



The Fifth Annual High Country Jazz Festival (HCJF) is a collaborative project creating exceptional and engaging jazz experiences in Boone and Blowing Rock. The goal is to attract local and regional audiences while raising funds to support local arts and education programs.

The anchor concerts take place in the Appalachian Theatre. Supporting events include a host of affiliated jazz experiences featuring outdoor concerts, late night jams, and jazz lunches presented by our community partners--Casa Rustica, Beacon Butcher Bar, Fizz Ed, High Country Jazz Society, the Jones House Community Center and many others.

SPONSOR IMPACT

Sponsorship of the HCJF helps underwrite the expenses of hiring and transporting exceptional jazz artists to our region, producing concert events and promoting the festival. Sponsorship also provides support for arts, educational and community service programs of the three founding project partner organizations — Boone Sunrise Rotary, Appalachian Theatre and App State's Jazz Studies Program.



**BOONE SUNRISE
ROTARY**

Boone Sunrise Rotary brings together business, professional, and civic leaders within our community. Rotary promotes integrity, understanding, and goodwill locally, nationally, and worldwide. The proceeds from the festival help further Rotary's commitment to humanitarian and civic service and directly impact many local nonprofit organizations that serve the High Country.

The nonprofit, independent **Appalachian Theatre** creates and hosts culturally diverse programs that enrich our community and attract local and regional audiences. Program support from the HCJF helps the AppTheatre develop new cultural initiatives, support educational opportunities for area students, and keep ticket prices accessible.



**JAZZ STUDIES
PROGRAM**

The **Appalachian State University Jazz Studies Program** identifies students with a special interest in jazz, promotes high standards of jazz performance, and expands the circle of students who have meaningful experiences with jazz during their college careers. Program support provides student enrichment, offsets performance tour costs, provides student scholarships, secures acclaimed jazz clinicians and helps purchase music and supplies.

The fiscal agent for the High Country Jazz Festival is the Appalachian Theatre of the High Country, a nonprofit, 501(c)3 organization. EIN 46-1461331. Your sponsorship is tax deductible to the fullest extent allowed by law.

SPONSOR OPPORTUNITIES & BENEFITS

ANCHOR FESTIVAL CONCERTS

- Wednesday, June 10, 2026 — Miguel Zenon & Luis Perdomo @ the Appalachian Theatre
- Friday, June 12, 2026 — Spyro Gyra @ the Appalachian Theatre
- Saturday, June 13, 2026 — Wycliffe Gordon @ the Appalachian Theatre
- Sunday, June 14, 2026 — Emmet Cohen Trio @ the Appalachian Theatre

LOUIS ARMSTRONG—MARQUEE Sponsor

\$25,000

MARQUEE Sponsor of High Country Jazz Festival (Limited to 1 MARQUEE sponsor)

- Your name/company name featured on marquee during all promotions for the HC Jazz Festival
- Your name/company name recognized during the pre-show curtain speech at all headliner events
- Your name/company logo projected/posted on side of the stage prior to all events
- Your name/company name featured in the donor listing and lobby signage for the Festival
- Your name/company logo featured in Festival E-News blasts
- Your name/company logo featured on the Festival website page
- 2 tickets to Wednesday evening's exclusive Zenon/Perdomo concert
- 16 tickets to each of the three anchor concerts (Friday, Saturday and Sunday)
- Your name/company name featured in all paid print and broadcast promotion for the Festival
- Donor lounge access for all headliner concerts
- Exclusive invitations and promotional codes for Jazz shows at the AppTheatre
- Social media exposure
- Full back cover advertisement in printed HC Jazz Festival Program

DUKE ELLINGTON—FESTIVAL Sponsor

\$10,000

FESTIVAL Sponsor of High Country Jazz Festival (up to 2 FESTIVAL sponsors)

- Name/Company name featured on marquee listing of Festival sponsors
- Your name/company logo projected/posted on side of the stage prior to all events
- Your name/company recognized during the pre-show curtain speech
- Your name/company name featured in the donor listing and lobby signage for the Festival
- Your name/company logo featured in Festival E-News blasts
- Your name/company logo featured on the Festival website page
- 2 tickets to Wednesday evening's exclusive Zenon/Perdomo concert
- 10 tickets to each of the three anchor concerts (Friday, Saturday and Sunday)
- Your name/company name highlighted in all paid print and broadcast promotion for the Festival
- Donor lounge access for all headliner concerts
- Exclusive invitations and promotional codes for Jazz shows at AppTheatre
- Social media exposure
- Full page advertisement in printed HC Jazz Festival Program

