



**Oceans of Soul
Jazz Festival**

**2024
Sponsorship
Opportunities**

**FORT LAUDERDALE BEACH PARK
December 6th - December 7th, 2024**



Introduction

Thank you for taking the time to review this sponsorship proposal for the Oceans of Soul Jazz Festival. The festival is a three-day event that will bring together world-renowned soul, jazz and R&B artists, as well as local up-and-comers. The festival will take place at Fort Lauderdale Beach Park, December 6th – December 7th, 2024, and is expected to attract 50,000-60,000 attendees.

A New Perspective on Music Festivals.

A man in a black t-shirt and black pants stands on a stage, pointing his right arm towards a large, diverse crowd of people at night. The crowd is illuminated by stage lights, and many people have their hands raised. The background is dark with some blurred lights, suggesting an outdoor festival setting.

ABOUT THE OCEANS OF SOUL JAZZ FESTIVAL

The Oceans of Soul Jazz Festival is a three-day music festival that celebrates community, cultural arts, Health and Wellness, Culinary Fusion, and live R&B, soul and jazz music from top performing artists.

The festival will feature a full lineup of headline music acts, comedians, art, fashion, and culture. In addition to the music, there will also be a variety of workshops, panels, and discussions on topics related to community, culture, and finance.

The Oceans of Soul Jazz Festival is committed to giving back to the community, and a portion of the proceeds from the festival will go to Historically Black Colleges and Universities (HBCUs). HBCUs have a long and rich history of providing educational opportunities to African Americans, and the Oceans of Soul Jazz Festival is proud to support their mission.

SPONSORED IN PART BY

ftbeach

Discover. Stay. Dine. Play.

Who is Our Audience

In our inaugural year we will average between 60,000 and 85,000 in attendance over three days. Here is what we have learned about them:

There is almost an even split of male and female attendees.

The average age of our ticket buyer is approximately 33-55 years old.

45% of our audience will attend all three days of the festival.

35% of our audience comes from within a 100-mile radius of Fort Lauderdale. (That includes Orlando, Jacksonville, Port Saint Lucie, and Saint Petersburg, along with Tampa.)

47% of our audience comes from the Southeastern United States.

Our marketing area includes all of Florida, Georgia, Alabama, North Carolina, South Carolina, Tennessee, Kentucky, Texas, Maryland, Washington, D.C. and Virginia

Broward County, and Fort Lauderdale. The African American population

in the tri-county exceeds 1.5 million people (about the population of West Virginia), 550,000 reside in Broward County.

Great Numbers!



Gender

55% Female / 45% Male
Median Age: 40



Room Nights

5,000 Room Nights
Avg. \$350 Nightly X3 nights
TRN 15,000 room nights
\$5,250,000 direct hotel
revenue.



Education

Graduates: 67%



Attendee Spend

\$980 Per Attendee



Household Income

Median HHI: \$81,877
46% HHI Over
\$100k



Visitors To Broward County

35% Are Visitors



How They Get Here

65%
Drive
30% Fly
5% Other



Overall Economic Impact

2024: \$12 Million
5 Years: \$60,000



Food & Beverage

F&B: \$6.2 Million

The Oceans of Soul Jazz Festival offers a plethora of benefits to sponsors.

They can include:

- Having a space in the festival's Oceans Village allows you to introduce yourself to thousands of attendees on the day of the festival.
- Naming rights to any of the three festival stages or other areas on the festival grounds.
- Sponsorship of specific performances.
- Hanging of banners on the festival grounds.
- Acknowledgment in the print media, digital media, social media, and radio campaign in all the major markets.
- Your organization's logo is included in our print ads, posters, program and web site.
- (We advertise in various publications throughout the region and our web site will grow to receive over 20,000 visitors per month.)
- Mentions in the festival's extensive Social Media campaign. (We will have over 6,500 followers with a reach of 50,000 per post.)

