

Sweet Baby J'ai
Presents

THE PALM SPRINGS
SUNSET MUSIC & COMEDY FEST

Transforming Lives Through Music!

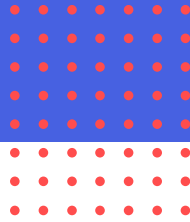
SPONSORSHIP PROPOSAL



WWW.SWEETBABYJAI.COM

Sweet Baby J'ai Presents: The Sunset Music Series

ABOUT US



The Palm Springs Sunset Music Series brings a vibrant blend of music and laughter to the stage. These events showcase a diverse range of genres, including jazz, blues, soul, Latin Jazz, world music, and comedy. Our shows offer unforgettable experiences that resonate with audiences worldwide. Rooted in a profound commitment to education, our series pays homage to jazz masters of the past and present while joyfully celebrating rising stars as well as nurturing tomorrow's voices.

Beyond the stage, the commitment to inclusivity extends to young artists. The SMARTS Initiative (Sharing Music, Accessing Resources, Transforming Students) provides instruments and education to underprivileged students, ensuring access to the transformative power of music. Join our community by enjoying exceptional performances, supporting future generations, and contributing to a more equitable cultural landscape. Come celebrate music, laughter, and shared passion – become part of the harmonious future and help amplify the melodies of tomorrow.

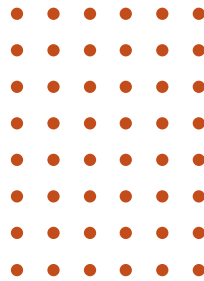


OUR VISION

Fueled by an unwavering dedication to inclusivity, Sweet Baby J'ai meticulously crafts performances that echo a rich diversity of voices and perspectives. Yet, beyond mere entertainment, these events serve as a platform to honor the unsung heroes of the industry, shedding light on their invaluable contributions. Moreover, they serve as a catalyst to ignite the musical aspirations of underprivileged youth through the SMARTS initiative.

A PURPOSEFUL JOURNEY

OUR MISSION



01

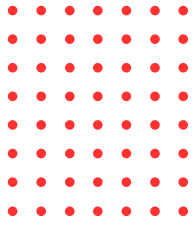
Fostering Cultural Exchange: encouraging, fostering, and cultivating appreciation for jazz, blues, and world music in all its forms through live performances, workshops, and films.

02

Celebrate Women in Music: amplify the diversity of voices that shape the past, present, and future of jazz, including the impactful contributions of women musicians and singers.

03

Inspiring Future Generations: ignite the musical dreams of underprivileged youth through the SMARTS initiative, providing instruments, education, and resources.

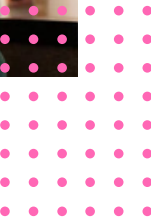


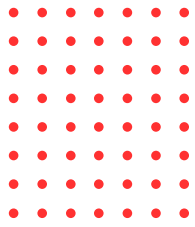
SMARTS INITIATIVE

SHARING
MUSIC
ACCESSING
RESOURCES,
TRANSFORMING
STUDENTS

YOUR PARTNERSHIP WILL MAKE A DIFFERENCE

Imagine a world where young Maya, once unable to afford a violin, now fills the concert hall with her soul-stirring melodies. Every note she plays speaks to the transformative power of music education, boosting her confidence, academic achievement, and connection to her community. Your support as a visionary partner makes this transformative journey possible. By joining our mission, you're not just donating; you're investing in the future of music, unlocking hidden potential in every child. Together, let's ensure no child's musical dream is silenced. Partner with us to write a symphony of hope and possibility.





PRESERVE AMERICA'S GIFT TO THE WORLD!

REACH AN AFFLUENT AUDIENCE

BOOST YOUR BRAND THROUGH COMMUNITY ENRICHMENT SPONSORSHIPS

WHY PARTNER WITH US?

01

Market your products and services directly to our affluent, well educated, sophisticated, and loyal fan base:

- 53% own their own homes
- 48% have investments
- 35% have incomes in excess of \$100,000
- 50% have a Bachelors Degree
- 46% have a Graduate Degree

02

Jazz is America's premiere art form. Preserving our jazz legacy is not only good for society, but for the history of music. Your investment creates access to cultural arts experiences and allows you to publicly demonstrate your support of arts, culture, and music education.

