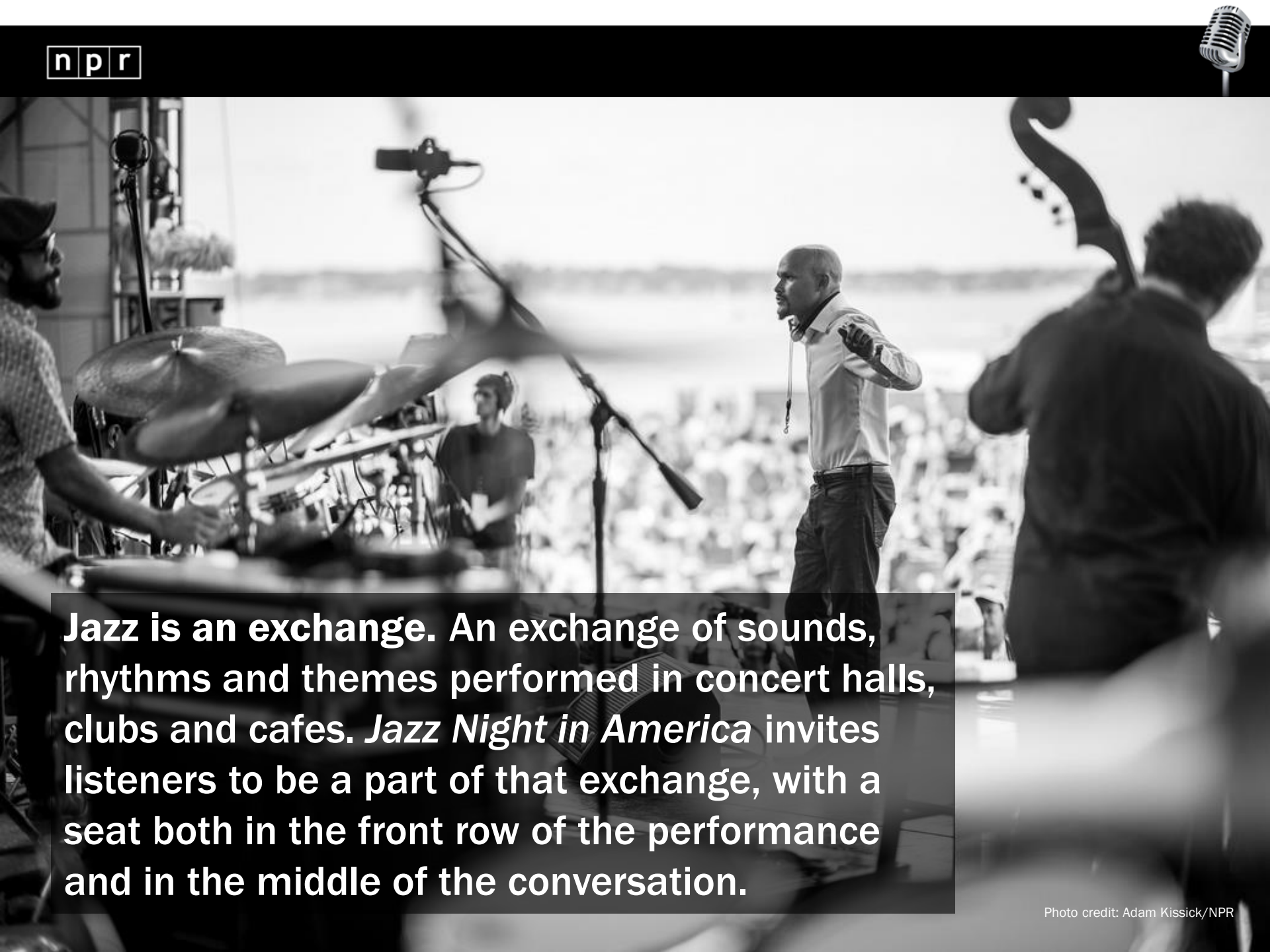


JAZZ NIGHT IN AMERICA



JAZZ NIGHT IN AMERICA

From NPR, WBGO and Jazz at Lincoln Center



Jazz is an exchange. An exchange of sounds, rhythms and themes performed in concert halls, clubs and cafes. *Jazz Night in America* invites listeners to be a part of that exchange, with a seat both in the front row of the performance and in the middle of the conversation.



