



RIVERVIEW JAZZ PRESENTS THE 1ST ANNUAL
**JERSEY CITY LATIN
JAZZ FESTIVAL**

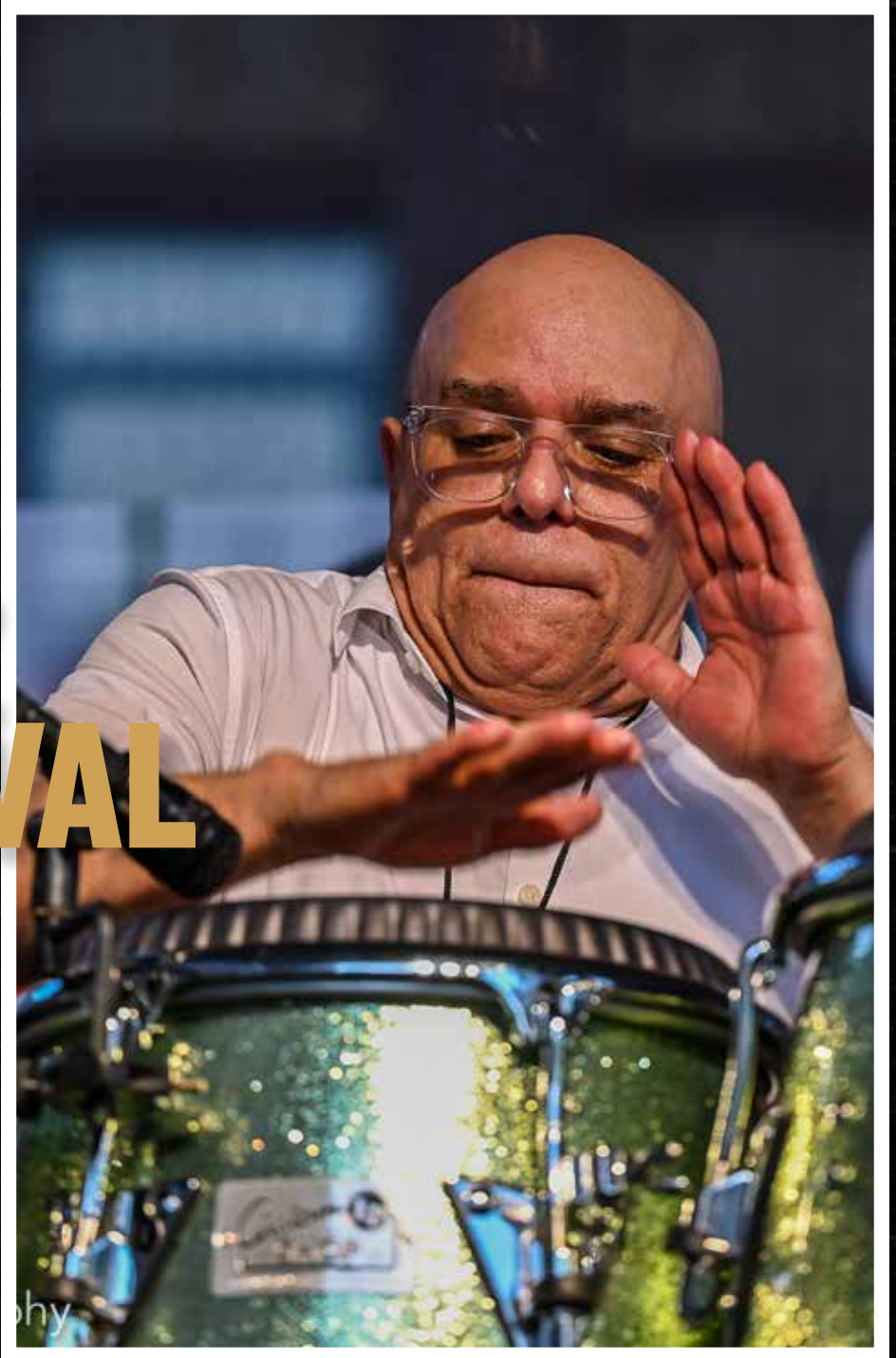
2024

**JERSEY CITY JAZZ
FESTIVAL**

Latin

**Saturday,
September 14**

jerseycityjazzfestival.com



The Time is Now!



