



BANK OF THE WEST  
BNP PARIBAS



HYATT REGENCY  
NEWPORT BEACH  
OCTOBER 8 - 10, 2021

# SPONSOR DECK



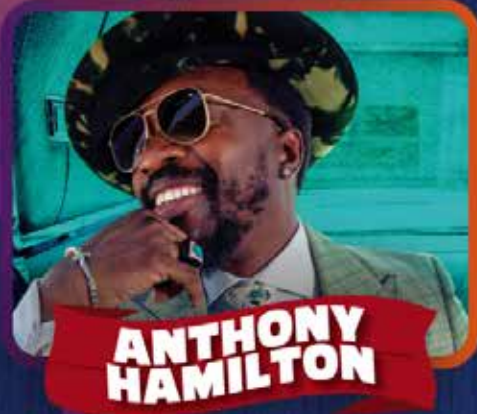


# 2021

**NEW  
DATES,  
MORE  
ARTISTS!**



**SATURDAY, OCT. 9**



**SUNDAY, OCT. 10**



**DEREK BORDEAUX**



**TONY GUERRERO & GREG VAIL**

**HYATT REGENCY NEWPORT BEACH | [www.HYATTCONCERTS.com](http://www.HYATTCONCERTS.com)**



**BANK OF THE WEST**  
BNP PARIBAS



**94.7  
THE WAVE**



**HYATT  
REGENCY**  
NEWPORT BEACH

ARTISTS AND TIMES ARE SUBJECT TO CHANGE. WITHOUT NOTICE, THIS EVENT IS OPEN FOR SHARE. NO REFUNDS.



# 2019

**HYATT REGENCY 2019**  
**NEWPORT BEACH JAZZ FESTIVAL**  
 PRESENTED BY  **BANK OF THE WEST**  
**BNP PARIBAS**

**MAY 31 - JUNE 2, 2019**

**3 DAYS of WORLD CLASS JAZZ, R&B + SOUL MUSIC**

**HYATT REGENCY NEWPORT BEACH**



**GEORGE BENSON**  
10 TIME GRAMMY AWARD WINNER



**MORRIS DAY & THE TIME**

 <b>JEFFREY OSBORNE</b>	 <b>RICHARD ELLIOT PETER WHITE DW3</b> WEST COAST JAM	 <b>NAJEE</b>
 <b>PONCHO SANCHEZ LATIN JAZZ BAND</b>	 <b>DAVID BENOIT &amp; MARC ANTOINE</b>	 <b>ALTHEA RENE SELINA ALBRIGHT KAYLA WATERS</b>
 <b>SAX TO THE MAX PAUL TAYLOR MICHAEL VINCENT INGALA</b>	 <b>NICK COLIONNE</b>	<b>MORE ARTISTS TO BE Announced!</b>

**www.HYATTCONCERTS.com**

**HYATT REGENCY**  
**NEWPORT BEACH JAZZ FESTIVAL**  
 PRESENTED BY  **BANK OF THE WEST**  
**BNP PARIBAS**

**JUNE 1 - 3, 2018**

**3 DAYS of WORLD CLASS JAZZ, R&B + SOUL MUSIC**

**HYATT REGENCY NEWPORT BEACH**



**BRIAN CULBERTSON**  
— COLORS OF LOVE TOUR —



**COMMODORES**  
— SEVEN #1 HITS —  
50 MILLION ALBUMS SOLD!



**WILL DOWNING**



**PETER WHITE & EUGE GROOVE**



**DAMIEN ESCOBAR**



**RICK BRAUN & RICHARD ELLIOT**



**JONATHAN BUTLER**



**CARIBBEAN CONNECTION ELAN TROTMAN**



**BERNIE WILLIAMS & NESTOR TORRES**



**BAYLOR PROJECT**  
— TWO-TIME —  
2018 GRAMMY NOMINEE



**MICHAEL LINGTON & KENNY LATTIMORE**



**JOSH VIETTI**

**www.HYATTCONCERTS.com**

    **1800**   

**PATRICK BRADLEY AND MORE!**

# 2018





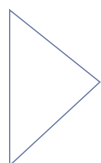
# THE WEEKEND AT A GLANCE







# ABOUT



**THE NEWPORT BEACH JAZZ FESTIVAL RETURNS TO THE BEAUTIFUL** city of Newport Beach, CA on October 8 -10, 2021 for its 25<sup>th</sup> Anniversary! Located on the picturesque property of Hyatt Regency Newport Beach, fans will enjoy three days of world-class Jazz and R&B music.

