

JAZZ SEPT 6
2026 **ON**
JEFFERSON

A COMPANION FOR PARTNERS

Founding Partner Guide

Building Door County's next great tradition together.

LABOR DAY WEEKEND

DOWNTOWN STURGEON BAY, WISCONSIN

CONTENTS

Inside this guide.

A welcome from the festival	03	Who you will meet	11
Why Jazz on Jefferson	04	Regional reach	12
Why Door County	05	Partnership philosophy	13
Why this festival matters	06	Experience partnerships	14
Why this partnership matters	07	Founding Partner benefits	15
The festival at a glance	08	What success looks like	16
The artists	09	Questions, answered	17
The festival experience	10	Founding Partner Interest Form	18

A WELCOME

To the businesses of Door County,

Thank you for taking a closer look at Jazz on Jefferson. If this guide is in your hands, someone believed your business belongs in this story, and we agree.

Jazz on Jefferson is a boutique street festival in downtown Sturgeon Bay, built around a simple conviction: music is the medium, and community is the outcome. For one Labor Day weekend, Jefferson Street becomes a gathering place for neighbors, visitors, artists, and the businesses that make this peninsula what it is.

We are not asking you to buy an advertisement. We are inviting you to help create something this county keeps. Every business that joins in Year One becomes a Founding Partner, and founding only happens once.

The pages that follow answer the practical questions: who comes, how partnership works, what you receive, and how to begin. When you are ready, the last page starts the conversation.

With gratitude,

The Jazz on Jefferson Team · Presented by MUSE & DRÖMHUS

A festival built the size of its town.

01

Boutique on purpose

Jazz on Jefferson is centered on one beloved block of Jefferson Street, with additional festival space nearby and room to grow in the years ahead. Intimacy is the point.

02

Serious about the music

The lineup pairs world-class artists with exceptional regional and local musicians, so a walk down the street moves from discovery to headliner and back.

03

Owned by its community

The festival is designed with local businesses, volunteers, and families inside the story from the first year, not added as an afterthought.

WHY DOOR COUNTY

The right festival for the right place.

Door County is one of the Midwest's most beloved destinations: a walkable waterfront peninsula of restaurants, galleries, small businesses, and natural beauty, with a hospitality culture that has welcomed travelers for generations. Thriving communities are built on both economic development and vibrant arts and culture, and this festival exists to strengthen the two together.

A place already known for saying welcome.

- Tourism that returns every season
- A walkable waterfront downtown
- Restaurants and independent shops
- A deep arts community
- Natural beauty in every direction
- Hospitality as a way of life

WHY THIS FESTIVAL MATTERS

A town is remembered for what it builds together.



For the community

One shared day that residents and visitors are equally proud of, year after year.



For the artists

Real stages and real audiences for world-class, regional, and emerging musicians.



For local business

A cultural draw that fills sidewalks, tables, and rooms across the peninsula.

WHY THIS PARTNERSHIP MATTERS

Traditions remember their founders.

Partnership here is not an advertisement placed near a stage. It is a public statement that your business invests in the place it calls home, made on a day when the whole county is watching and enjoying itself.

Belonging

Your name alongside your neighbors' on a founding wall the community reads.

Association

The warmth and craft of live jazz reflected onto your brand all season.

Story

A first-year chapter you can tell customers and employees for years.

THE FESTIVAL AT A GLANCE

The essentials, on one page.



Labor Day Weekend

A holiday weekend the whole region already travels for.



A boutique street festival

Intimate by design, built to grow over future years.



Indoor performance venue

If skies turn, the music moves inside and the day carries on.



Downtown Sturgeon Bay

Centered on Jefferson Street, with festival space nearby.



Rain or shine

The festival happens regardless of weather. Guaranteed.



World-class artists

Headline talent alongside the Midwest's finest musicians.

MUSIC · FOOD · ART · FAMILY · HOSPITALITY · COMMUNITY

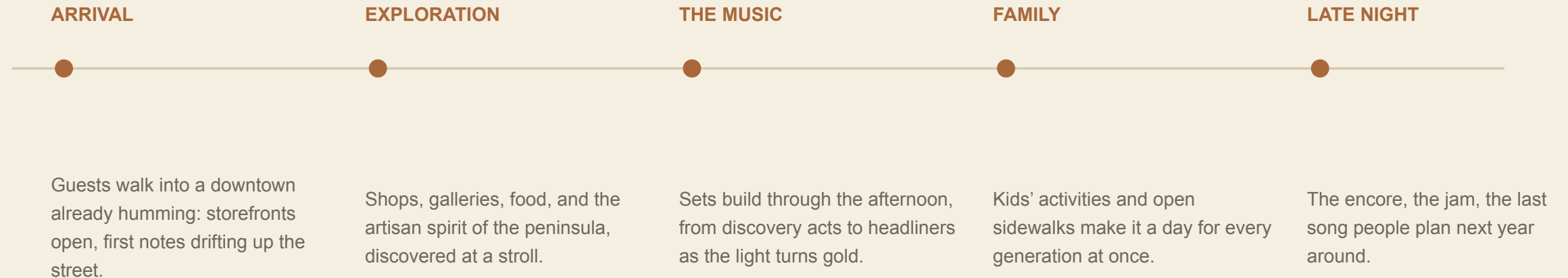
THE ARTISTS

Featuring Grammy Award-winning artists, internationally acclaimed performers, world-renowned jazz musicians, celebrated regional artists from across the Midwest, and the next generation of jazz talent.