Jersey City's time has arrived for its very own Latin Jazz Festival. An all-day celebration of music, dancing, and culture on the Hudson River waterfront is brought to you by Riverview Jazz, Jersey City's leading music non-profit.

Over 15,000 attendees will dance, eat, and drink to eight world-class bands performing energetic sets of Latin Jazz and Salsa. The newly renovated Exchange Place Plaza boasts breath-taking views, many forms of public transportation, parking, hotels, and much more to make this an unforgettable event for the whole community



The First Annual Jersey City Latin Jazz Festival

**Saturday, September 14, 2024,
Noon - 9pm**

At the Newly renovated Exchange Place Plaza

- Two stages
- 8 performances by over 50 musicians
- Dance classes on the pier
- Food trucks & Bar
- Free-to-the-Public



**Opening
Night Party!**

Friday, September 13,
2024

Club in Jersey City



Music to the People

Energetic performances from legendary, award-winning, and passionate musicians that engage and captivate audiences.



Cultural Fusion

Jersey City is often called the “most diverse city in the nation”, there is no better way to celebrate our diversity than with an artform that blends Afro-Cuban rhythms with western harmonies and Caribbean melodies to create truly unique and infectious music.



Preservation of Heritage & Education

Classic and new music, free dance lessons, unfettered access to the artists in a nurturing environment. Together we can play a crucial role in preserving and passing on cultural heritage, ensuring that traditional music, rhythms, and customs continue to thrive.



Community Building

This is a free-to-the-public, all-ages event where everyone is welcome. Events like the Jersey City Latin Jazz Festival bring people together from all backgrounds fostering a sense of community and unity.



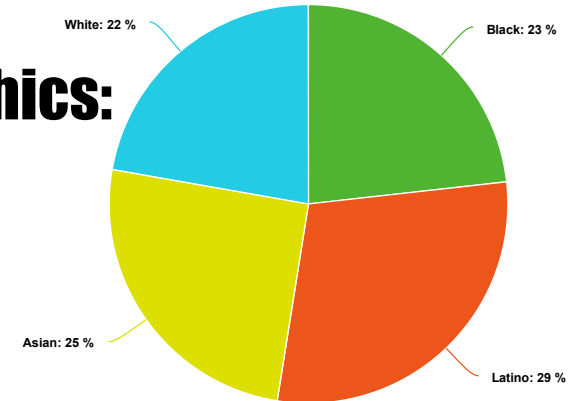
Jersey City: A modern, urban community



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.

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



Producer of the annual Jersey City Jazz Festival and the annual Latin Pier Fest series.



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



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



A History of Presenting World-class Latin Jazz & Salsa

Pier Fest



For 5 years, Riverview Jazz has presented a Fall Friday evening series that features a Latin Jazz band, a Salsa band, free dance lessons, and food trucks. Each event drew over 2,000 attendees and is the inspiration for this festival.

Hoboken Música



In 2023 Riverview Jazz expanded its events into Hoboken with this Latin Jazz and Salsa series. The events drew attendees from all over Hudson County and provided artists with more opportunities to perform in front of large local audiences.

Salsa & Latin Jazz at the Jersey City Jazz Festival



Riverview Jazz has a history of ending each day of the Jersey City Jazz Festival with infectious Latin groups. Past performers include Little Johnny Rivero, Sonido Solar feat. Eddie Palmieri, La Excelencia, Mambo Legends, Doug Beavers Titanes del Trombón, Johnny Rodriguez Dream Team, Chino Pons y Grupo Irek, and many more!

And more!



Típica 73 at White Eagle Hall.

2023: A Thriving Year for Riverview Jazz



- **35,000+** people attended Riverview Jazz events in 2023
- **75+** performances by **350+** musicians
- **60+** volunteers
- **20+** corporate sponsors

What They're Saying



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

- **Jersey City Times**



”The Latin Jazz festival is an idea whose time has come in the country’s most diverse city. It celebrates our diversity and shows the power of music to bring us together, joyfully.”

- **David Cruz, NJTV**



“It’s been a pleasure working with Bryan and all the staff of the Riverview Jazz, I think it’s the best thing that has happened to Jersey City in a long time. Riverview Jazz has united many different types of people and made more people interested in different types of music. Simply Great!”

