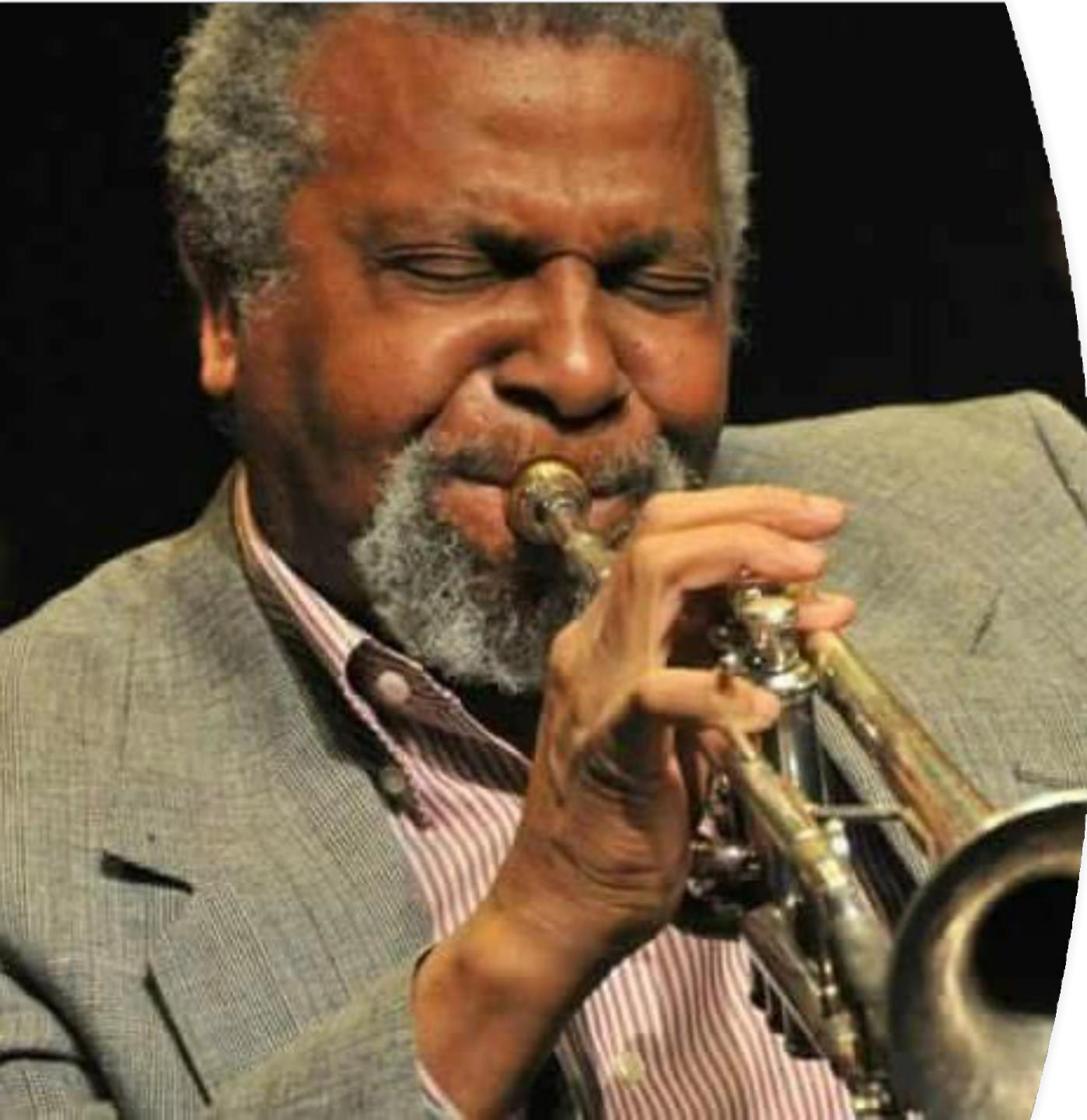




Melton Mustafa Jazz Festival

Sponsorship Package

MSM Arts United, Inc. 501c3



About Us

The Melton Mustafa Jazz Festival, now in its 28th year, is a prestigious celebration of jazz music honoring the legacy of the late, great Melton Mustafa Sr., an internationally renowned jazz trumpeter and educator.

The Melton Mustafa Jazz Festival/ Workshop was established in 1996. It exposes middle school, high school, and college students to the educational components of jazz music, while preserving America's original art form-jazz.

Our Mission

MSM Arts United Inc. is a **501c3**, a *non-profit organization* committed to preserving and advancing the arts through concerts, performances, music lessons, workshops, STEAM integration, scholarships, and mentorship for the global community.



MSM ARTS UNITED, INC.



Jazz Education



Since its inception, student performances, jazz workshops, master classes & private lessons have been an integral part of the festival.



This component allows students in elementary, middle school, high school or college an opportunity to learn & perform with professional world class musicians.



The workshops teach jazz history, pedagogy, theory, stage presence and of course improvisation.



The workshops and master classes also give students an opportunity to ask direct questions to established artists.



Students from all over U. S. have participated in this portion of the festival.





Our Goal

This year, our goal is to raise **\$100,000** to establish an endowed music scholarship for talented, at-risk, and underprivileged youth pursuing college education in the arts.

In addition, your contributions will support future programming aimed at expanding access to music education, workshops, and mentorship opportunities for underserved communities.

As a *sponsor*, you will directly contribute to the educational and cultural development of our next generation of artists and community leaders.

Diversity and Inclusion Statement

At the Melton Mustafa Jazz Festival, we **believe** that jazz is a universal language that transcends boundaries and unites us all.

