



VANCOUVER
INTERNATIONAL
JAZZ FESTIVAL



ABOUT US



As BC's ***largest not-for-profit music festival presenter***, Coastal Jazz produces the annual Vancouver International Jazz Festival, as well as thriving education and year-round activities.

Since 1985, the Coastal Jazz and Blues Society has set the standard for music performance, pushing the boundaries of categorization, mixing genres, and challenging stereotypes.

Our mission is to connect, transform, inspire and nurture audiences and artists through the joy, passion, and power of music.

We strive to establish Vancouver as a centre for the creation and exchange of sounds and ideas between the local, national, and international music communities.

VANCOUVER INTERNATIONAL JAZZ FESTIVAL



The Vancouver International Jazz Festival is the largest non-profit music and arts festival in British Columbia, the second largest Jazz Festival in Canada, and the winner of numerous awards. The 2023 Festival featured:

- 100,000+ attendees
- 87% average capacity across all shows
- 544 artists from 13 countries
- 162 musical acts
- 21 venues

“While many festivals continue to struggle, Vancouver Jazz Fest evolves.”

– Georgia Straight



“At concerts over the festival week, Coastal Jazz has evinced in venues spanning every corner of the city that there is a huge appetite for this staple of festival season, with huge crowds flocking to shows large and small alike.” - Concert Addicts



DOWNTOWN JAZZ

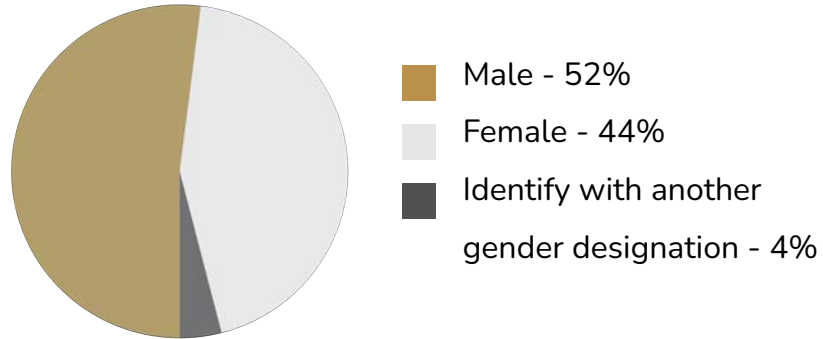


- Downtown Jazz takes place over the first weekend of the Festival on the newly redeveloped grounds of the Vancouver Art Gallery and Robson Square (šx^włənəq Xwtl'e7énk Square)
- Up to 70,000 people attend over the two days that features two stages and 20 free concerts.
- The site includes food trucks, a vibrant music and arts village along a shut-down block of Howe St., and a licensed bar area.

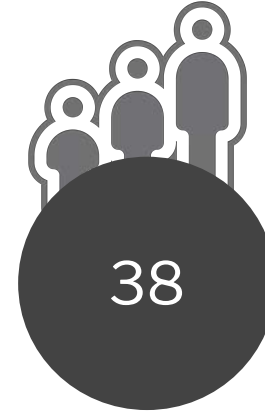
“One of the best ways to expand your knowledge of the genre and just full-on enjoy yourself is to check out the many free shows that are a part of the festival. There aren’t many opportunities to take in award-winning artists without a hefty ticket price, so don’t miss out.” - *Vancouver Sun*

DEMOGRAPHICS

GENDER



AVERAGE AGE



AVERAGE HOUSEHOLD INCOME



TOTAL NUMBER OF SHOWS



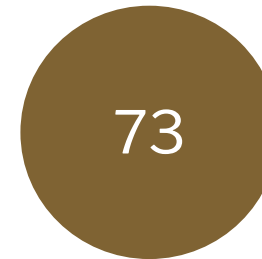
TOTAL FREE SHOWS



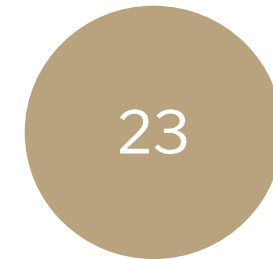
FEMALE & NON BINARY-LED BANDS



POC-LED BANDS



WORKSHOPS & EDUCATIONAL OPPORTUNITIES



MEDIA AND MARKET IMPACT



EARNED MEDIA
MENTIONS

503



ADVERTISING
EQUIVALENCY

\$2.5M



EARNED MEDIA REACH

312M



ESTIMATED ECONOMIC
IMPACT

\$20M

A SUSTAINABLE FESTIVAL



Coastal Jazz is a committed leader in hosting a sustainable and environmentally friendly Festival.

