

RIVERVIEW  
**JAZZ**

presents the  
**11TH ANNUAL**

**2024**

**JERSEYJAZZ  
CITYFESTIVAL**

**May 29 - June 2**

[jerseycityjazzfestival.com](http://jerseycityjazzfestival.com)



# Overview: Joy & Music for All! --- ---



A week-long celebration of music and culture throughout all neighborhoods of Jersey City, culminating in a large, two-day, free-to-the-public festival on the Jersey City waterfront.

Over 25,000 attendees will witness over 30 amazing and diverse performances, making the 11th Annual Jersey City Jazz Festival one of the most accessible, largest, and most fun music events in the New York City Tri-state area!



# A Musical Celebration

## Jersey City Jazz Festival!

Saturday, June 1 &  
Sunday, June 2, 2024

- All-day outdoor events at Exchange Place Plaza and J. Owen Grundy Pier
- Free to the Public
- Three stages, 20 performances!
- Local Vendors
- Food Trucks
- VIP Experience
- Start and Finish Lines for Bike JC Ward Tour (Sunday 6/2)



## Jersey City Jazz Week

Wednesday, May 29 -  
Sunday, June 2, 2024

- Events throughout all wards Jersey City
- Local venues include White Eagle Hall, Nimbus Arts Center, The Statuary, Moore's Place, Hyatt House, The Canopy, and more!
- All-access VIP pass will include admission to all events



## Music in the Schools

Tuesday, May 28 -  
Friday, May 31, 2024



- Jazz to the Future!
- Riverview Jazz will partner with Arts for Kids and Jersey City public school music programs to present assembly-style music performances in Jersey City schools.
- This inaugural program will be the cornerstone to future involvement between Riverview Jazz and school music programs.



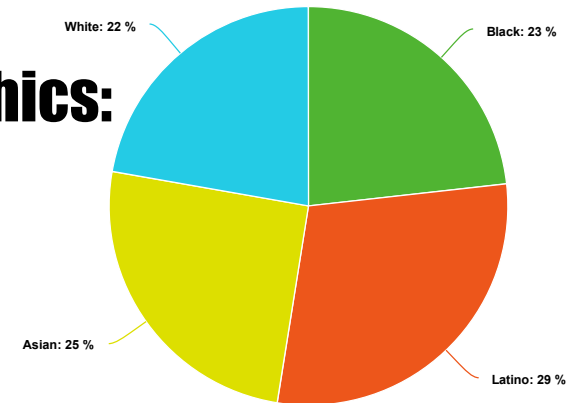
# Jersey City: A modern, accessible, urban community



**One of the most diverse cities in the world!**

## Jersey City Demographics:

- Black 23%
- Latino 29%
- Asian 25%
- White 22%



**Population:**  
292,449 (2020)  
+18% since 2010



**Festival Transportation:**  
Access for All

- NJ Transit Bus
- PATH
- NY Waterway Ferry
- Citi Bike
- Hudson Bergen Light Rail
- Via Jersey City

# Riverview Jazz: By the People. For the People.

All events are produced through symbiotic partnerships between local businesses, artists, and community volunteers.



Riverview Jazz produces and partners to present over 75 free-to-the-public performances a year.



11+ years of serving the community with free world-class music performances.



Over 200 community members volunteer with Riverview Jazz.



# Jersey City Jazz Festival: The Early Years

**2013** .....

## Humble Beginnings

It all began as an all-day concert with the local farmers market in Riverview-Fisk Park. The street stage even had to be shut down while a trash truck made it's way through!



**2016** .....

## Jazz Fest Expands

The fourth annual Riverview Jazz Festival expands into a week-long event with programming throughout Jersey City. The development of local partnerships and sponsorships paved the way for two stages of great acts, including Típica 73, Slavic Soul Party, and Donny McCaslin (pictured).



**2019** .....

## A Rebranded Festival and Record Attendance!

The Riverview Jazz Festival is officially rebranded the Jersey City Jazz Festival and moves to the future downtown pedestrian plaza. The week-long event drew an attendance of 25,000+ attendees and established itself as one of the tri-state area's largest jazz festivals.



# Jersey City Jazz Festival: New Beginnings

**2021-22** .....▶ **2023** .....▶

## The Jersey City Jazz Festival Returns!

After a very quiet 2020, the festival was back and in a new location. Due to Covid regulations, the Jersey City Jazz Festival moved to a parking lot in the Powerhouse Arts District. 2022 featured 14 performances over 2 days including the great guitarist Julian Lage (pictured).



## A New Home

The Jersey City Jazz Festival finds a permanent home in the newly renovated Exchange Place Plaza. The conveniently located plaza allowed thousands to turn out and witness an amazing lineup including Bill Frisell and Maestro Eddie Palmieri.