SPONSOR OPPORTUNITIES & BENEFITS (*cont.*)

ELLA FITZGERALD—CONCERT Sponsor

\$5,000

CONCERT Sponsor of one Anchor Festival Concert (up to 4 CONCERT sponsors)

- Name/Company name featured on marquee listing of Festival sponsors
- Your name/company logo posted on side of the stage prior to all events
- Your name/company name recognized during all anchor pre-show curtain speeches
- Your name/company name featured in the donor listing and lobby signage for the Festival
- Your name/company logo featured in Festival E-News blasts
- Your name/company logo featured on the Festival website page
- 2 tickets to Wednesday evening's exclusive Zenon/Perdomo concert
- 6 tickets to each of the three headliner concerts (Friday, Saturday, and Sunday)
- Your name/company name highlighted as a sponsor in paid advertising whenever possible
- Donor lounge access for all headliner concerts
- Exclusive invitations and promotional codes for Jazz shows at AppTheatre
- Social media exposure
- Half-page advertisement in printed HC Jazz Festival Program

JOHN COLTRANE—SESSION Sponsor

\$2,500

SESSION Sponsors for the Festival (no limit)

- Name/Company name featured on marquee listing of Festival sponsors
- Your name/company name featured in the donor listing and lobby signage for the Festival
- Your name/company logo featured on the Festival website page
- 4 tickets to each of the three headliner concerts (Friday, Saturday and Sunday)
- Donor lounge access for all headliner concerts
- Exclusive invitations and promotional codes for Jazz shows at AppTheatre
- 1/3-page advertisement in printed HC Jazz Festival Program

THELONIOUS MONK—GIG Sponsor Benefits

\$1,000

- Your name/company name featured in the donor listing and lobby signage for the Festival
- Your name/company logo featured on the Festival website page
- 2 tickets to each of the Friday & Saturday Appalachian Theatre headliner concerts
- Donor lounge access for Friday & Saturday headliner concerts
- Exclusive invitations and promotional codes for Jazz shows at AppTheatre
- 1/4-page advertisement in printed HC Jazz Festival Program

NINA SIMONE—Individual Sponsor Benefits

\$500

- Your name featured in the donor listing and lobby signage for the Festival
- Your name featured on the Festival website page
- 2 tickets to one of the Appalachian Theatre headliner concerts (Friday, Saturday or Sunday)
- Donor lounge access for your headliner concert
- Your name featured in printed HC Jazz Festival Program



2026 SPONSORSHIP FORM

Sponsorships are made payable to Appalachian Theatre and benefit the programs of our project partners:

- Boone Sunrise Rotary
- App State Jazz Program
- The Appalachian Theatre

Sponsorships are tax deductible to the fullest extent allowed by law.

- | | |
|--|----------|
| <input type="checkbox"/> LOUIS ARMSTRONG—MARQUEE Sponsor | \$25,000 |
| <input type="checkbox"/> DUKE ELLINGTON—FESTIVAL Sponsor | \$10,000 |
| <input type="checkbox"/> ELLA FITZGERALD—CONCERT Sponsor | \$ 5,000 |
| <input type="checkbox"/> JOHN COLTRANE—SESSION Sponsor | \$ 2,500 |
| <input type="checkbox"/> THELONIOUS MONK— GIG Sponsor | \$ 1,000 |
| <input type="checkbox"/> NINA SIMONE—Individual Sponsor | \$ 500 |



Scan this code to complete this form digitally.

Contact First Name: _____ Contact Last Name: _____

Sponsor Name (as you'd like it acknowledged/listed in program): _____

List as ANONYMOUS

Address: _____

Phone (day): _____

E-mail: _____

Payment Method: I have enclosed my check payable to Appalachian Theatre Please send an invoice

Visa AMEX MasterCard Discover

Card # _____ Exp _____ CVV _____

Authorizing Signature for Credit Card _____ Date _____

Select Show (Nina Simone Level only): _____

Please email a high resolution (300 dpi) JPEG or PNG file of your company logo to: slivesay@apptheatre.org

You may mail this completed form to the address below, or return it to your Jazz Festival contact.

For more information CONTACT: Suzanne Livesay, Executive Director ATHC — slivesay@apptheatre.org

ADDRESS: 559 W. King Street, Boone, NC 28607

OFFICE: 828-865-3000