- **John “Dandy” Rodriguez, legendary bongocera**
(Tito Puente, Ray Barretto, Fania All-Stars, Tipica 73)

What They're Saying



“Riverviewjazz.org continues to spotlight the best of our latino culture by making it possible for us to bring the most important artists performing in the Afro-Caribbean genre today to our area.”

– **Doug Beavers, Founding Director, Circle 9**



“Riverview Jazz 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**



“For the past several years I’ve volunteered at Jersey City Jazz Festivals and other events put on by the Riverview Jazz Organization. I can say unequivocally that it is always a great experience: You get to be part of something that embodies the spirit of cooperation while bringing some of the best jazz around to Jersey City – all free to the public.”

- **Mary Beth, volunteer**



Presenting Sponsor \$45,000 (One available)

- “{Presenting Sponsor} presents the Jersey City Latin Jazz Festival”
- Inclusion of logo prominently ALL PROMO, signage, and commemorative merchandise
- Speaking opportunities
- 12 VIP Tix (includes tote & swag)
- Buildout/Table/Tent option
- Product give-away option
- Multiple Screen Ads
- Recognition from stage as Platinum Stage Sponsor

Platinum Stage Sponsor \$25,000 (Three available)

- Naming rights to a choice of one (all schedules will refer to Your Name Stage):
 - Plaza Stage
 - Jazz Tent
- Speaking opportunity from stage
- Logo on 2024 Commemorative Tee
- 12 VIP Tix (includes tote & swag)
- 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

Gold Sponsor \$12,000

- Naming rights to a choice of one (includes unique branding at event/location)
 - VIP Experience
 - Opening Party
 - Dance Studio on Pier
 - Community Zone
- Logo on 2024 Commemorative Tee
- 8 VIP Tix (includes tote & swag)
- Buildout/Table/Tent option
- Product give-away option
- 2 Screen Ads
- Recognition from stage as Silver Sponsor
- Logo Inclusion:
 - All printed material
 - Website
 - Banner at Festival



Bronze Sponsor \$5,000

- 4 VIP Tix (includes tote & swag)
- 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 Latin Jazz Festival Map



COLUMBUS DR

Entrance

PATH Station

Playground

Community Zone

Plaza Stage

Food

Bar

Food

Restrooms

LATIN JAZZ TENT

JERSEY CITY Latin JAZZ FESTIVAL Map

Dance Studio on Pier
I ❤️ SALSA

Entrance

HUDSON ST

YORK ST

Entrance

NY Waterway

HUDSON RIVER



ROOFTOP

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



Jersey City Jazz Festival Numbers: A Rapidly Growing Fanbase!

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

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!

Marketing

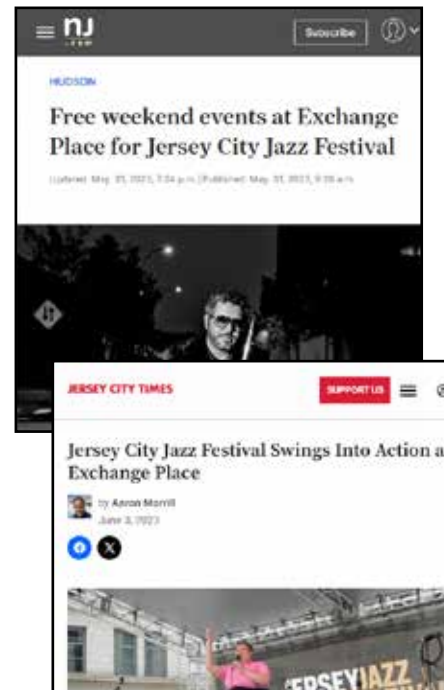
Intensive social media and online advertising campaign



Banners, posters, and postcards distributed



Articles and ads in traditional news outlets



TV & radio spots



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)



RIVERVIEW JAZZ

The Mission: =====

RiverviewJazz.Org is committed to building a self-sustaining audience for the arts by presenting various forms of Jazz to the community in a combination of traditional and non-traditional spaces.

Contact

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www.RiverviewJazz.Org



Past Sponsors and Partners