# The 2023 Jersey City Jazz Festival: A Joyous Celebration! ≡



- **15,000+ attendees**
- **30+ performances by 200+ musicians**
- **60+ volunteers**
- **1,500 bikers arrived with the Bike JC Ward Tour**
- **20+ corporate sponsors**





# What They're Saying

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“Riverview Jazz has demonstrated that they can throw a fantastic party while remaining committed to musical sophistication”

- Jersey City Times



“The Jersey City Jazz Festival has become a highly anticipated annual event that brings people together to enjoy music while showcasing Jersey City’s flourishing arts and culture community. Jazz Fest grows every year with more musical talent and large crowds, and I am appreciative of Bryan’s work to continue this tradition of providing free cultural entertainment that attracts visitors from near and far to Jersey City.”

- Mayor Steven M. Fulop, City of Jersey City

# The Talk On The Street

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“When I first heard about the Jersey City Jazz Fest and Riverview Jazz, I had only recently moved to the area, but I knew right away that this was something I wanted to be a part of. I am so grateful for the friendships I built while volunteering at the Jazz Festival and I love being able to connect with others over our shared love of music!”

- Julia, volunteer



”Bryan Beninghove is a true advocate for our music. His hard work to make the Jersey City Jazz Festival is nothing short of heroic. The SmallsLIVE Foundation is proud to work with Riverview Jazz to continue to present excellent jazz music to the public of Jersey City”

- Spike Wilner, jazz musician and owner of Smalls Jazz Club, NYC

# The Word Around Town

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"I've been to every one of the annual Jersey City Jazz festivals and every year impresses me even more. This has become the hippest event in the city with great local players and the most diverse audience you'll find."

- David Cruz, NJTV



"JCJF is the best place to volunteer. My first time volunteering with them in 2022 was a wonderful experience. Every member is welcoming, passionate about Jazz and Jersey City, and exhibits strong love and commitment towards the community. Volunteering with them is a fantastic way to engage with Jersey City's cultural scene."

- Kunal, volunteer



## Presenting Sponsor \$50,000 (One available)

- “{Presenting Sponsor} presents the Jersey City Jazz Festival”
- Speaking opportunities from stage
- 12 VIP Tix (includes tote & swag)
- 8 All-Access VIP Tix (includes Riverview Jazz Week events)
- Buildout/Table/Tent option
- Product give-away option
- Multiple-Screen Ads
- Recognition from stage as Presenting Sponsor
- Post-festival branding recap from our pro photography team
- Mentions in all press releases
- Logo prominently included on:
  - All promo
  - All signage
  - All commemorative merchandise

## Platinum Stage Sponsor \$30,000 (Three available)

- Naming rights to a choice of one (all schedules will refer to Your Name Stage):
  - Plaza Stage
  - Jazz Tent
  - Pier Stage
- Speaking opportunity from stage
- 12 VIP Tix (includes tote & swag)
- 8 All-Access VIP Tix (includes Riverview Jazz Week events)
- Buildout/Table/Tent option
- Product give-away option
- 3 Screen Ads
- Recognition from stage as Platinum Stage Sponsor
- Logo Inclusion:
  - All printed material
  - Website
  - Banner at Festival
  - 2024 Commemorative Tee

## Gold Sponsor \$15,000

- Naming rights to a choice of one (includes unique branding at event/location)
  - VIP Experience,
  - Jersey City Jazz Week event
  - Community Zone
  - School presentation
- 8 VIP Tix (includes tote & swag)
- 4 All-Access VIP Tix (includes Riverview Jazz Week events)
- Buildout/Table/Tent option
- Product give-away option
- 2 Screen Ads
- Recognition from stage as Gold Sponsor
- Logo Inclusion:
  - All printed material
  - Website
  - Banner at Festival
  - 2024 Commemorative Tee



## Bronze Sponsor \$5,000

- 4 VIP Tix (includes tote & swag)
- 2 All-Access VIP Tix (includes Riverview Jazz Week events)
- Screen Ad
- Recognition from stage as Bronze Sponsor
- Logo Inclusion:
  - Website
  - Banner at Festival

