



2025 PARTNERSHIP OPPORTUNITIES

FILL YOUR WORLD WITH MUSIC • CHANGE YOUNG LIVES • LIFT UP YOUR COMMUNITY • LET YOUR NAME RING OUT

Founded in 1972, Stanford Jazz Workshop (SJW) serves learners, artists, and audiences through the study, performance, and appreciation of jazz—an original American musical form. Every year, we offer:

- Life-affirming music education for about 1,000 young people aged 10 to 17
- Financial support for young musicians who demonstrate promise, potential, and need
- 30+ ticketed performances that attract total attendance of 10,000+
- Fair compensation for more than 150 dedicated teaching artists
- Fellowships for eight emerging jazz educators
- Dozens of free events that unite and uplift our community

When you partner with SJW, you make these things possible. With a gift of \$2,500 or more, you can choose to be recognized for your support. You receive special benefits, including promotion, tickets to performances for you and your guests, invitations to special events with leading artists, and more. We will work with you to develop a mutually-beneficial relationship—and like any great jazz artist, we know how to improvise.

While Stanford University hosts many of its core events, SJW produces programming throughout the Peninsula. SJW is neither legally nor financially affiliated with the University. We are an independent, grassroots nonprofit (tax ID 94-3074732) with an annual budget of about \$2.2 million. Your gift is tax deductible to the extent allowed by law.

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After-School Big Bands: \$7,500

Giant Steps and Miles Ahead are after-school programs for advanced middle and high school musicians that utilize the big band model. Held at multiple locations throughout the Peninsula, these annually serve about 120 young people, with performances attracting total attendance of about 1,500. The program is distinguished by exceptional leadership and weekly sectionals with master teachers. As a condition of enrollment, our students must participate in their school ensembles, elevating the quality of those programs.

- Acknowledgment: “The Giant Steps and Miles Ahead big bands are supported by...”
- Logo placement in promotional materials, including mailers, flyers, and signage (about one thousand impressions, August print deadline)
- Logo placement with live link in two places on our website (thousands of impressions)
- Social media posts highlighting your partnership (thousands of impressions)
- Verbal acknowledgment from stage at concluding showcases (attendance of 1,500)
- Hospitality: Host your VIPs at student showcases, with reserved seating and post-performance receptions with the students and their families
- Opportunity to distribute premium items, discount offers, etc. (subject to certain limitations)
- Call out recognition in the annual report (hundreds of impressions)



Photo by Jeff Dean



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Youth Summer Programs: \$25,000

During the summer, we produce four weeks of residential and commuter camps for approximately 700 learners, mostly young people aged 10 to 17. Each week culminates in a student performance attended by about 700 people (total attendance of 2,800). The program is distinguished by a concentrated impact: We often hear that just a few weeks at our camps are the equivalent of months of other kinds of study.

- Logo placement and acknowledgment in promotional materials, including mailers, flyers, and signage (about one thousand impressions, December print deadline): “Summer youth programs are supported by...”
- Logo placement with live link in two places on our website (thousands of impressions)
- Social media posts highlighting your partnership (thousands of impressions)
- Verbal acknowledgment from stage at concluding showcases (about 2,800 attendance)
- Hospitality: Escorted tour of camp activities and/or student performances
- Opportunity to distribute premium items, discount offers, etc. (subject to certain limitations)
- Call out recognition in the annual report (hundreds of impressions)



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JazzGirls Day: \$5,000

When young people begin to explore jazz, there is equal representation among genders. By the college age, instrumental jazz is male dominated. In 2017, SJW set out to address this through a multi-pronged initiative. In just seven years, we have seen our female/nonbinary enrollment increase from 21% to 37% and drawn attention to this important issue.

In 2022, we launched JazzGirls Day, a day of performances, workshops, and activities for young female/nonbinary people, run by professional female/nonbinary teaching artists. The most recent event attracted a 125+ people from throughout the Bay Area, and from as far away as Sacramento. JazzGirls Day drives our year-round efforts towards gender parity in jazz.