JAZZ NIGHT IN AMERICA

The next generation of arts and culture programming from public radio



In partnership with WBGO and Jazz at Lincoln Center, NPR Music presents *Jazz Night in America*

Jazz Night in America:

- Showcases the continuing vitality of jazz and underscores the genre's storied history through live performances, interviews and conversations with today's great jazz artists
- Provides an unprecedented cross-platform experience as public radio's first program completely native to video and radio, with content available on air and on-demand throughout digital platforms
- Offers sponsors the opportunity to align with the year-round initiative across national radio and digital platforms, with additional cross-platform and on-site integration with WBGO and Jazz at Lincoln Center



A POWERFUL PARTNERSHIP

On Site and Local Extensions with Leading Jazz Curators



For 35 years, WBGO has been a publicly supported cultural institution in the NY/NJ area that champions jazz and actively promotes the vibrancy and continuance of jazz as a cultural art form.

WBGO has the distinction of having produced *JazzSet* with Dee Dee Bridgewater, the foundation of the *Jazz Night in America* radio program.

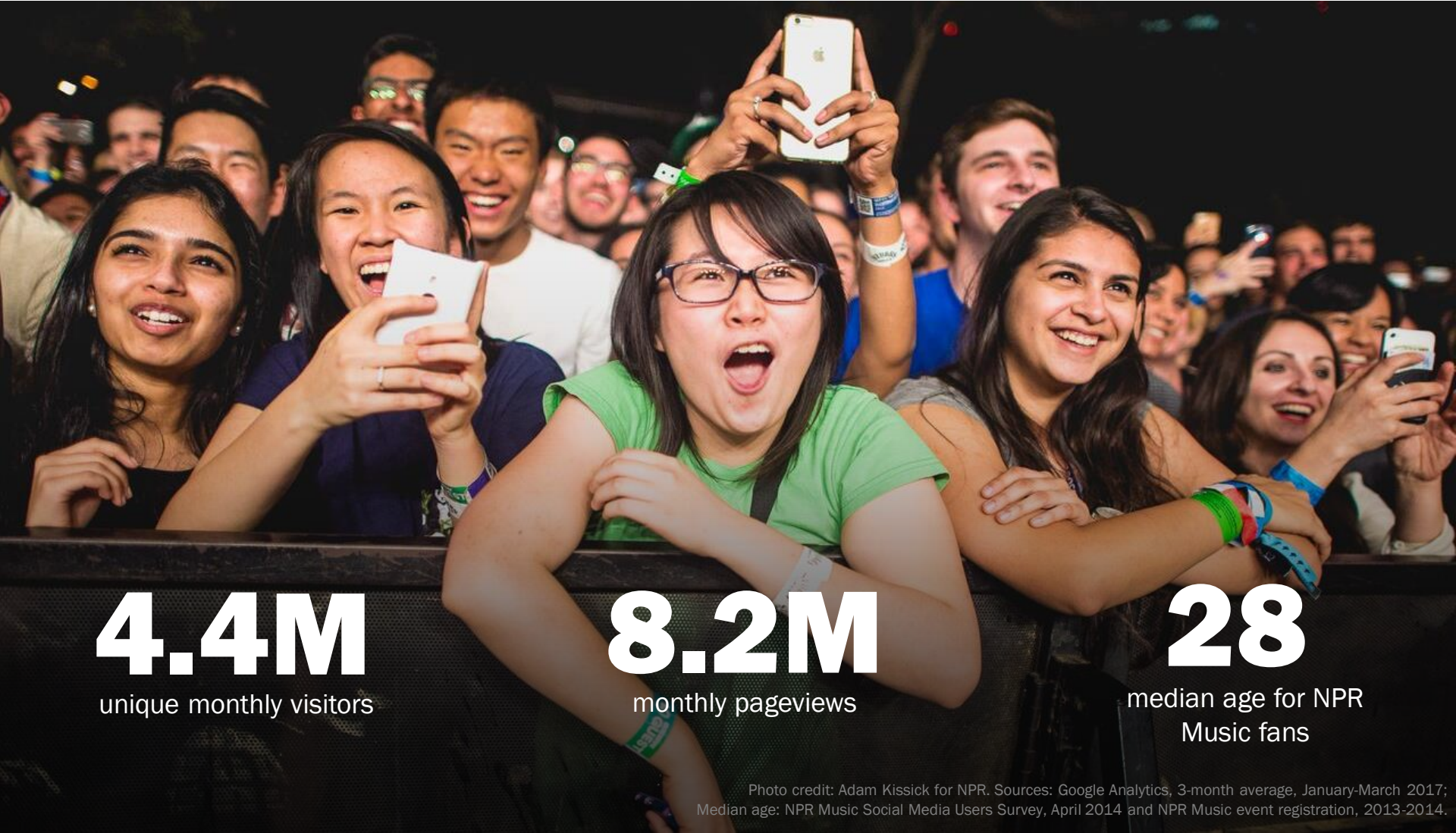


The mission of Jazz at Lincoln Center (JALC) is to entertain, enrich and expand a global community for jazz through performance, education and advocacy.