## Jazz Festival Friend \$2,500

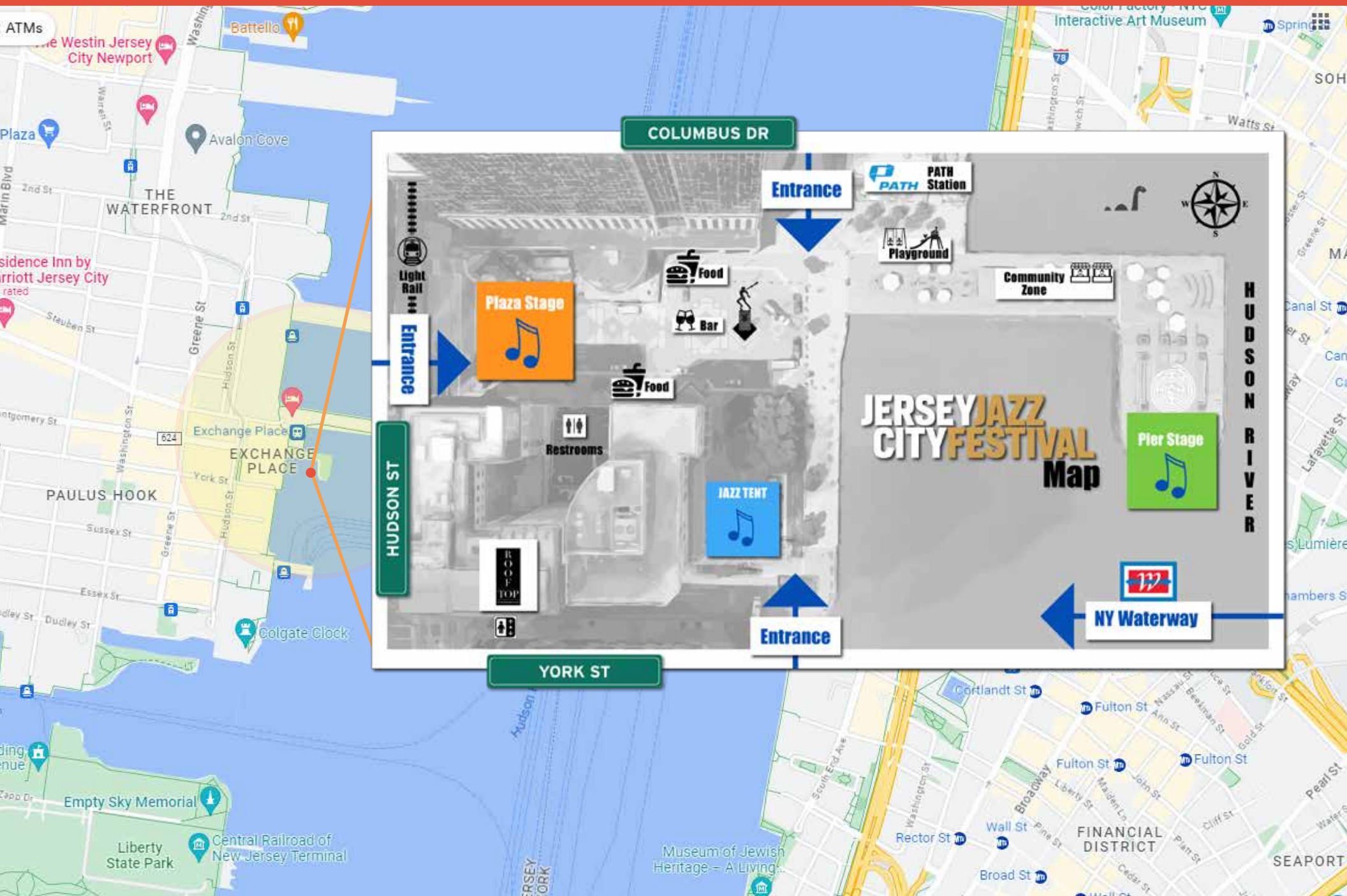
- 4 VIP Tix (includes tote & swag)
- Screen Ad
- Logo Inclusion on website

## In-kind Sponsor

- Receive all the benefits of sponsorship based on your contribution
- Contribute to the community and enjoy the benefits:
  - Brand recognition
  - Advertising
  - Access to events



# 2024 Jersey City Jazz Festival Map



COLUMBUS DR

Entrance

PATH Station

Playground

Community Zone

Plaza Stage

Food

Bar

Food

Restrooms

JAZZ TENT

JERSEY JAZZ CITY FESTIVAL Map

Pier Stage

HUDSON RIVER

HUDSON ST

NY Waterway

Entrance

YORK ST

ATMs  
Westin Jersey City Newport  
Avalon Cove  
THE WATERFRONT  
Exchange Place  
PAULUS HOOK  
Empty Sky Memorial  
Liberty State Park  
Central Railroad of New Jersey Terminal

Colgate Clock  
Museum of Jewish Heritage - A Living...  
FINANCIAL DISTRICT  
SEAPORT

# On-site Branding



## Naming Rights

- Stages
- VIP Experience
- Jersey City Jazz Week events
- Community Zone
- School presentations

