

2011 San Jose Jazz Festival – Community Corner

SPECIFICS

WELCOME and thank you for participating in the 2011 San Jose Jazz Festival COMMUNITY CORNER which is generously underwritten by Applied Materials.

COMMUNITY CORNER is an intersection between festival attendees and local and regional nonprofits. San Jose Jazz provides each of the participating nonprofits with a 10' x 10' tent, one table, and two chairs – at no cost – in an area that has substantial foot traffic. The idea is to put participating nonprofits in a position to reach out to the public, provide handouts, tell your story, solicit volunteers, or whatever you believe meets your organization's mission and engages festival attendees.

Based on past experience, San Jose Jazz strongly urges you to spend time considering, specifically, what outcomes you want to achieve and how you intend to achieve them. This is a marketing, branding, and outreach opportunity in a setting that, over the course of three days, will see in excess of 100,000 people in attendance.

Each organization will be given four tickets for each day (Saturday & Sunday). If you need additional tickets, you can purchase them (\$15 if purchased early online [there is a cut-off date], \$20 at the gate).

COMMUNITY CORNER's hours are from Noon to 6pm. Note: Electricity not available in the booths. If you agree to participate, you agree to have people staffing your tent during those hours.

Things to consider:

- Strong, clear signage is critically important. Help festival attendees find and identify you.
- What outcomes would you like to achieve? (At the 2010 festival, two organizations wanted people to know that they were alive and well. One theater company wanted people to know what plays were coming up. Another was advocating their mission and agenda.) What outcomes do you want to achieve?
- What will draw attendees to your booth? Do you have great handouts? Do you want people to do something?
- Do you have the right people in the booth? People capable of answering questions and engaging festival attendees?
- Have you brought compelling props? Do you have photographs or art work that describes/demonstrates your program?
- Finally, if you have an outcome in mind, how do the people staffing your tent close the deal?

The organizations who participated in the 2010 COMMUNITY CORNER that were most successful were the ones who had a specific goal and those with the best signage.

San Jose Jazz wants you to have a successful experience. Please contact me (Harley Christensen) with questions or comments (harleyc@sanjosejazz.org). **Thank you.**