From its start as a summer concert series at Lincoln Center in 1987, to opening the world's first venue designed specifically for jazz in 2004, JALC shares jazz with an ever-growing audience around the world.



“They’re at the top of the list... We know that’s where the audience is.”
– R.E.M. Manager Bertis Downs said of NPR Music



4.4M

unique monthly visitors

8.2M

monthly pageviews

28

median age for NPR
Music fans



LEADING VOICE IN JAZZ TODAY

Hosted by Christian McBride

- *Jazz Night in America's* weekly broadcast is hosted by multiple Grammy Award-winner Christian McBride, a bassist, bandleader, composer and leading presence in the jazz world for more than 20 years
- McBride has recorded with many of the most illustrious figures in jazz and has crossed into nearly every genre through collaborations with the Roots, D'Angelo, Queen Latifah, Sting, James Brown, Chaka Kahn and many others
- As host of *Jazz Night in America*, McBride draws on his distinguished career to introduce audiences to a roster of voices – resonant musicians, historians, artists – and uncover the musical and personal stories at the heart of the genre





MUSIC TO LISTENERS' EARS

Reaching an Audience of Music Fans with NPR

NPR listeners:¹

- 269% more likely than average to listen to jazz music
- 30% more likely to agree “I am very interested in the fine arts”
- 117% more likely to have attended 2+ live concerts in the past 12 months

NPR.org users:²

- 77% more likely to listen to 31-30 audio streams in an average day
- 30% more likely to have spent \$100-\$199 on music online in the past 6 months
- 18% more likely to [purchase individual music tracks to download/listen to online



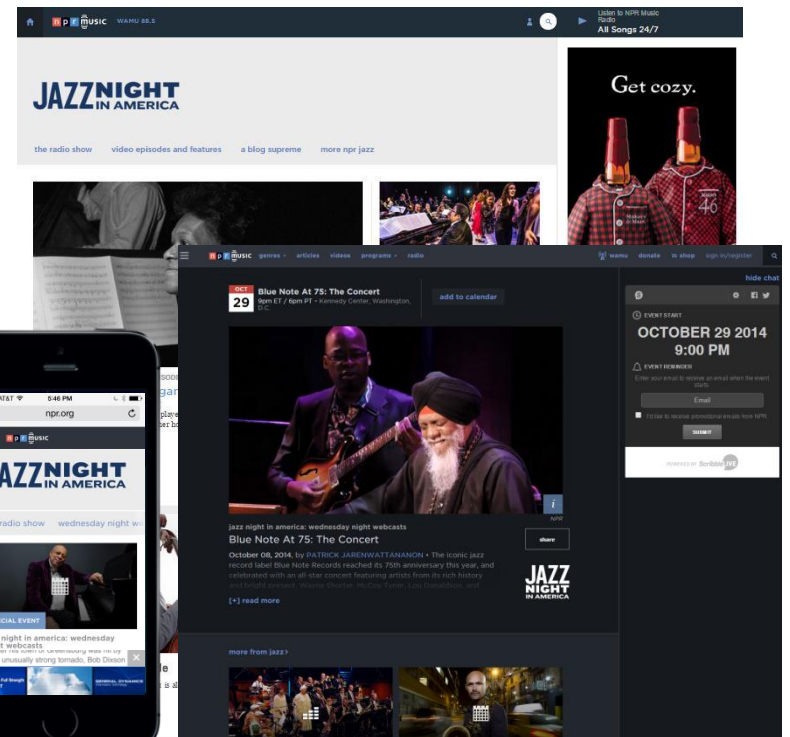


INTEGRATED CROSS-PLATFORM SPONSORSHIP

Package Highlights

Jazz Night in America presents sponsors with the opportunity to activate sponsorship on air, on site, and across digital platforms with elements including:

- Recognition in weekly radio show aired on more than 100 public radio stations
- On site extensions at Jazz at Lincoln Center performances and local events nationwide
- Recognition around featured *Jazz Night in America* stories aired in *All Things Considered* and *Morning Edition*
- Prominent presence on the NPR.org *Jazz Night in America* hub featuring weekly live chats and live video webcasts of performances, and on demand audio and video content featuring artist interviews and performances
- On air and online extensions from partner station WBGO





