



MUSKOKA
JAZZ
FESTIVAL

AUGUST 24, 2019

HEADLITE

A FIRST FOR MUSKOKA LAKES TOWNSHIP

- A family friendly festival that brings together the Muskoka Lakes community with Canada's best known jazz musicians

The logo for the Muskoka Jazz Festival features the word "MUSKOKA" in white, bold, uppercase letters at the top. Below it, the word "JAZZ" is written in a large, stylized font where the "J" is blue, the "A" is green, and the "Z"s are blue. At the bottom, the word "FESTIVAL" is written in white, bold, uppercase letters. The background of the slide is dark with faint, circular patterns and numbers, suggesting a technical or musical theme.

**MUSKOKA
JAZZ
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WORLD CLASS TALENT FOR A WORLD CLASS FESTIVAL

- Headliner will be Order of Canada recipient and multiple JUNO Award Winner MOLLY JOHNSON
- Additional artists include
 - Joe Sealy
 - Lorne Lofsky
 - Brad Cheeseman
 - Heather Bambrick
 - Luis Deniz
 - Local jazz guitarist Jack Nickalls

AN AWARD WINNING ROSTER

- 2 Order of Canada recipients
- 3 Juno Awards
- 5 Album of the Year Awards
- 1 Grammy Award
- 1 Grammy Nomination
- 6 Juno Nominations
- 3 current Juno nominees



JUNOS



JAMES BARTLEMAN ISLAND



- A temporary stage 40 x 20'
- A hospitality tent accommodating 20 artists and VIPs
- 3 food concessions operated by local restaurants
- 1 merchandise stand
- Single entry from highway 118
- VIP Parking next to the island
- Jetty Parking on the lower island

THE MONEY STUFF

- Headlite Canada is establishing a separate limited company as the sole owner of the Festival
- Grant application submitted to the Muskoka Lakes Township
- Corporate sponsorship from Muskoka based businesses only
- Ticket and merchandise sales
 - \$50 in advance
 - \$60 at the door

PROMOTION

- An aggressive advertising campaign across all social media channels targeting Ontario and northern New York state
- Print and online advertising in local publications
- Full size over street banner in Port Carling
- Constant sponsor 'plugs'
- Full set of high impact creatives
- Radio advertising from Hunters Bay Radio
- Roadside signage in the 45 days before the festival

HEADLITE

- Headlite was founded in London England in 2011
- Expanded to Canada in early 2018
- The leading provider of stage lighting and sound reinforcement production north of Barrie
- Committed to the Muskoka Region

HEADLITE

- Have provided services to over 100 artists
- Sole provider of lighting services to
 - Hunters Bay Radio
 - Bracebridge Fall Fair
 - Sawdust City Music Festival
 - Burks Falls Country Festival
 - Huntsville Legion
- Have successfully promoted countless music events in Canada and Europe

WHAT WE WANT FROM YOU

- Township support for the event
- Road closure of Lock Street for EMS and Artists
- Township promotion

THANK YOU AND QUESTIONS

