META & TIKTOK

- **9.8 million** impressions to date.
- Audience engagement has been strong.
- Primary ticket purchasers are defined as “Culturally engaged music fans and community-focused audiences”.

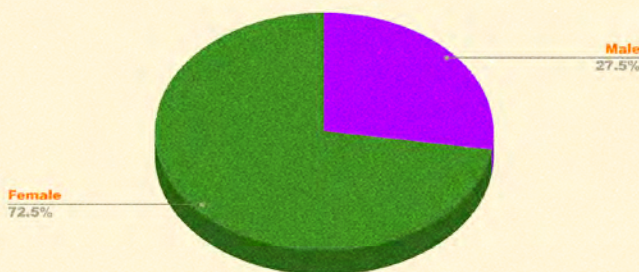
WEBSITE TRAFFIC

- **212,000** sessions.
- **185,000** active users.
- **108,000** engaged sessions.
- **51.28%** engagement rate.
- All showing users actively explore our site content.
- LA remains the dominant core market.

AGE



GENDER



AUG 7-23, 2026

LA JAZZ

FESTIVAL

PRESENTED BY  airbnb

THE OPPORTUNITIES FOR YOU and still growing...

CONGO SQUARE PARTNER (1) | \$100,000

The Ultimate Partnership Level -This top-tier package pays homage to the legendary New Orleans birthplace of jazz and drum circles, which serves as a core cultural anchor of the LA Jazz Festival.

Your Choice of Naming Rights Branding:

- Opening Night Stage • Latin Jazz Stage • Afrobeats Stage
- New Orleans Stage • Cuba Stage • State of Jazz Conference

Stage Presence:

- Logo featured prominently on the main stage.
- Logo featured prominently Step N Repeat.
- Logo featured prominently on all digital video walls.

Speaking Role:

- Keynote remarks during the evening's program.

Media Feature:

- Interview inclusion in the festival documentary and mention in all Southern California TV/Radio advertising (KABC, KTLA, etc.).

Hospitality:

- Two 6-seat Opening Night VIP Tables near the stage.
- 6 Complimentary Valet Parking passes.
- Two complimentary 6-seat VIP Boxes.
- 20 General Admission tickets for the Culminating Jazz on The Beach Weekend. **Headliners include John Legend, Janelle Monáe, Charlie Wilson, Raphael Saadiq and Parliament featuring George Clinton as well as acoustic jazz artists representing 13 nations.**
- Two backstage tour passes.

VIP Access:

- Photos with headlining artists and honorees, plus reserved valet parking.



AUG 7-23, 2026

LA JAZZ

FESTIVAL

PRESENTED BY  airbnb

THE OPPORTUNITIES FOR YOU

and still growing...

HERITAGE PARTNER (2) | \$50,000

Premier Brand Integration - Named for the West African historians, storytellers, and musicians who preserve heritage, this package is perfect for brands that are narrating the festival's story alongside the music.

Prominent Placement:

- High-visibility logo branding on the Step N Repeat
- High-visibility logo branding on the main stage video walls.

Stage Presence:

- Logo featured prominently on the main stage.
- Logo featured prominently Step N Repeat.
- Logo featured prominently on all digital video walls.

Recognition:

- Recognized by the Festival President during the evening program.

Hospitality:

- Two 6-seat Opening Night VIP Tables near the stage.
- 6 Complimentary Valet Parking passes.
- Two complimentary 6-seat VIP Boxes.
- 15 General Admission tickets for the Culminating Jazz on The Beach Weekend. **Headliners include John Legend, Janelle Monáe, Charlie Wilson, Raphael Saadiq and Parliament featuring George Clinton as well as acoustic jazz artists representing 13 nations.**

Digital Activation:

- Feature branding on the official festival website and mobile app.

VIP Access:

- Backstage passes and artist photo opportunities.



AUG 7-23, 2026

LA JAZZ

FESTIVAL

PRESENTED BY  airbnb

THE OPPORTUNITIES FOR YOU and still growing...

RENAISSANCE “NAME YOUR PARK” PARTNER (4) | \$25,000

Leadership Level Support- Draws on both the Harlem Renaissance and the exciting modern jazz renaissance actively happening in Los Angeles.

Marketing Visibility:

- Primary Partner of (1) Jazz In The Park Concerts.
- Logo featured on all Opening Night digital flyers, social media clips, and standard marketing materials.

Hospitality:

- One 6-seat Opening Night VIP Table near the stage
- 3 complimentary Valet Parking passes
- Two complimentary 6-seat VIP Boxes
- 10 General Admission tickets for the Jazz on The Beach Weekend.

Public Recognition:

- Mention in all official festival press releases.

BAND LEADER PARTNER (10) | \$10,000

Foundational Support - The driving force setting the tone for the event, much like a maestro guides an ensemble to create harmony and momentum.

Branding:

- Logo inclusion on digital marketing materials and the official festival souvenir guide.

Hospitality:

- One 6-seat Opening Night VIP Table near the stage.
- Two complimentary 6-seat VIP Boxes.
- 4 Reserved tickets for the Opening Night event.

FIRST CHAIR PARTNER (25) | \$5,000

Local Engagement.

Digital Presence:

- Logo on digital festival flyers and a dedicated social media mention on festival clips.

Hospitality:

- One 6-seat Opening Night VIP Table near the stage.
- One complimentary 6-seat VIP Box.
- Two complimentary VIP tickets and a banner on the landing page of the festival website.

COMMUNITY SUPPORTER \$2,500

Help us cover the costs to ensure that 75% of our tickets are free.

INDIVIDUAL DONOR \$500

I'm doing my part to show up.



AUG 7-23, 2026

LA JAZZ

FESTIVAL

PRESENTED BY  airbnb

THE ON-THE BEACH VIP EXPERIENCE

and still growing...



4 & 6 Seat Luxury Boxes



10 Seat Luxury Cabanas



AUG 7-23, 2026

LA JAZZ

FESTIVAL

PRESENTED BY  airbnb

THE CONTACTS

Martin@BridgeStreetinc.com

OPENING NIGHT

Partners Reception
& Red Carpet Experience

Friday August 7, 2026
5:00pm

THROUGHOUT THE FESTIVAL

Enjoy your LA Jazz Festival
Partners Passport
for backstage experiences
throughout the 1st-ever,
LA Jazz Festival!