A POWERFUL PARTNER ACROSS PLATFORMS

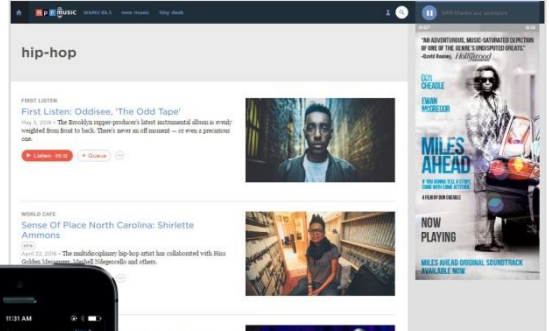
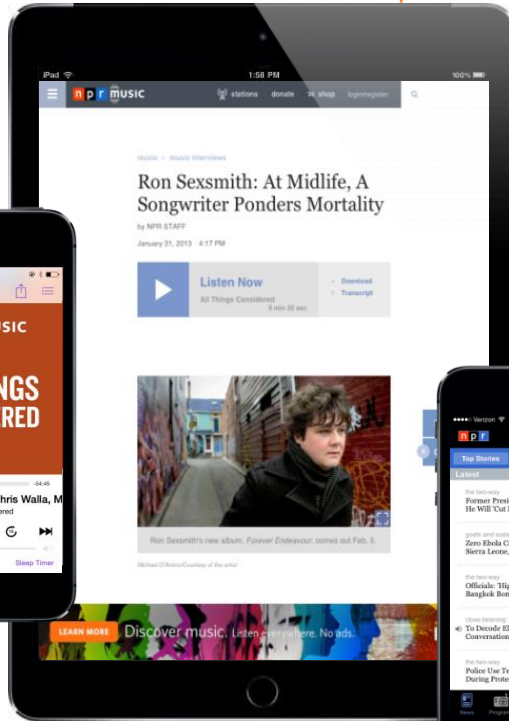
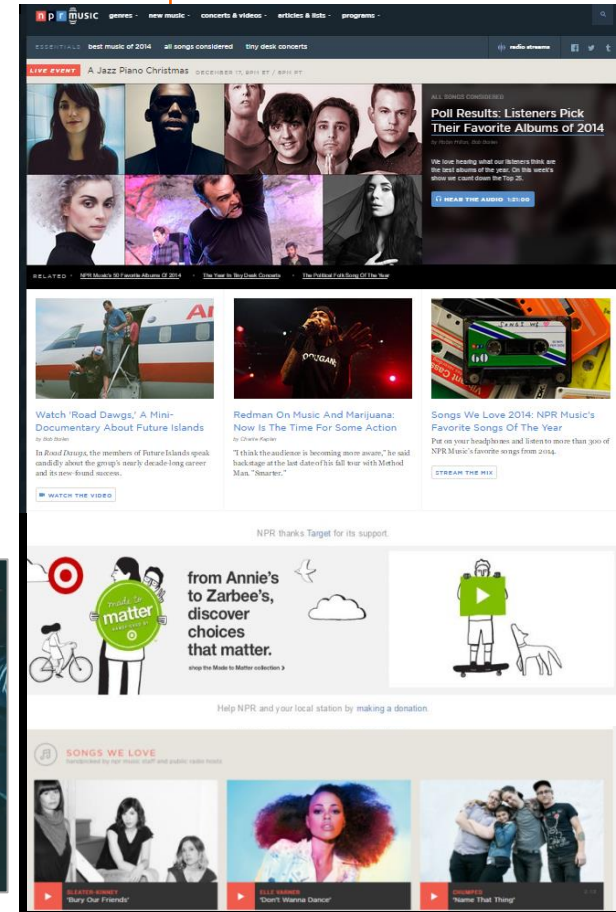
Sponsorship announcements in NPR Music podcasts, including Emmy-nominated and Webby Award-winning program *All Songs Considered*

All NPR Music blog and story pages provide an optimized experience on desktop, tablet and mobile platforms and support IAB Rising Star units

NPR Music produces high-quality live events offering brands dynamic sponsorship opportunities to reach engaged audiences

300x250 or 300x600 creative, or Main Stage roadblock, with only one sponsor per page, and pre-roll for video and audio

New NPR Player features a custom, responsive display companion that animates in sync with audio creative



A photograph of a drummer performing on stage, seen from behind with arms raised in a celebratory gesture. The drummer is wearing a dark long-sleeved shirt and a cap. The stage is lit, and a large, diverse crowd of people is visible in the background, many with their hands raised. The image is overlaid with a semi-transparent orange filter.