- Logo placement and acknowledgment in promotional materials and signage (thousands of impressions, January print deadline): “JazzGirls Day is supported by...”
- Logo placement with live link in two places on our website (thousands of impressions)
- Social media posts highlighting your sponsorship (thousands of impressions)
- Verbal acknowledgment in the opening and closing convenings
- Optional: Logo placement on t-shirts distributed to each participant (\$1,000 additional support)
- Hospitality: Escorted tour of the day’s activities
- Call out recognition in the annual report (hundreds of impressions)



Photo by Kishore Seshadri



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Student Support: \$4,000+

Each year, we grant \$110,000+ in support to young musicians who demonstrate potential and need. Student support can cover tuition, housing, instrument repair, etc. To our knowledge, we grant more than any peer organization. This is one of our primary efforts to remove barriers to our programs.

A generous individual donor is offering a \$10,000 matching gift for all new, increased, or renew-from-lapsed gifts received in 2025. This will help us move toward our long-term goal of meeting 100% of all student requests, with an initial goal of increasing from \$110,000+ annually to \$130,000+ annually. The gift was inspired by an immediate organizational commitment to meet increased requests from Southern California students impacted by the wildfires of early 2025.

- Social media posts highlighting your partnership (thousands of impressions)
- Logo placement with live link on our website (thousands of impressions)
- First-hand accounts of the impact of your support from recipients
- Hospitality: Escorted tour of camp activities or year-round education program rehearsals
- Call out recognition in the annual report (hundreds of impressions)





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Stanford Jazz Festival: \$50,000

Running concurrently with summer youth education programs, the Stanford Jazz Festival offers 25+ ticketed performances that attract total attendance of about 10,000. Camp students attend most performances free of charge, having the unique opportunity to study with well-known artists by day and then watch them perform at night. Select performances are tailored for families with young children and people new to jazz. The Festival, one of the oldest and best-known in the nation, is distinguished by variety, exceptional quality, and a casual atmosphere.

- Exclusive naming rights: “The Stanford Jazz Festival is brought to you by...”
- Logo placement and acknowledgment on promotional materials, including subscription brochures, press releases, and signage (thousands of impressions, January print deadline)
- Acknowledgment in programs (thousands of impressions)
- Logo placement with live link in two places on our website (thousands of impressions)
- Logo placement on t-shirts proudly worn throughout the region, state, nation, and world by student campers, staff, faculty, board, and volunteers (subject to manufacture deadlines)
- Social media posts highlighting your sponsorship (thousands of impressions)
- Verbal acknowledgment from the stage prior to each performance
- Hospitality: Host your VIPs at a select performance, with complimentary tickets and a reception with the artists (up to \$1,500 value)
- Discount tickets to select performances for your employees
- Opportunity for cross promotion utilizing our channels (subject to certain limitations)
- Opportunity for one or more activations (cost to be borne by you, subject to certain limitations)
- Opportunity to distribute premium items, discount offers, etc. (subject to certain limitations)

A Night at the Festival: \$6,000 Support a Festival performance of your choice, and receive benefits similar to those described above, tailored to your special night.



Diane Reeves headlines our 50th Anniversary Concert, conducted by Vince Mendoza. Photo by Rick Swig.



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Community Ticket Program: \$10,000

Every year, we distribute hundreds of Festival tickets to local community-based organizations (and occasionally provide transportation as well). In this way, we help to engage with our community and remove cost as a barrier to access. We also help to raise awareness of publicly accessible activities at Stanford University. The program is distinguished by integration with the local community (with many relationships going back several years), a warm welcome, and a casual atmosphere that encourages contact with the artists after the performance.

- Logo placement and acknowledgment in promotional materials and signage (thousands of impressions, January print deadline): “The Community Ticket Program is supported by...”
- Logo placement with live link in two places on our website (thousands of impressions)
- Social media posts highlighting your sponsorship (thousands of impressions)
- Hospitality: Host your VIPs at a performance, with complimentary tickets and a reception with the artists (up to \$500 value)
- Verbal acknowledgment from the stage at select performances
- Discount tickets to select performances for your employees
- Call out recognition in the annual report (hundreds of impressions)





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Mentor Fellowship: \$10,000 over two years / Teaching Artist: \$2,500

Mentor Fellows are pre-professional performers and teachers, typically completing an advanced degree at a tertiary education institution. Through a highly-competitive process, we select a cohort of six to eight Fellows, who join SJW for two consecutive summers. During their time with us, they learn our curriculum, teach, perform, and make professional connections that will last a lifetime. A Mentor Fellowship provides an exceptional professional jump start for some of those most talented emerging jazz performers and teachers in the nation. The alumni roster is viewable at <https://stanfordjazz.org/more-info/jazz-mentor-fellowship-program/>

Every summer we engage 150+ exceptional Teaching Artists spanning all instruments and styles. Your gift supports a teaching artist for one week or two weeks of camp.