Artist lineups are announced each season.

THE FESTIVAL EXPERIENCE

A day guests keep describing.



And if the weather turns, the music moves indoors and the day carries on. No refunds needed, no memories lost.

WHO YOU WILL MEET

The street fills with your customers.

A boutique jazz festival on a holiday weekend draws a rare mix: people with time to linger, taste to explore, and reasons to return. Rather than promise numbers before the first downbeat, we describe the room honestly.

Attendance figures are shared with partners as real numbers after Year One, not projections before it.

- Local residents and families
- Door County visitors and vacationers
- Weekend travelers from across the Midwest
- Music enthusiasts and arts supporters
- Food lovers and shoppers
- Professionals, retirees, and community leaders

REGIONAL REACH

A peninsula the Midwest already drives to.

Door County sits within reach of the region's largest cities and draws travelers from all of them, season after season. A Labor Day festival gives those travelers one more reason to point the car north, and gives partners visibility beyond the county line.

Green Bay and the Fox Valley

Appleton

Madison

Milwaukee

Chicago

Minneapolis and the Twin Cities

Visitor origins vary by season. No single market is promised.

No gold. No silver. No bronze.

Everyone who joins in Year One is a Founding Partner. The investment level sets the scale of recognition and activation. It never decides who belongs.



One founding story

Every partner's name is part of how this tradition began.



Scale, not status

Larger investments earn deeper activation, never higher rank.



Built together

Recognition is designed around each partner's goals.

EXPERIENCE PARTNERSHIPS

Support an experience, not an advertisement.

Partners put their name on a part of the day guests actually feel. Choose one below, combine several, or invent something with us.

- | | | |
|---|--|---|
| ☐ Main Stage | ☐ Community Stage | ☐ Artist Hospitality |
| ☐ VIP Experience | ☐ Culinary | ☐ Artisan Market |
| ☐ Music Education | ☐ Family Activities | ☐ Volunteer Headquarters |
| ☐ Information Center | ☐ Accessibility | ☐ Sustainability |
| ☐ Hydration Stations | ☐ First Aid | ☐ Custom Experience |

Available experiences may change as the festival evolves. Every experience is confirmed before it is promised.

FOUNDING PARTNER BENEFITS

Recognition, shaped to fit.

Benefits are drawn from this palette and matched to each partner's goals and investment level. Nothing is one size fits all, and nothing is promised that cannot be delivered.

- Founding recognition
- Program recognition
- On-site signage
- Hospitality opportunities
- Employee engagement
- Community leadership visibility
- Website recognition
- Social media storytelling
- Stage mentions
- Client entertainment
- Event tickets
- Post-event recap

Every partnership is confirmed in a simple written summary before the festival.

WHAT SUCCESS LOOKS LIKE

Measured over years, not weekends.

The goal is not one good day. It is a Labor Day tradition Door County keeps: stronger each year, owned by its community, and worth returning for. These are the outcomes we work toward and report on honestly.

- A strengthened community
- Growing tourism across the peninsula
- Returning guests and returning partners
- Meaningful support for artists
- Meaningful support for local business
- Growing regional recognition
- A lasting Labor Day tradition

QUESTIONS, ANSWERED

The things partners ask first.

Why become a Founding Partner?

Year One only happens once. Founding Partners are named in the festival's origin story every year it is told.

What happens if it rains?

The festival runs rain or shine. An indoor performance venue means the music, and your recognition, carry on.

Can we customize a partnership?

Yes. Every partnership is built around your goals, your budget, and the experience you choose.

Can multiple businesses share one experience?

Yes. Neighboring or complementary businesses are welcome to support an experience together.

Can our employees volunteer?

Absolutely. Volunteering is one of the best ways for a team to be part of the day.

How is recognition handled?

Every partnership is confirmed in a simple written summary before the festival, so nothing rests on memory.

Can we renew next year?

Yes. Founding Partners receive first consideration for renewal where appropriate, and founding recognition endures.



FOUNDING PARTNER INTEREST FORM

Let’s build this together.

BUSINESS NAME

EMAIL

PREFERRED INVESTMENT

\$250	\$500	\$1,000	\$2,500+	\$5,000+	\$10,000+	\$15,000+
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AREAS OF INTEREST

BUSINESS GOALS

QUESTIONS

CONTACT

PHONE

NEXT MEETING



THANK YOU

Building Door County's next great tradition together.

The first names on a tradition are the ones remembered longest.

BEGIN THE CONVERSATION

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(608) 333-4553

Jazz on Jefferson · Downtown Sturgeon Bay, Wisconsin · Labor Day Weekend