SPONSORSHIP ACTIVATION

Elements of Integration with NPR, Jazz at Lincoln Center and WBGO



NPR SPONSORSHIP ACTIVATION

Cross-platform Extensions

Broadcast	<ul style="list-style-type: none">▪ On-air sponsorship presence in weekly <i>Jazz Night in America</i> broadcast on 190+ stations▪ Alignment with <i>Jazz Night in America</i> stories featured during <i>Morning Edition</i>, the nation's #1 morning drive program, with 14.7 million weekly listeners and <i>All Things Considered</i>, the flagship evening program reaching 14.4 million weekly listeners*
Digital	<ul style="list-style-type: none">▪ Audio recognition and video pre-roll in on-demand <i>Jazz Night in America</i> content▪ Banner placements (300x600, 300x250) in the program hub at npr.org/jazznight▪ NPR Music Main Stage homepage roadblock (design specifications TBD)
Mobile	<ul style="list-style-type: none">▪ NPR Music suite of mobile apps
Social Media	<ul style="list-style-type: none">▪ Sponsor will have the opportunity to highlight select content from the series and drive fans/followers from Facebook, Instagram and Twitter to content on NPR platforms



WBGO SPONSORSHIP ACTIVATION

Cross-platform Extensions

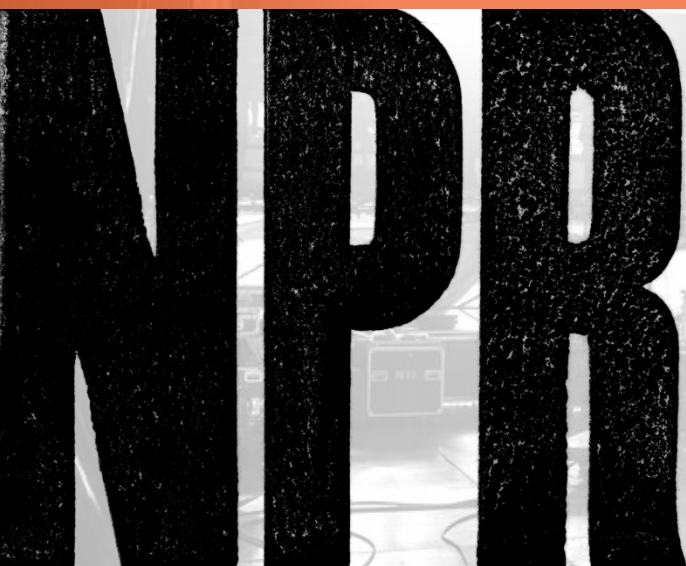
Broadcast	<ul style="list-style-type: none">▪ Dedicated sponsorship spots (348,800 weekly terrestrial radio cume*)▪ Local adjacency to <i>Jazz Night in America</i> on WBGO and/or throughout WBGO programming schedule
Digital	<ul style="list-style-type: none">▪ Dedicated audio pre-roll spots prior to start of stream in WBGO media player and apps
Promotion	<ul style="list-style-type: none">▪ Dedicated sponsor position in WBGO's bi-weekly Jazz E-news email reaching 30k+ opt-ins
Print Collateral	<ul style="list-style-type: none">▪ Recognition in WBGO's program guide, Upbeat
Additional Extensions	<ul style="list-style-type: none">▪ WBGO is a media partner in jazz events throughout the NY/NJ metro area in major cultural venues. Opportunity for promotion through on site and on air contesting.



JAZZ AT LINCOLN CENTER SPONSORSHIP ACTIVATION

Cross-platform Extensions

Online	<ul style="list-style-type: none">▪ Recognition on <i>Jazz Night in America</i> page on JALC site (jazz.org)
Social Media	<ul style="list-style-type: none">▪ Acknowledgment tags on JALC social media channels (Facebook, Twitter)
Print & Promotion	<ul style="list-style-type: none">▪ Recognition in JALC monthly e-newsletter, reaching approximately 75k subscribers▪ Playbill insert acknowledgement for select JALC performances▪ Mention in press releases serviced to list of 1,500+ prominent journalists & publications
Content Sharing	<ul style="list-style-type: none">▪ Access to pre-approved JALC creative elements that may be repurposed for use in various promotions and campaigns in conjunction with <i>Jazz Night in America</i>
Hospitality & Experiential Extensions	<ul style="list-style-type: none">▪ Allotment of prime tickets to JALC performances in both Rose Theater and The Appel Room, in the Orchestra or similar section▪ Complimentary covers to Dizzy's Club Coca-Cola, JALC's jazz club▪ Access to The Patron's Lounge▪ Access to behind-the-scenes rehearsals of the Jazz at Lincoln Center Orchestra▪ Artist Meet & Greets



NPR



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