**Shine a Spotlight on
Your Brand: Reach
thousands of
festival-goers and
elevate your brand
awareness with
Oceans of Soul
sponsorship.**



Event Assets

OCEANS OF SOUL JAZZ FESTIVAL

Saturday • December 7

Time: 1pm –10pm

Estimated Attendance 25k + per day

The Founder's VIP Cruise

Thursday • December 5

Time: 7pm –10pm

Estimated Attendance: 500

FLORIDA'S LARGEST SEAFOOD BOIL

Friday • December 6

Time: 5pm –10pm

Estimated Attendance 10k



Promotional Packages

There are any number of ways to support the 2024 Oceans of Soul Jazz Festival. Here are some package plans we have assembled that offer maximum value-added benefits for additional visibility. We are also willing to customize these packages to meet specific needs.

Title Sponsor

RIGHTS, MARKETING, EXCLUSIVITY

Exclusive Use of Oceans of Soul Trademark and Logo in Approved Marketing Materials

Subject to approval by Royal Recordings, LLC, you have the right to activate a co-branded promotion that prominently features the Oceans of Soul logo (expenses associated with the promotion will be borne by the sponsor).

Additionally, your logo will be included on all official Oceans of Soul step & repeat signage.

ON-SITE ENTITLEMENTS

Four (4) fifteen (15) second company spots on LED video walls per day
(subject to approval by Royal Recordings, LLC and at the sponsor's expense)

One (1) fifteen (15) second video presentation to greet and welcome the audience

Exclusive live stage mentions as the Title Sponsor

Custom experiential area up 40' x 40' in the Sponsor Activation area

Two (2) full panels in the Oceans of Soul mobile app

HOSPITALITY

Twenty-four (24) invitations to opening night seafood boil

Twenty-four (24) VIP tickets

Twenty-four (24) RESERVE VIP tickets

Forty (40) General Admission tickets

Ten (10) Founder's Yacht Party tickets

MEDIA ENTITLEMENTS

Sponsor logo and link featured on event website and mobile application

Featured on all Oceans of Soul radio, television and print media elements

Featured in the Oceans of Soul Social Media Integration Program



Presenting Sponsor

RIGHTS, MARKETING, EXCLUSIVITY

Exclusive Use of Oceans of Soul Trademark and Logo in Approved Marketing Materials

Subject to approval by Royal Recordings, LLC, you have the right to activate a co-branded promotion that prominently features the Oceans of Soul logo (expenses associated with the promotion will be borne by the sponsor).

Additionally, your logo will be included on all official Oceans of Soul step & repeat signage.

ON-SITE ENTITLEMENTS

Two(2) fifteen (15) second company spots on LED video walls per day
(subject to approval by Royal Recordings, LLC and at the sponsor's expense)

One (1) fifteen (15) second video presentation to greet and welcome the audience

Exclusive live stage mentions as the Title Sponsor

Custom experiential area up 30' x 30' in the Sponsor Activation area

Two (2) full panels in the Oceans of Soul mobile app

HOSPITALITY

Twelve (12) invitations to opening night seafood boil

Sixteen (16) VIP tickets

Sixteen (16) RESERVE VIP tickets

Twenty (20) General Admission tickets

Four (4) Founder's Yacht Party tickets

MEDIA ENTITLEMENTS

Sponsor logo and link featured on event website and mobile application

Featured on all Oceans of Soul radio, television and print media elements

Featured in the Oceans of Soul Social Media Integration Program



Gold Sponsor

RIGHTS, MARKETING, EXCLUSIVITY

Exclusive Use of Oceans of Soul Trademark and Logo in Approved Marketing Materials

Subject to approval by Royal Recordings, LLC, you have the right to activate a co-branded promotion that prominently features the Oceans of Soul logo (expenses associated with the promotion will be borne by the sponsor).

Additionally, your logo will be included on all official Oceans of Soul step & repeat signage.

