

THE GEELONG JAZZ AND BLUES FESTIVAL

THE GEELONG JAZZ AND BLUES FESTIVAL RETURNS ON SATURDAY 14TH AND SUNDAY 15TH MARCH 2026, BRINGING THE HEART OF THE CITY ALIVE WITH **TWO DAYS OF WORLD-CLASS MUSIC.**



Set across four iconic Central Geelong venues—Beav's Bar, Piano Bar Geelong, The Eureka, and Courthouse Arts—the festival will showcase continuous live performances across four stages, featuring some of Australia's most exciting jazz and blues acts.

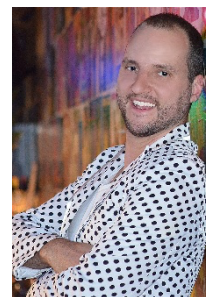
With rotating performances, staggered start times, and roaming audiences, the event is designed to create a vibrant, immersive musical atmosphere throughout the city. Each night will culminate in a headline act, drawing all festivalgoers together in a grand finale jam session.



This is a unique opportunity to partner with a dynamic cultural event that celebrates local talent, attracts passionate music lovers, and energizes the Geelong CBD. Sponsorship packages are available at a range of levels, offering exceptional brand exposure and community engagement.

A WORD FROM THE FESTIVAL DIRECTOR

*As a musician and business owner in the heart of central Geelong, I'm passionate about showcasing the incredible energy and creativity of jazz and blues. This festival is a chance for music lovers to come together and celebrate world-class musicians while bringing visitors into our city and supporting our thriving local music scene. Sponsorship is a wonderful opportunity for local businesses to share in the excitement, gain valuable exposure, and help make this event a success for the whole community. **Andy Pobjoy (Festival Director)***



BENEFITS OF SPONSORSHIP

Becoming a sponsor of the Geelong Jazz and Blues Festival connects your brand to a vibrant, two-day celebration of live music and community culture in the heart of the city. With four stages across Central Geelong and a lineup of premier jazz, blues, and student performers, your support will help bring the city to life while aligning your business with one of the region's most exciting grassroots music events.

Key benefits include:

Community Engagement: Join forces with Geelong's thriving music scene and reach thousands of attendees, including local families, music lovers, and cultural tourists.

Marketing Exposure: Be featured across our website, Eventbrite listings, posters, flyers, social media campaigns, and printed programs.

In-Venue Visibility: Showcase your brand with banners, signage, and optional product activations at our four partner venues.

VIP & Hospitality Opportunities: Receive complimentary tickets, exclusive access to sponsor events, and the chance to mingle with performers and community leaders.

Direct Contribution to Arts and Culture: Help support equipment hire, artist fees, and youth performer development, ensuring a sustainable future for live music in Geelong.

Sponsorship officially launches on 1 July 2025 and offers early access to marketing benefits in the lead-up to the festival weekend on 14–15 March 2026.

SPONSORSHIP PACKAGES



PLATINUM PARTNER – \$5,000

OUR PREMIER SPONSORSHIP TIER – IDEAL FOR MAJOR BRANDS OR BUSINESSES WANTING TOP-TIER VISIBILITY ACROSS THE ENTIRE FESTIVAL WEEKEND.

Benefits:

- Prominent advertisement in the printed and digital festival program
- Premium logo placement on festival posters, flyers, and official website
- Large display banner at all festival venues (banner to be supplied by sponsor)
- Onstage acknowledgment during headline events and major performances
- Dedicated sponsor thank-you posts across all festival social media platforms
- Inclusion in all media releases and promotional content
- Up to 10 complimentary day passes
- VIP invitation to exclusive Sponsors & Supporters Cocktail Function
- Option for event activation (e.g. branded pop-ups, product sampling, giveaways)
- Opportunity to be named as presenting sponsor of a headline event or key venue



GOLD PARTNER – \$2,500

PERFECT FOR BUSINESSES WANTING STRONG EXPOSURE AND ASSOCIATION WITH A HIGH-PROFILE LOCAL EVENT.

Benefits:

- Prominent advertisement in the printed and digital festival program
- Prominent logo on festival posters, flyers, and official website
- Display banner at select festival venues (supplied by sponsor)
- Onstage acknowledgment during the festival
- Recognition in selected social media posts
- 5 complimentary day passes
- VIP invitation to Sponsors & Supporters Cocktail Function



SILVER PARTNER – \$1,000

AN AFFORDABLE ENTRY-LEVEL SPONSORSHIP TIER FOR LOCAL BUSINESSES, HOSPITALITY VENUES, OR INDIVIDUALS WANTING TO SHOW THEIR SUPPORT.

Benefits:

- Logo listed in festival program and website
- Recognition in selected social media posts
- Acknowledgment on signage at central information station
- 2 complimentary day passes
- VIP invitation to Sponsors & Supporters Cocktail Function

CUSTOM OR IN-KIND SPONSORSHIPS

WE'RE ALSO OPEN TO TAILORED PARTNERSHIPS AND IN-KIND SUPPORT, SUCH AS:

- Alcohol and beverage donations
- Raffle prizes or giveaway products
- Technical equipment or venue support
- Hospitality or catering partnerships

LET'S MAKE MUSIC TOGETHER!

We invite you to be part of something special. By sponsoring the Geelong Jazz and Blues Festival, you'll not only be supporting a rich cultural event in the heart of our city—you'll be investing in local talent, live performance, and a vibrant future for Geelong's music scene. Whether you're a local business, a passionate music supporter, or a national brand looking for meaningful community engagement, we would love to hear from you.

FURTHER INFORMATION

The Geelong Jazz & Blues Festival is Not-For-Profit and operates with the assistance and services of the Australian Cultural Fund (ACF) to manage all donations and sponsorships. All funds paid into the ACF will then receive official tax receipts.

To discuss sponsorship opportunities or request a custom package, please contact:

Andy Pobjoy

Festival Director

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Let's work together to make the 2026 Geelong Jazz and Blues Festival a show-stopping success.