**THE FESTIVAL OPENS FRIDAY NIGHT WITH AN INTIMATE SHOW** in the amphitheater for 1,200 VIP customers. The event then moves over to the golf course for the remainder of the weekend, and hosts nearly 10,000 attendees on Saturday and Sunday. Fans will be treated to two stages of music, an eclectic Food Court, Vendor Village, Sponsor Displays and breathtaking views of Newport Beach Bay.



THE MAIN STAGE



BRIAN CULBERSTON PERFORMING



MUSIC, FRIENDS & FASHION



# MAIN STAGE



MORRIS DAY AND THE TIME



VANESSA WILLIAMS



CHAKA KHAN



THE COMMODORES



MICHAEL McDONALD

## Past Performers

- GEORGE BENSON
- CHAKA KHAN
- MICHAEL McDONALD
- VANESSA WILLIAMS
- THE O'JAYS
- DAVE KOZ
- THE COMMODORES
- BRIAN McKNIGHT
- KENNY BABYFACE EDMONDS
- BRIAN CULBERTSON
- MORRIS DAY and the TIME
- GEORGE BENSON

...AND MORE!



# AMPHITHEATER

**THE BACK BAY AMPHITHEATER LOCATED** at Hyatt Regency Newport Beach, hosts the Friday Night Kick-Off to the 3-day festival for VIP ticket holders.



OREO DIVAS



# LAWN STAGE

**SURROUNDED BY LUSH PALM TREES,** the Lawn Stage sits in perfect view of the natural grass bowl of Hyatt Regency Newport Beach golf course, where fans enjoy show-stopping performances throughout the day.



BRIAN SIMPSON & JEANETTE HARRIS



THE BRAXTON BROTHERS





 **SUBURBAN**  
Buick GMC of Costa Mesa

PROUD TO HAVE SUBURBAN AS OUR  
OFFICIAL AUTO SPONSOR 2019





PROUD TO HAVE VOLVO AS OUR OFFICIAL  
AUTO SPONSOR 2017





**AFFLUENT AUDIENCES** There is no better zip code in Orange County than 92660. Newport Beach is known to be an affluent community, with visitors coming from near and far to enjoy what residents experience daily. Get your brands in front of thousands of music fans in this scenic and fun setting.



**ACTIVATION PROGRAMS** On-site activations can come in many shapes and sizes. Use our festival grounds to advertise products and promotions from your booth. Whether it be a new beverage or this year's new car model, we have a place for you.

**BRANDING OPPORTUNITIES** Your logo will be displayed on all marketing materials including print media, website, eNewsletters, on-site signage, stage announcements, and more. Sampling opportunities and product placement may also be included in sponsorship packages.



## Sponsorship Opportunities

\*Each sponsorship package will include VIP hospitality privileges along with on-site branding exposure and naming rights in certain cases.

- TITLE SPONSOR
- OFFICIAL AIRLINE
- OFFICIAL AUTOMOBILE
- OFFICIAL GROCERY CHAIN
- OFFICIAL CREDIT CARD
- OFFICIAL RETAIL
- OFFICIAL MORTGAGE BROKER
- OFFICIAL TRAVEL DESTINATION
- OFFICIAL CELL PHONE (MAKER OF CARRIER)
- OFFICIAL WATER





**BANK OF THE WEST**  
**BNP PARIBAS**



PRESENTING  
SPONSOR

**FOR THE 9TH CONSECUTIVE YEAR, WE ARE EXCITED TO HAVE BANK OF THE WEST**

as our Presenting Sponsor. In addition to branding their message of “The bank for a changing world” throughout pre-event activation, Bank of the West uses the 3-day festival as a consumer appreciation tool. Hosting over 150 invited VIP’s per day, they entertain guests in their Hospitality Suite with the best seats in the house, and catered food and beverage for their invited clients.

## 2019 SPONSORS

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**BANK OF THE WEST**  
**BNP PARIBAS**

