

**BEFORE**

Sponsorship Proposal  
*Beyond Symphonic Jazz*  
Weekly Radio Broadcast



## *Beyond Symphonic Jazz*

This is a unique radio show specially created for America's #1 Jazz Station, KJazz 88.1 FM.

The three-hour weekly broadcast features classic works from the symphonic jazz repertoire, along with lesser-known pieces that blends the worlds of jazz, classical music and beyond.

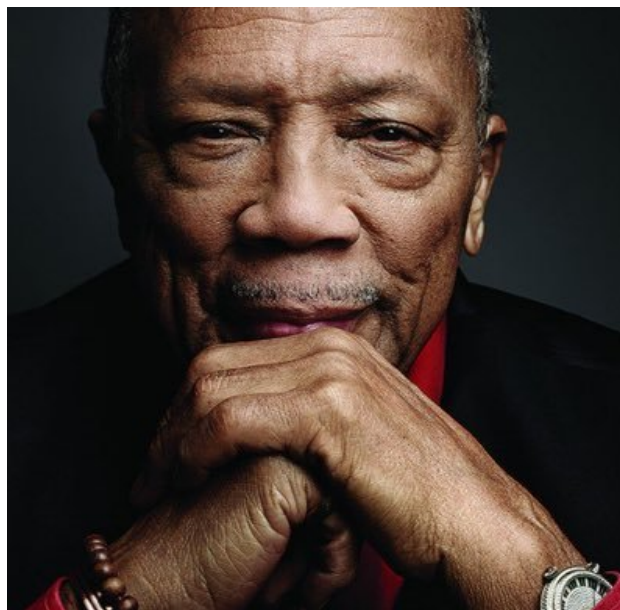
### Examples of symphonic jazz:

- ◆ "Rhapsody in Blue" by George Gershwin
- ◆ "Suite for Flute and Jazz Piano" by Claude Bolling
- ◆ "Concierto de Aranjuez" by Miles Davis and Gil Evans

## *Interviews*

This show would including interviews with leading composers and arrangers that contributed to the symphonic jazz genre. Such luminaries include...

- ◆ Lalo Schifrin
- ◆ Quincy Jones
- ◆ Johnny Mandel
- ◆ John Clayton
- ◆ Wayne Shorter



# WHO WE ARE

## OUR HISTORY

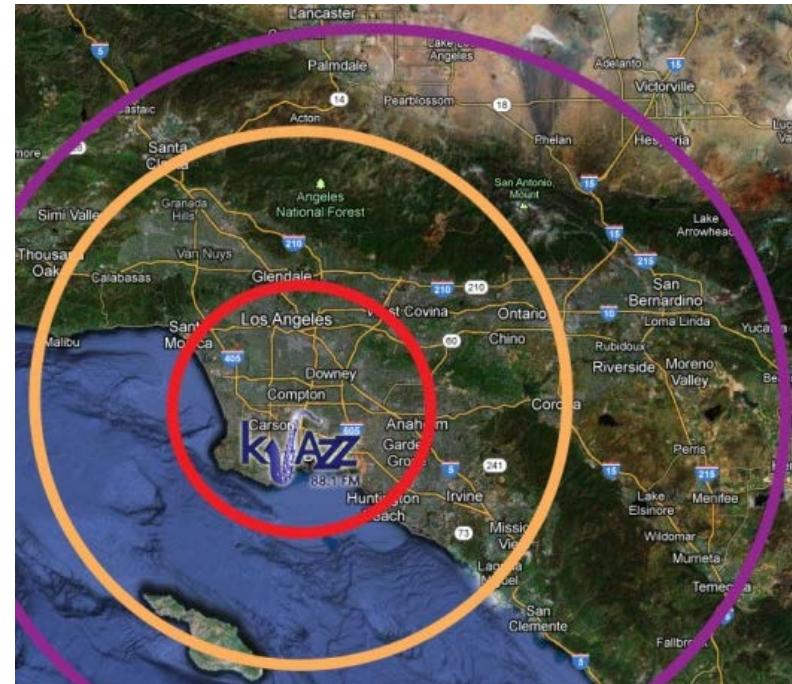
**KJazz 88.1** is committed to the promotion and preservation of the rich cultural heritages of jazz and blues through engaging, inspiring and informative programming that satisfies the most dedicated jazz and blues aficionados while attracting newcomers of all ages.

## FACTS

KJazz 88.1 FM, a service of California State University, Long Beach, has been officially ranked as the nation's most listened-to jazz radio station.

KJazz 88.1 has over 442,800\* devoted listeners per week, most notably distinguished by their educational excellence and professional success.