We proudly welcome **all lovers of jazz**—regardless of age, race, ethnicity, socioeconomic status, sexual orientation, gender identity, religion, or ability.

Our festival is a **celebration** of the rich diversity that has shaped the history and future of jazz, and we are committed to fostering an inclusive environment where **everyone** feels valued, respected, and inspired.

By bringing people together through music, we aim to build a **community** that embraces the transformative power of jazz as a tool for connection, expression, and cultural enrichment.

Let's Jazz Together!



The Melton Mustafa Jazz Festival attracts...

- ***International Jazz Enthusiasts***
 - ***Cultural Influencers***
 - ***Affluent patrons***
 - ***Local community***

Demographics

- ***Attendance***: 400+ in-person attendees with extensive Online reach.
 - ***Location***: South Florida, with significant national and international interest.
- ***Social Media Reach***: 20,000+ followers across platforms.
- ***Age Range***: Adults of every age and stage of life.

Sponsor Benefits



As a sponsor of the 28th Annual Melton Mustafa Jazz Festival, your brand will



Align with cultural excellence: Position your business as a champion of the arts and community heritage.



Engage with a targeted audience: Gain access to an upscale and diverse demographic with strong purchasing power.



Showcase your brand in a historic venue: The Lyric Theater, a cultural landmark in Miami, offers a prestigious backdrop for your sponsorship activation.



Leverage media exposure: Be featured in marketing campaigns spanning social media, email, and print, as well as day-of-event signage.

Customizable Options

- Pre-Event Branded promotional materials (flyers, banners, and online ads).
 - Logo inclusion in press releases and email campaigns.
- On-Site Logo placement on event programs, signage, and digital displays.
 - VIP hospitality suites or branded lounges for key guests.
 - Sampling or showcasing of your products to attendees.
 - Naming rights to a key element (e.g., “Your Company Main Stage”).
 - Recognition in the opening and closing ceremonies.
- Digital Engagement Sponsored livestreams or social media posts during the event.
 - Brand mentions in festival-related hashtags and campaigns.
 - Post-Event Inclusion in a thank-you email to attendees and sponsors.
- Logo presence in post-event video highlights and social media recaps.



Presenting Sponsorship \$50,000 - \$100,000

- Presenting sponsor recognition in all advertising (print and electronic)
- Prime placement of your ad on the inside cover of the souvenir program
- Prominent stage and lobby signage
- Invitation to the VIP Meet & Greet
 - 10 VIP event tickets

Platinum Sponsorship \$25,000 - \$49,000

- Lobby signage
- Full page ad in in souvenir program
- 7 VIP event tickets
- Invitation to VIP Meet & Greet Reception





Gold Sponsorship \$10,000 - \$24,000

- Half page ad in the souvenir program
 - 5 VIP event tickets
- Invitation to the VIP Meet & Greet Reception

Silver Sponsorship \$5,000 - \$9,000

- Quarter page ad in the souvenir program
 - 2 VIP event tickets
- Invitation to VIP Meet & Greet Reception






Bronze Sponsorship \$1,000 - \$4,000

- Quarter page ad in the souvenir program
 - 2 VIP event tickets
- Invitation to the VIP Meet & Greet

Past Performers

Melton Mustafa Sr., Jesse Jones Jr. Jon Faddis, Abraham Laboriel, Benny Golson, Dr. David Baker, Nathan Davis, Grover Washington Jr., James Moody, Kirk Whalum, James Carter, Idris Muhammad, George Cables, Wallace Roney, Patrice Rushin, Geri Allen, Jimmy Owens, Billy Cobham, Herbie Mann, Billy Taylor, Clark Terry, Curtis Fuller, Kenny Drew Jr., Donald Byrd, Nestor Torres, Winard Harper, Najee, Randy Brecker, Wycliffe Gordon, Ray Drummond, Obed Calvaire, Billy Cobham, Donald Harrison Jr., Orrin Evans, Ralph McDonald, Troy Roberts, Patrick Bartley, Terri Lynn Carrington, Leon Foster Thomas, Richie Cole, Brianna Thomas, Willerm Delisfort, Curtis Lundy, Marquis Hill, Jason Marshall, Ira Sullivan, Shareef Clayton, Wendy Pedersen, Brian Lynch, Nicholas Payton, Jamison Ross, Wayne Escoffrey, Bobby Watson, Tamm E Hunt, Lynn Arriale, Rosario Giuliani, Askhat Sayfullin, Bobby Thomas Jr., New Vision Sax Ensemble, Marshall Davis Jr., Negroni Trio, Lynn Arriale's, Anthony Pinciotti, Chuck Bergeron, Nicole Yarling, Dr. Ed Calle, John Daversa, Nicole Henry, Victor Lewis, Marcus Strickland, Silvano Monasterios, Godwin Louis, Etienne Charles Endea Owens, Mariel Bildsten, Shirazette Tinnin, Teja Veal, Jazmin Ghent, Quiana Lynell, Jim Gasior, Yamin Mustafa, Nailah Mustafa, Lisa Richards, Valerie Tyson, Lauren Carter, Didier Labossiere, Brent Charles, Ike Woods, Nikki Kidd, Lavie, Carol Ann Taylor, Dr. Edward Robinson, Pieces of a Dream, Tivon Pennicott, David Sanchez, Tamara Wallace, Marcus Howell, Lenard Rutledge, Jim Berry, Billy Ross, Randy Corinthian, Allen Paul, Ivory Moorehead and many, many, more!



Join us in celebrating the rich tradition of jazz
while creating meaningful connections
with a culturally engaged audience.

To secure your sponsorship or
learn more, contact:

MSM Arts United, Inc,

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