- 88% of consumers want businesses to care about society
- 72% of consumers choose brands that give back
- 73% of consumers switch to brands with purpose

03

Help create a platform for diverse voices and perspectives in the music world.

- Align your brand with values of inclusivity and empowerment
- Tap into a dedicated fanbase of music lovers and supporters of social causes.
- Help children reach their musical potential



**Amplify Your Brand
Three Sponsorship Opportunities for Social Impact**

#1



INTERNATIONAL JAZZ DAY CELEBRATION

Sunday, April 7th
DOORS OPEN 6:00 SHOWTIME 6:45 PM

REVOLUTION STAGE COMPANY

611 S. Palm Canyon Dr, Palm Springs CA

Sponsorship reel
screened at event

Get ready for an unforgettable evening of vocal fireworks with the Divas of the Desert on April 7th! The Revolution Stage Company will be transformed into a symphony of soul as these powerhouse performers sing gospel, blues, jazz, and more, promising to melt your heart. Yet, this event is more than just entertainment; it's a chance to ignite the musical dreams of underprivileged youth through our SMARTS initiative. Join us for a night of incredible music and a chance to make a positive impact on young lives. Sweet Baby J'ai presents an All-Star lineup that includes Cheryl Bentyne, Cynthia Thomas, Eve Holmes, Keisha D, Leanna Rodgers, Melba Miller, Patrice Morris Rose Mallett, and Yve Evans.



#2



MOTHER'S DAY SOULFUL JAZZ BRUNCH CONCERT

Sunday, May 12th
11:30 AM

VICKY'S OF SANTE FE
45100 Club Dr, Indian Wells, CA

Celebrate Mom (or anyone who holds a motherly place in your heart) with a fabulous show at Vicky's of Santa Fe in Indian Wells! Feast your senses with a soul-stirring show, the Women in Jazz All-Stars, featuring the critically acclaimed singer/composer Angie Wells, paired with delectable cuisine and bubbly ambiance. It will be a heartfelt tribute and an unforgettable experience! Showcase your brand to music lovers who align with positive values - connect with a targeted audience.



#3



THE PALM SPRINGS SUNSET MUSIC & COMEDY FESTIVAL

Saturday,
Nov. 9th & 10th

PALM SPRINGS CULTURAL
CENTER & REVOLUTION
STAGE COMPANY
Palm Springs, CA

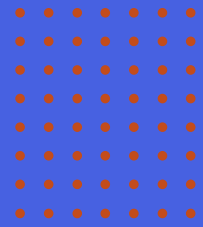
Sponsorship reel
screened at event

Mark your calendars, music and comedy lovers! Sweet Baby J'ai Presents "A Night of Music & Comedy" is on the move! The Palm Springs Sunset Music & Comedy Festival returns to the Palm Springs Cultural Center and Revolution Stage Company on November 9th and 10th, 2024. This unforgettable weekend blends side-splitting laughter from top comedians with world-renowned musicians like Grammy-nominated powerhouse Kandace Springs and comedian Karen Williams. More than just a show; it's a celebration of music, laughter, and community spirit. We offer diverse sponsorship packages, brand exposure opportunities, and the chance to leave a lasting impact on this cherished event. Join us in creating memories that will resonate long after the curtain falls. Contact us today at www.sweetbayjai.com to explore how we can collaborate and make the Palm Springs Sunset Music & Comedy Festival an even more extraordinary experience for all.



Contact us to discuss partnership opportunities tailored to your needs.

MEET THE TEAM



Sweet Baby J'ai

Executive Director

For over three decades, Sweet Baby J'ai has passionately intertwined music and education, leaving an enduring impact on every project she tackles. From the Women in Jazz All-Stars lineup to the revitalization of the Palm Springs Women's Jazz Festival, J'ai consistently pushes creative boundaries, delivering unforgettable experiences for audiences. As an internationally acclaimed singer, songwriter, actress, and US Jazz Ambassador, her impact extends globally.