- All Vancouver International Jazz Festival sites are diesel and gasoline free
- All stages, and food and beverage vendors draw their energy needs from the electrical grid with no use of generators and use all recyclable or compostable single use containers.
- On-site waste management strategy diverts over one tonne of waste each year from the landfill



SAMPLING AND EXHIBITING OPPORTUNITIES

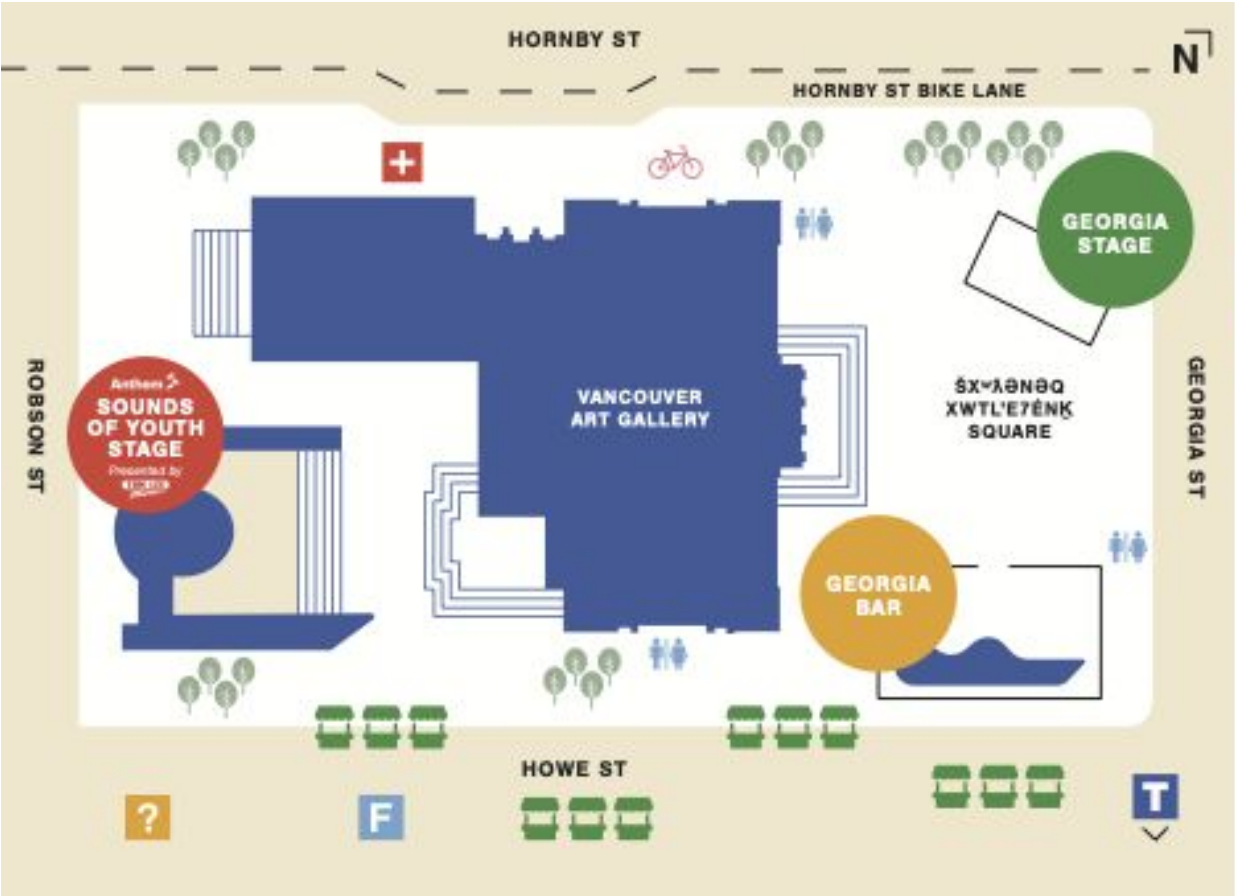


SAMPLING and EXHIBITING OPPORTUNITIES



- June 22 and 23, 2024
- Vancouver Art Gallery and Robson Square
- Music runs from 12:00pm to 9:00pm
- Two stages of free entertainment
- One licensed bar
- Howe St. closed to create a marketplace and outdoor food court
- Family Zone with free face-painting, craft making and more
- 70,000+ in attendance

SITE MAP



- Legend
- BIKE RACKS
 - FAMILY ZONE
 - FIRST AID
 - FOOD & ARTISAN MARKET
 - INFORMATION
 - TRANSIT
 - WASHROOMS
- Licensed Bar Hours:
12:30-8:30pm

COASTAL



RATES

Rates are for the complete June 22-23, 2024 weekend at Downtown Jazz.
Hours of operating are 12:00pm-9:00pm.
Contact us if you require different space needs and we'll be happy to build a bespoke package with you.

Site roaming - no kiosk	\$2500
10'x10' branded kiosk	\$5500
10'x20' branded kiosk	\$7500





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COASTAL 

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