



Jazz 'n' Blue Festival



The 2014 Jazz 'n' Blue Festival Presented by Blue Plate Radio and Blue Plate Radio Productions on Saturday, August 16 is an annual concert featuring local, regional, national, or international contemporary jazz acts performing at the Simsbury Performing Arts Center in Simsbury, CT. The festival has two main goals:

- Provide an economic stimulus to the town of Simsbury by attracting jazz fans from around Connecticut, Massachusetts, and surrounding areas
- Promote autism awareness through festival marketing and publicity and to provide a donation to **Autism Speaks** to further its mission

The mission of **Autism Speaks** can be summed up this way:

"The goal at **Autism Speaks** is to change the future for all who struggle with autism spectrum disorders. **Autism Speaks** strives to raise public awareness about autism and its effects on individuals, families, and society and work to bring hope to all who deal with the hardships of this disorder."

Blue Plate Radio is a supporter of **Autism Speaks** and participates in their walks and awareness activities. The **Connecticut Autism Speaks** chapter intends to support the **Jazz 'n' Blue Festival** by promoting the festival on its website and all of its communications outlets and by granting **Blue Plate Radio** and the **Jazz 'n' Blue Festival** the right to use their logo in all forms of marketing collateral. In return for their support, a portion of the proceeds from the **Jazz 'n' Blue Festival** will benefit **Autism Speaks**.

Blue Plate Radio will promote the **Jazz 'n' Blue Festival** and its sponsors through its radio spots, website banners, newsletters, social media, events, concerts, posters, flyer, banners, and professional associations. Both organizations will reach out to their media and other contacts for additional coverage and exposure. This will benefit all participating parties. It's expected that the sponsors will do their share to highlight and promote not only the festival and its mission but their sponsorship of it.

Blue Plate Radio will sell tickets in advance at jazznblue2014.eventbrite.com and offer sponsorship opportunities to businesses, clubs, and others to promote themselves, to support the festival, and to stimulate a relationship with **Autism Speaks**.

There are special sponsorships for **Car Clubs, Hospitality** and **Food Service**. **Please contact us for more information.**

All checks should be made payable to **Blue Plate Radio - MC/VISA Accepted**

Contact: Ed Tankus, Blue Plate Radio, info@blueplateradio.com

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