ON-SITE ENTITLEMENTS

One (1) fifteen (15) second company spots on LED video walls per day
(subject to approval by Royal Recordings, LLC and at the sponsor's expense)

Custom experiential area up 20' x 20' in the Sponsor Activation area

One (1) full panels in the Oceans of Soul mobile app

HOSPITALITY

Eight (8) invitations to opening night seafood boil

Eight (8) VIP tickets

Eight (8) RESERVE VIP tickets

Twenty (20) General Admission tickets

MEDIA ENTITLEMENTS

Sponsor logo and link featured on event website and mobile application

Featured on all Oceans of Soul radio, television and print media elements

Featured in the Oceans of Soul Social Media Integration Program



Silver Sponsor

RIGHTS, MARKETING, EXCLUSIVITY

Exclusive Use of Oceans of Soul Trademark and Logo in Approved Marketing Materials

Subject to approval by Royal Recordings, LLC, you have the right to activate a co-branded promotion that prominently features the Oceans of Soul logo (expenses associated with the promotion will be borne by the sponsor).

Additionally, your logo will be included on all official Oceans of Soul step & repeat signage.

ON-SITE ENTITLEMENTS

One (1) fifteen (15) second company spots on LED video walls per day

(subject to approval by Royal Recordings, LLC and at the sponsor's expense)

Custom experiential area up 20' x 10' in the Sponsor Activation area

One (1) full panels in the Oceans of Soul mobile app

HOSPITALITY

Eight (8) invitations to opening night seafood boil

Eight (8) VIP tickets

Eight (8) RESERVE VIP tickets

Twenty (20) General Admission tickets

MEDIA ENTITLEMENTS

Sponsor logo and link featured on event website and mobile application

Featured on all Oceans of Soul radio, television and print media elements

Featured in the Oceans of Soul Social Media Integration Program



Community Sponsor

RIGHTS, MARKETING, EXCLUSIVITY

Exclusive Use of Oceans of Soul Trademark and Logo in Approved Marketing Materials

ON-SITE ENTITLEMENTS

Custom experiential area up 10' x 10' in the Sponsor Activation area

One (1) half page (1/2) panel ad the Oceans of Soul event guide

HOSPITALITY

Two (2) invitations to opening night seafood boil

Two (2) VIP tickets

Two (2) RESERVE VIP tickets

Ten (10) General Admission tickets

MEDIA ENTITLEMENTS

Sponsor logo and link featured on event website and mobile application

Featured on all Oceans of Soul radio, television and print media elements

Featured in the Oceans of Soul Social Media Integration Program



Individual Performance Sponsor

RIGHTS, MARKETING, EXCLUSIVITY

Exclusive Use of Oceans of Soul Trademark and Logo in Approved Marketing Materials

HOSPITALITY

Two (2) invitations to opening night seafood boil

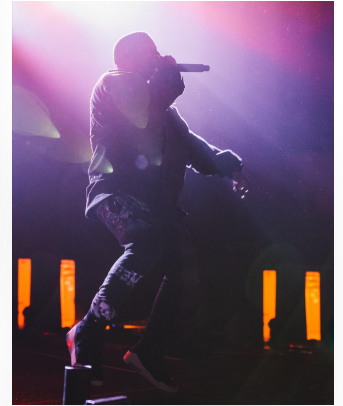
Two (2) VIP tickets

Five (5) General Admission tickets

PERFORMANCE ENTITLEMENTS

One (1) 15-minute performance main stage opening night

One (1) 15-minute performance main stage Saturday or Sunday





Sponsorship Investment

This Sponsorship package is an investment in your brand's success. For a sponsorship fee, you'll gain exclusive rights, and unparalleled marketing opportunities.

Flexible sponsorship terms:

We offer flexible sponsorship terms to meet specific needs and budgets.

We'd love to discuss how your brand can become a part of the Oceans of Soul Jazz Festival experience.

Contact our sponsorship team today to explore the possibilities.

Gregory Scott, Executive Director

Phone: (954) 870-0670

Email: gscott@oceansofsoul.com