- Logo placement with live link in two places on our website (thousands of impressions)
- Social media posts highlighting your support (thousands of impressions)
- Verbal acknowledgment from the stage at performances featuring your Mentor Fellow or Teaching Artist
- Escorted tour of summer camps so that you can observe your Fellow or Teaching Artist in action
- Opportunity to meet and get to know your Fellow or Teaching Artist
- Hospitality: Complimentary tickets to a performance featuring your Fellow or Teaching Artist, and/or invitations to casual late night jam sessions featuring your Fellow or Teaching Artist
- Discount tickets to select performances for your employees
- Call out recognition in the annual report (hundreds of impressions)



Upper Right: Marcus Shelby, Teaching Artist 2024. Photo by Bethanie Hines.

2024-25 Mentor Fellow Cohort: Alexandra Ridout (trumpet), Jordan Anderson (piano), David Lechuga (guitar), Rafael Enciso (bass), Allie Biancoviso (trombone), Patrick Hill (saxophone), and Gary Kerkezou (drums).



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Holiday Performances: \$5,000

A beloved Bay Area celebration since 2017, SJW's performances of festive music typically attract capacity attendance of nearly 1,000. The goodwill generated at these performances is nearly indescribable. People leave overflowing with positivity and joy. The repertoire typically includes Vince Guaraldi's classic score from *A Charlie Brown Christmas*—evergreen music that inspires people to return year after year. We are exploring the possibility of adding performances, subject to venue availability.

- Logo placement and acknowledgment in promotional materials and signage (thousands of impressions, October print deadline): "Holiday performances are brought to you by..."
- Logo placement with live link in two places on our website (thousands of impressions)
- Social media posts highlighting your sponsorship (thousands of impressions)
- Verbal acknowledgment from the stage prior to each performance
- Hospitality: Host your VIPs at a performance, with complimentary tickets and a reception with the artists (up to \$500 value)
- Opportunity to distribute premium items, discount offers, etc. (subject to certain limitations)
- Call out recognition in the annual report (hundreds of impressions)



Glenn Pearson, Ruth Davies, and Lorca Hart (2023 lineup)



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Matching Gift Opportunities

SJW is pursuing three matching gift opportunities for all new, increased, and renew-from-lapsed gifts received in 2025. We have a \$10,000 incentive to increase Student Support (described on page 5) plus the following. Benefits will be customized to meet your needs.

Essentially Ellington Competition and Festival: \$5,000 Match

Essentially Ellington is one of the nation's preeminent gatherings for exceptional high school jazz bands. Held in New York City, events take place over the course of one week in May. Only 30 bands from throughout the are selected to participate. Typically, these are lavishly supported bands from high schools with deep pockets. Against all odds, our Miles Ahead Big Band submitted an audition recording—and was selected. The audition was driven by the students themselves.

While inspired by our students' ambition, no one anticipated that we would be invited. When we received word, we were ecstatic. But we also recognized that it was a significant expense (more than \$50,000) that wasn't reflected in our ever-tight budget. We are conducting special fundraising activities, mostly led by the parents and families of the players. A handful of donors have come together to offer a \$5,000 matching incentive.



New Equipment Fund: \$10,000 Match

SJW provides certain equipment for its youth education programs, typically rhythm instruments (drums, pianos, bases) and sound equipment. Much of what we have is ten and even twenty years old. Despite the Herculean efforts of our production team, which routinely performs miracles with wire and guile, most of it has reached the end of its useful life. After years of hard use, there is simply nothing more to be done other than to replace them. Back in the day, a manufacturer might offer a steep discount, or even in-kind donations in exchange for promotion. Those days are over. Outside of a modest industry discount, we must incur a significant out-of-pocket expense.

The precarious quality of what we have is beginning to impact the student experience, which in turn impacts reputation and enrollment. We have a two-phase plan to replace the equipment, with the initial component requiring approximately \$20,000. A generous individual donor has stepped forward with a \$10,000 matching incentive.