## Installations

- Build-outs
- Vendor experiences

## Product give-aways

- Unique or Traditional
- JCJF swag inclusion

## On-site Print

- Banners
- Screen Ads
- Logo inclusion



# Marketing

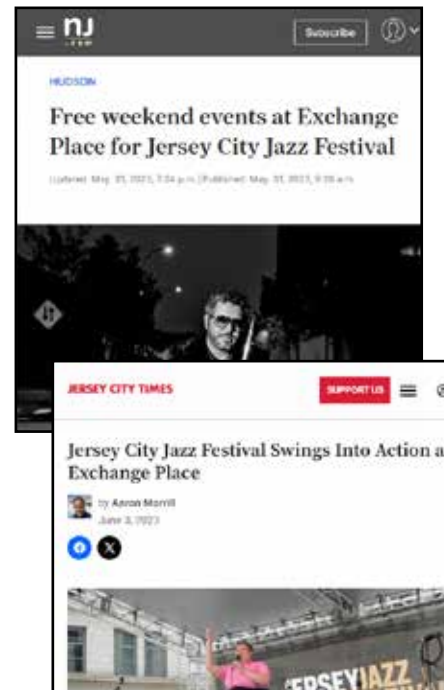
**Intensive social media and online advertising campaign**



**Banners, posters, and postcards distributed**



**Articles and ads in traditional news outlets**



**TV & radio spots**





# Jersey City Jazz Festival Numbers: A Rapidly Growing Fanbase!

	October 2022	October 2023	Trend
<b>Instagram</b>	<b>2533 followers</b>	<b>9680 followers</b>	<b>282% ↑</b>
<b>Facebook</b>	<b>3000+ followers</b>	<b>4649 followers</b>	<b>54% ↑</b>
<b>Mailing List</b>	<b>2400 subscribers</b>	<b>4885 subscribers</b>	<b>103% ↑</b>

## Instagram Demographics

25% age 25-34

22% age 35-44

16% age 45-54

16% age 18-24



One Riverview Jazz Instagram post in June of 2023 received 12,800 likes and reached 382,000 Instagram accounts and had over 25,000 engagements!

# Jersey City Jazz Week : Bringing Music to the People

**Wednesday, May 29 -  
Sunday, June 2, 2024**

- Over 10 diverse musical performances at venues throughout all neighborhoods of Jersey City.
- Admission to the ticketed events will be included with the All-Access VIP Pass.



## Sponsor Opportunity:



Present a show!  
Brand the event  
and support live  
music in town.



# VIP Experience

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## Festival VIP opportunities for sponsors:

- Naming Rights
- Product giveaways
- Sampling
- Branding opportunities



## Fan VIP Experience:

- Access to VIP Lounge
- Commemorative Tote/Tee and swag
- Priority seating at stages
- Access to VIP restrooms
- Opportunities to mingle with the artists

## All-Access VIP Pass:

- Fan VIP Experience plus:  
Admission to all Jersey City Jazz Week events

# The Music

- **World-class musicians, local and international**
- **NEA Jazz Masters, Grammy winners, Up & Coming Stars of Tomorrow**
- **Diversity in styles of music, gender, and age**





## Staff:

Bryan Beninghove, Executive Director and Founder

Dave Zimmerman, Managing Director

Stephen Gritzan, Marketing Director

Chris Woodard, Development Consultant

Al Anton, Vendor Coordinator, Development Consultant

Dane Calcagni, Donor Relations, Volunteer Coordinator

Moe Masi, Branding Designer

Dane Johnson, Marketing Support



## Board:

President:

Rachel Ryll (Quality and Regulatory Director, Americas; CEO, The Statuary)

Vice President:

Kate Silver (Executive VP / Managing Broker at Corcoran Sawyer Smith)

Secretary:

Tim Karcher (Partner at Proskauer Rose LLP)

Treasurer:

Dane Calcagni (Executive Assistant & Community Relations, Corcoran Sawyer Smith)

Trustees:

- Kern Weissman (CIO at Select Express & Logistics)
- Courtney Sloane (Courtney Sloane Design)
- Sawyer Smith (Owner/Founder Corcoran Sawyer Smith)
- Barry Richards (B. Rich Consulting)
- Margo Parks (Marketing and Special Events Director, Jazz Cruises LLC)
- Bryan Beninghove (Executive Director/ Founder Riverview Jazz)

## Advisory Board:

Anthony Romano (Hudson County Commissioner)

Ted Chubb (Musician; VP Jazz Education & Partnerships, Jazz House Kids; Artistic Director, The Statuary)

Seth Abramson (President Rabbit Moon Productions)

Sidney Jackson (Development Consultant)

Walter Parks (Musician, Event producer)

James Kaznosky (Director of Environmental Health & Safety, Baruch College)

Melina Garcia (Founder UCMP)

Tad Shull (Musician, Grant consultant)

Dr. Linda Beninghove (Library Director, Stevens Institute of Technology)

Doug Beavers (Musician, Founder Circle 9 Records)



# Contact

Bryan Beninghove

(201) 920-7209

[bryan@riverviewjazz.org](mailto:bryan@riverviewjazz.org)

[www.RiverviewJazz.Org](http://www.RiverviewJazz.Org)



# Past Sponsors and Partners

