



A FOUNDING PARTNER INVITATION

Creating Door County's next great tradition.

Jazz on Jefferson invites you into the founding story.

STURGEON BAY, WISCONSIN

JEFFERSON STREET, DOWNTOWN

EXECUTIVE VISION

Music is the medium. Community is the outcome.

Featuring Grammy Award winners, internationally acclaimed performers, celebrated regional artists, hometown heroes, and the next generation of jazz talent.

Presented by MUSE & DRÖMHUS



Jazz on Jefferson gathers Door County for one extraordinary day of live jazz on a street we all know by heart, and builds something that outlasts the last encore.

Thriving communities are built on two things at once: real economic opportunity and vibrant arts and culture. This festival exists to grow both, together.

This street. This music. This town.

01

The street

Jefferson Street is Sturgeon Bay at its best: independent shops, galleries, and cafés side by side. Year One gathers on one beloved block, with room to grow in the years ahead.

02

The music

Jazz is America's art form: sophisticated enough for a connoisseur, warm enough for a stroller and a lawn chair. It welcomes every generation to the same sidewalk.

03

The people

Door County already knows how to host the world. This festival gives residents, visitors, and local businesses one shared day to be proud of, together.

WHY NOW

Every great tradition has a first year.

Traditions are not inherited. They begin when a community decides to build something meaningful together, and then keeps showing up for it, year after year.



Momentum

Door County's cultural calendar is growing, and audiences are following it season after season.



Open ground

The region has room for a signature jazz day: intimate, walkable, and unmistakably ours.



First position

Founding partners are only founding partners once. Year one never comes back around.

WHY PARTNER

We are not selling
sponsorships.
We are
inviting partners.

A sponsorship buys a logo placement. A partnership writes your business into the story of how this tradition began, and how this community chose to invest in itself.



Belonging

Your name alongside your neighbors', on a day the whole county shows up for.



Association

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



Story

A founding chapter you can tell customers, employees, and grandkids about.

THE FOUNDING CIRCLE

The first names on the tradition.

Every Year One partner joins the founding story. The Founding Circle leads it, with names that anchor every telling.

\$15,000+

LIMITED TO A FOUNDING CIRCLE

■ Founders' mark

Named permanently in the festival's founding story, program, and stage recognition.

■ Stage association

Principal presence at the main stage and headline performances.

■ Hosted hospitality

A reserved founders' table experience for your clients, team, or family.

■ A seat at the table

An annual founders' conversation shaping where the tradition goes next.

■ First right of renewal

Founding status, and its recognition, is yours to keep, year after year.

SIGNATURE PARTNERSHIPS

Own a signature moment.

Each signature partnership attaches your name to one unforgettable piece of the day. Begin here, or shape your own.



The Stage

\$10,000+

Presenting partner of the main stages, the festival's centers of gravity, announced from the microphone all day.



The Artists

\$5,000+

Underwrite the headliners themselves. Your name travels with the artists: in the program, from the stage, in their thanks.



The Hospitality

\$2,500+

Host the welcome: the seating, shade, and comfort that make guests feel cared for from the first hour.

This page is a beginning, not the full menu. Signature experiences can also be shaped around the Community Stage, Artist Hospitality, the Late Night Jam, Music Education, the Family Zone, the Welcome Center, or the Artisan Market.

Every local business belongs on this street.

The founding story of this festival should include the coffee shop, the marina, the gallery, and the family restaurant, not just the biggest names in the region.

Friend of the Festival

\$250

Your name in the founding program and on the community partners board on Jefferson Street.

Community Partner

\$500

Support a specific guest experience, gathering point, or community moment within the festival, carrying your name for the day.

Music Patron

\$1,000

Underwrite one supporting performance. Introduced from the stage as the patron who made that set possible.

MARKETING REACH

Seen before, during, and long after.

Door County is one of the Midwest’s most beloved destinations, and partners travel with the festival across every channel it touches.



On the street

Stage recognition, the partners board, program in hand, presence woven through the day itself.



Across the peninsula

Seasonal promotion through Door County’s visitor channels, lodging partners, and event calendars.



Online & in press

Festival site, social storytelling, artist announcements, and regional media coverage, all naming partners.



In the story

Founding partners appear in every retelling: recap films, next year’s launch, the tradition’s history.

Measured after year one

shared with partners as real numbers, not projections

Attendance · Tourism · Hotel occupancy · Restaurant traffic · Media coverage · Social engagement · Returning partners · Returning guests

People remember who was there at the beginning.



The strongest brands in every community are the ones woven into its best days.

Visibility with meaning

Not an impression. A memory. Your name attached to a day people genuinely loved.

Local affinity

Customers choose businesses that visibly invest in the place they live. This is that, in public.

The tourism economy

Cultural events fill rooms, tables, and tasting rooms, arts and commerce rising together.

Pride inside the walls

Your team, your family, your clients, hosted at something your business helped create.

AN INVITATION

Become a Founding Partner.

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

BEGIN THE CONVERSATION

partners@jazzonjefferson.net
(608) 333-4553

Founding Partner Interest Form



Let's build Door County's next great tradition together.

Thank you for your interest in becoming a Founding Partner of Jazz on Jefferson. This worksheet helps us understand your goals so we can build the right partnership together.

BUSINESS INFORMATION

Business name

Primary contact

Title

Email

Phone

Website

PREFERRED INVESTMENT

- ☐ \$250
- ☐ \$500
- ☐ \$1,000
- ☐ \$2,500
- ☐ \$5,000
- ☐ \$10,000
- ☐ \$15,000+
- ☐ Let's discuss a custom partnership

I'M INTERESTED IN SUPPORTING

Music

- ☐ Main Stage
- ☐ Community Stage
- ☐ Artist Hospitality
- ☐ Late Night Jam
- ☐ Music Education

Guest experience

- ☐ VIP Experience
- ☐ Welcome Center
- ☐ Information
- ☐ Accessibility
- ☐ Hospitality

Community

- ☐ Volunteer Headquarters
- ☐ Family Activities
- ☐ Kids Area
- ☐ Community Gathering Space

Food and beverage

- ☐ Coffee Experience
- ☐ Beverage Experience
- ☐ Culinary Experience

Arts and culture

- ☐ Artisan Market
- ☐ Creative Market
- ☐ Workshops
- ☐ Live Art

Community support

- ☐ Sustainability
- ☐ Hydration Stations
- ☐ Public Seating
- ☐ Beautification

Custom

- ☐ Let's create something together

NOTES

OUR PARTNERSHIP GOALS

- ☐ Community Leadership
- ☐ Brand Visibility
- ☐ Customer Engagement
- ☐ Employee Appreciation
- ☐ Client Hospitality
- ☐ Tourism
- ☐ Education
- ☐ Family Programming
- ☐ Local Business Support
- ☐ Recruitment
- ☐ Other

WORTH A CONVERSATION?

- ☐ Employee Volunteering
- ☐ Vendor Booth
- ☐ Product Sampling
- ☐ VIP Hospitality
- ☐ Naming Opportunities
- ☐ Marketing Collaboration
- ☐ Media Partnership
- ☐ Other

NEXT STEPS 1. Meet with the Jazz on Jefferson team · 2. Finalize your partnership experience · 3. Receive a customized proposal · 4. Confirm participation · 5. Help create Door County's next great tradition

Jazz on Jefferson · Labor Day Weekend · Downtown Sturgeon Bay · Rain or Shine

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