## OUR REACH



**Signal Coverage Map**



## Sponsorship Continued

Exclusive Media sponsor recognition in marketing and promotional materials with the Symphonic Jazz Orchestra including:

- ◆ Multiple eblasts to the Symphonic Jazz Orchestra's list of supporters and donors (8,100 subscribers)
- ◆ Posts on the Symphonic Jazz Orchestra's FB page (1,000 followers)
- ◆ Logo recognition on [www.SJOmusic.org](http://www.SJOmusic.org) with a hyperlink to sponsor website for one (1) year

Value: \$10,000

Support of the Symphonic Jazz Orchestra's weekly radio series and association with the tremendous goodwill and loyalty the nonprofit engenders creates a unique sponsorship opportunity.

In recognition of over \$100,000 in marketing and promotional support, the Symphonic Jazz Orchestra is offering sole sponsorship of "Beyond Symphonic Jazz" broadcast series to Turkish Airlines for \$15,000 per year.

**AFTER**



# BEYOND SYMPHONIC JAZZ

Sponsorship Proposal

SYMPHONIC  
JAZZ  
ORCHESTRA

MITCH GLICKMAN MUSIC DIRECTOR



# BEYOND SYMPHONIC JAZZ

*Beyond Symphonic Jazz* is a unique radio show, especially created for America's #1 Jazz Station, KJazz 88.1 FM reaching Southern California and the world.

The 3-hour weekly broadcast features classic works from the symphonic jazz repertoire, along with lesser-known pieces that blends the worlds of jazz, classical music and beyond.

Examples of symphonic jazz:

- ◆ "Rhapsody in Blue" by George Gershwin
- ◆ "Suite for Flute and Jazz Piano" by Claude Bolling
- ◆ "Concierto de Aranjuez" by Miles Davis and Gil Evans

# INTERVIEWS

*Beyond Symphonic Jazz* includes interviews with leading composers and arrangers that contributed to this unique American musical genre. Such luminaries include..

**Quincy Jones** (composer/arranger for Frank Sinatra, Michael Jackson, Aretha Franklin)

**Lalo Schifrin** (composer "Mission Impossible," "Cool Hand Luke," "Jazz meets the Symphony" recordings)

**Johnny Mandel** (composer "Shadow of your Smile," "Emily," arranger Peggy Lee, Barbra Streisand)

**John Clayton** (composer/arranger Diana Krall, Whitney Houston, Count Basie, Queen Latifah)

**Wayne Shorter** (composer/arranger Miles Davis, Weather Report, Herbie Hancock, Carlos Santana)

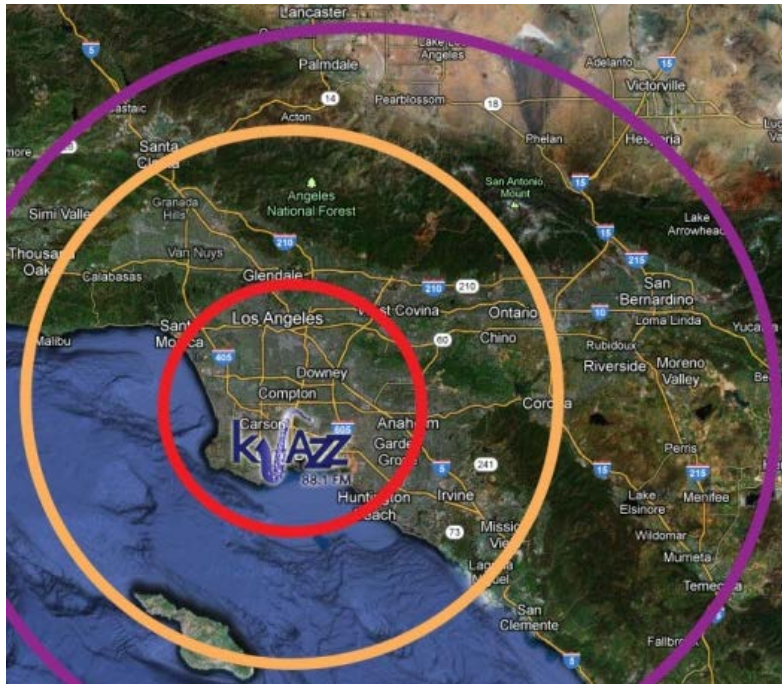


# KJAZZ 88.1 HISTORY






**KJazz 88.1** is committed to the promotion and preservation of the rich cultural heritages of jazz and blues through engaging, inspiring and informative programming that satisfies the most dedicated jazz and blues aficionados while attracting newcomers of all ages.

# KJAZZ 88.1 REACH



**Signal Coverage Map**

		
<b>Local</b>	<b>Distant</b>	<b>Fringe</b>