

**DON BERNER**  
**BIG BAND**

• EST 2010 •

2023/2024 CONCERT SEASON

**Sponsorship**  
**Opportunities**

# The Don Berner Big Band Concert Season

## The Don Berner Big Band 2023-2024 concert season

The Don Berner Big Band enters their third fully programmed concert season, a marquee series of concerts featuring Edmonton's best jazz musicians in a large jazz orchestra or "big band" setting, which attracted audiences at capacity last year. This is the only professional jazz orchestra in Edmonton with a fully programmed concert season and this year it's going to be bigger and better than ever before. The Big Band is presented under the auspices of the Don Berner Big Band Foundation, a Not-For-Profit society.

For event sponsors, this is a unique opportunity to connect with like-minded individuals and business professionals because The Don Berner Big Band is committed to achieving artistic excellence and bringing audiences the best live music possible with a professional large jazz ensemble, acting as a flagship feature for the city.

### And this year we want to improve and expand the experience for audiences by:

#### 1. Featuring more guests than ever

This season we featured a number of Edmonton guest artists and we want to expand the scope of what we've done by bringing in even more Edmonton guest artists as well as national and international guests for our audiences to hear.

#### 2. Boosting the sales of our corporate partners

We fully realize not everyone can help to the same degree, but we want to ensure there is a place for everyone who wants to belong to the community created here. We strive to ensure that everyone who contributes to this project receives appropriate recognition and the support of our patrons.

#### 3. Allowing for Edmonton's best jazz professionals to have the necessary rehearsal time they and audiences deserve

There are economic realities to the production of these concerts and we want Edmonton audiences to hear Edmonton's best musicians at their best. And the only way to ensure that is through rehearsal, which requires a level of support in order to increase rehearsal time and maximize the experience for audiences.

The Don Berner Big Band 2023-2024 concert season is an opportunity to showcase your products and increase market share.



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## What We Have Created

The Don Berner Big Band concert season started because there was a void that needed to be filled. A void for Edmonton, for musicians, and for audiences. And now, we're helping fill that void by creating community connections, while the community, in turn, helps create our vision. Edmonton's best professional jazz and commercial musicians needed a professional setting to perform large ensemble jazz, something that had been largely absent since the days of Tommy Banks. Audiences wanted to hear a big band of this caliber and Edmonton needed a flagship large jazz ensemble. The story of Jazz in Edmonton parallels the story of Edmonton itself. When something is needed here, Edmontonians build it, and so have Edmonton jazz musicians, whether it was having the first jazz festival in Canada or the first volunteer-run jazz club in Canada. Audiences in Edmonton defy demographics and classification and become unexpected communities. We want to create and be the nexus that connects Edmonton's rich musical heritage with its promising future and be a hub for community.

We have come a long way, but we would still greatly benefit from your support. Your generous contribution will help us achieve our mission of exploring big band music in a professional concert setting, creating opportunities for Edmonton's finest musicians to delight and excite mass audiences.



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# Sponsorship Packages

Whether it's naming rights to the event, VIP tickets, or branding on event swag, different sponsorship levels are available, one for every budget. All event sponsors will be featured in marketing material, both in print and across social media.

Sponsorship packages include the following perks:

Gold Sponsor \$20,000	Silver Sponsor \$10,000	Bronze Sponsor \$5,000
Naming Rights to the concert series in the form of "(Your company) Don Berner Big Band concert season"		
Mention in all broadcast and print media	Mention in all print media	
Your company logo on cover of all concert programs	Your company logo on 1st inside page of concert programs	Your company logo in concert programs
On-stage banner		
On-site signage	On-site signage	On-site signage
Heading banner on all posters and promotional media	Prominent secondary display on all poster and promotional media	Prominent secondary display on all poster and promotional media
On-stage mention at all concerts	On-stage mention at all concerts	On-stage mention at all concerts
Brand promotion on swag		
20 VIP tickets to each concert of the season	20 VIP tickets to each concert of the season	10 VIP tickets to each concert of the season
Booth Space		

# Other Forms of Sponsorship

## Feature your company at the Don Berner Big Band 2023-2024 concert season!

Sponsorship options include exhibiting at our next event. Showcase your company with booth space! Our event management team will coordinate with you to find the perfect fit for best connecting with the Don Berner Big Band 2023-2024 concert season audience. This is an excellent way to network, cultivating new business relationships while supporting such a worthwhile cause.

### Production Sponsor | \$4,000

Your logo on poster, in program, and on all print materials, online mention, on stage mention. 6 VIP tickets to all concerts, on site signage

### Sponsor a Chair | \$1,000

Your logo on poster, in program, and on all print materials, online mention, on stage mention. 4 VIP tickets to all concerts

### Site Development Sponsor | \$1,000

Your logo on poster, in program, and on all print materials, online mention, on stage mention. 4 VIP tickets to all concerts

### Print Sponsor | \$500

Your logo on poster, in program, and on all print materials, online mention, on stage mention. 2 VIP tickets to all concerts

### Program Ads

Another way to support the Don Berner Big Band and get value for your contribution is purchase an ad in our program. A single full page ad can be purchased for one concert for \$200 or a half page ad for \$100. Your message will literally be placed in the hands of hundreds of viewers.

## Get in Touch Today

Email: [donberner@donberner.com](mailto:donberner@donberner.com)  
Call: 780-952-2473  
[www.donbernerbigband.com](http://www.donbernerbigband.com)

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