**MURPHY**  
**-GOODE-**  
EST. 1985



**PAVILIONS**  
A WORLD OF DIFFERENCE



**PIRCH**

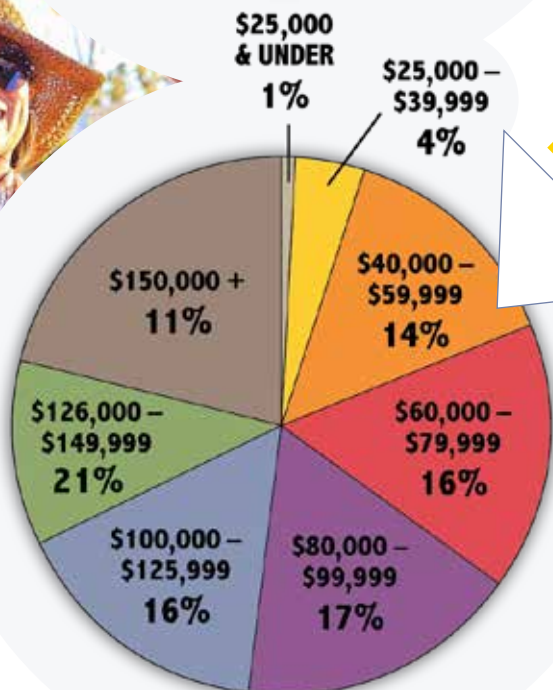
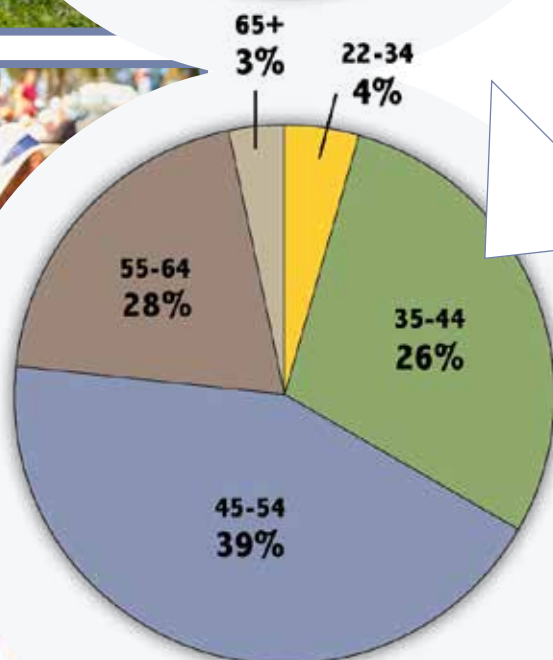
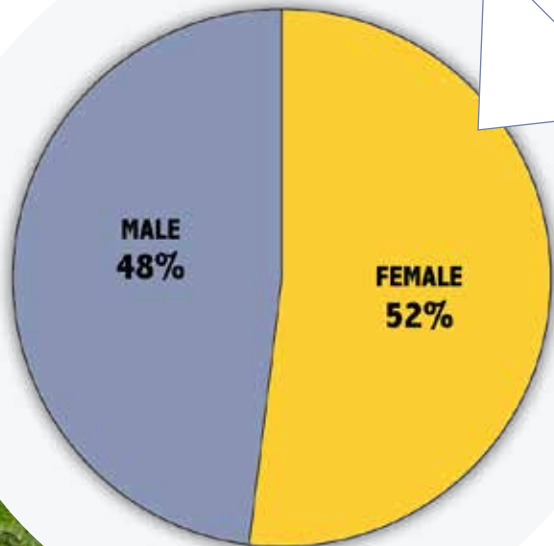
**94.7 THE WAVE**

**OrangeCoast**  
MAGAZINE





# DEMOGRAPHICS





**THE BLUFF TOP GOLF COURSE OFFERS SPECTACULAR** views of Newport Back Bay and creates an intimate vibe for festival goers. With two distinct stages, an eclectic food court, shade lounges, and VIP hospitality, there is no better outdoor festival venue in Southern California.

Join us for an amazing weekend at the beautiful  
Hyatt Regency Newport Beach.



TASTY FOOD OPTIONS



## ATTRACTIONS



AUTOGRAPH BOOTH & FESTIVAL MERCHANDISE



HOTEL ROOMS WITH A VIEW OF THE FESTIVAL



FUN WITH FRIENDS AND FAMILY



# MARKETING & ADVERTISING



**FACEBOOK** Fans: **18.4K** & growing!

**GOOGLE MARKETING**

Impressions: **1.5M**

**E-MAIL MARKETING**

E-mails Delivered: **12**  
Subscribers: **63K +**



**FESTIVALS.HYATTCONCERTS.COM**

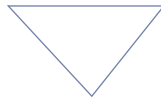
Impressions: **890K**

Unique Visitors: **390K**





# MEDIA PARTNERS



94.7  
THE WAVE

OrangeCoast  
MAGAZINE



## Web Presence

- 94.7 The Wave
- Smooth Jazz Global
- Orange Coast Magazine
- Visit Newport Beach
- Newport Beach Independent
- LA Times / Daily Pilot
- Entertainment Cruise Productions
- South Coast Magazine
- The Loop 411
- EUR Web
- Facebook/Instagram
- Google
- Twitter



## Print Ads

FULL COLOR & B/W

- OrangeCoast Magazine





# THE NEXT STEP

## CONTACT

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[www.hyattconcerts.com](http://www.hyattconcerts.com)