Honored with multiple awards, including the Living Jazz Legend Award and induction into the California Jazz and Blues Hall of Fame, J'ai's leadership, both in the arts and education sectors, is marked by a commitment to empowerment and giving back. Through initiatives like scholarship awards for underserved communities and support for aspiring jazz students, she continues to empower dreams through education and mentorship, leaving an indelible mark on the cultural landscape.



Liz Borden

Producer

Festival Producer Liz Borden boasts over thirty years of production experience, orchestrating live shows and events across the country. In her three years in the desert, she has been a driving force behind productions for the Palm Springs Women's Jazz Festival, Alzheimer's Coachella Valley, and The New England Music Hall Of Fame Induction Awards. Renowned for her multifaceted talents as a musician, singer, songwriter, music manager, photographer, and writer, Liz has left an indelible mark with the band Lizzie Borden and The Axes.

A fortuitous encounter with Sweet Baby J'ai over 15 years ago in a Provincetown, MA production led to a seamless collaboration. Since her relocation to Palm Springs, Liz and J'ai have formed a dynamic duo, showcasing their successful partnership. Currently signed to Code 213 Records, Liz is set to release a new CD in 2024, adding another layer to her already illustrious musical journey.



Felecia Howell

Production Manager

Felecia Howell, a seasoned professional with over two decades in the entertainment industry, brings an extensive background to her role as a production manager. Her career, spanning film, television, theatre, and music, showcases her proficiency in producing, directing, supervising, and serving as a showrunner. A graduate with a BA in Mass Media Arts from Howard University and the University of Washington DC, she further honed her skills through an MFA in the Producer's program for Theatre, Television, and Film from the University of Los Angeles.

Her expertise extends to being one of the most reliable and sought-after script supervisors in Hollywood, contributing to prestigious projects such as The Academy Awards (ABC), Unprisoned, Remember Me (Hulu), Send Help (All Black), and The Devil You Know (Prime) in the television realm. In the cinematic domain, she has been involved in many notable films.



REACH, ENGAGE, INSPIRE

Join us for unforgettable events filled with laughter, community, and the power to transform lives. Attend, donate, volunteer - every action fuels a richer cultural landscape and empowers future generations. Let's create memories that resonate long after the final note fades. Be part of something truly meaningful. Your sponsorship includes recognition of your company as a supporting sponsor for each of our events! As a women-run LGBTQ+ business, we thank you for your support!

Visionary Partner - \$7,000

- 6 Concert Tickets with preferred VIP Seating to the Sunset Music & Comedy Fest
- Prominent logo display on event signage
- On-stage recognition: Your company name will be prominently mentioned during the event by our presenters.
- Video credit prominently identifying your company as a supporting sponsor, as follows: Made possible, in part, with the generous support of [company name]. Inclusion in the Sponsor Reel screened at the Sunset Music & Comedy Fest and Int'l Jazz Day Celebration.
- VIP attendees will receive an exclusive gift bag featuring sponsor products, enhancing your brand.

Virtuoso Partner - \$5,000

- 4 Concert Tickets with VIP Seating to the Sunset Music & Comedy Fest
- Logo display on event signage
- Video credit identifying your company as a supporting sponsor, as follows: Made possible, in part, with the generous support of [company name]
- Inclusion in the Sponsor Reel screened at the Sunset Music & Comedy Fest and Int'l Jazz Day Celebration.

Crescendo Partner - \$2,500

- 2 Concerts Tickets to the Sunset Music & Comedy Fest
- Logo display on event signage
- Video credit listing your company as a supporting sponsor Inclusion in the Sponsor Reel screened at the Sunset Music & Comedy Fest and Int'l Jazz Day Celebration.

Harmonizing Partners

Give **\$1,000** to ignite a spark of musical joy, **\$500** to fuel a thunderous chorus of laughter or a **\$250** to orchestrate a future of harmonious melodies and punchlines.

- Receive video credit listing your company as a supporting sponsor. Inclusion in the Sponsor Reel screened at the Sunset Music & Comedy Fest and Int'l Jazz Day Celebration.

Fiscal Sponsor Non-Profit 501c3 Tax Information

Strait Knot Productions
1271 Solana Trail, Palm Springs, CA 92262
Federal Tax ID: #92-2510473

All contributions are tax-deductible to the extent provided by law.

Please make checks payable to Strait Knot Productions
Memo line: Attn: Sunset Music Series