

27.



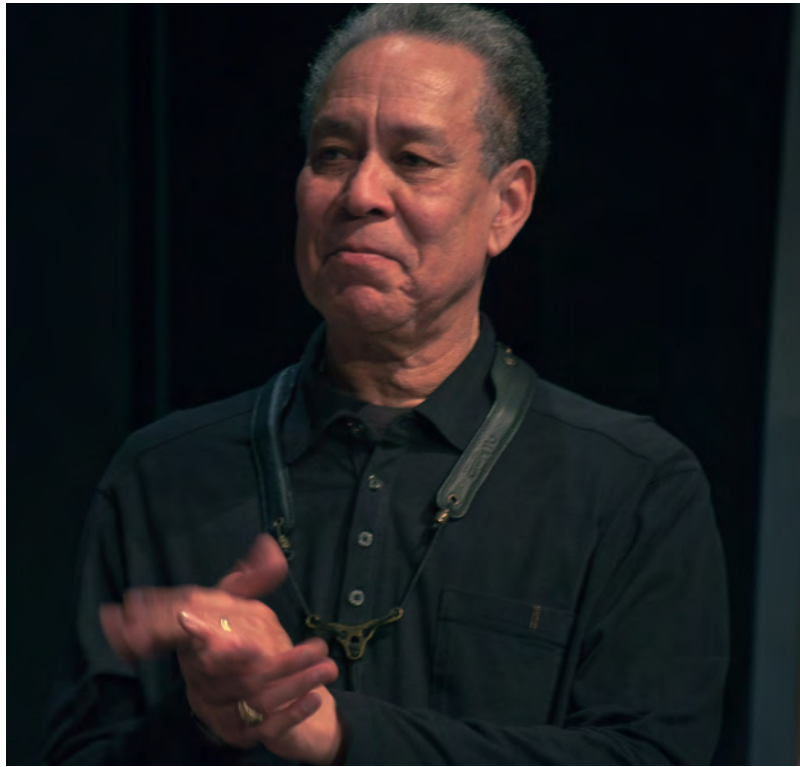
Aarau

2019  
07. - 16. April



SPONSORING

Photos courtesy of Or Paz



## Jazzaar Festival - Concert Series

A vibrant international Jazz culture initiated in 1992 in Aarau, Switzerland remains vital in shaping today's Swiss music scene.

## Jazzaar Festival - Bandstand Learning with Role Models™

The most unique and effective concept of "Learning on the Bandstand" has paved the path to musicality for over 900 young musicians in the country.

How? Young talents learn by doing alongside professional musicians of international acclaim as they work together on musical productions. It inspires and motivates; building friendships and forming global networks between youth and veterans.

## Jazzaar Festival - haute couture

Over 40 exclusive and innovative music productions and premiers raved by experts across genres – Jazz, Classical, Popular and Crossover.

E-Learning platforms and Apps made available.



175

900

166'000

Concerts

Youth Musicians

Live Audience

# Jazzaar Festival - Performance

We present concerts in diverse musical styles – Jazz, Classical, Popular and World Music.

Our productions blend the genres to set new standards! The premiers of original compositions and new makeover arrangements induce creativity and skills from professionals and youth alike.



## Jazzaar Festival - Publicity

- With Swiss TV, 3Sat and ARD our concerts reach over 300 Millionen people all over Europe and with CNN the international Public.
- over 1000 Press articles
- World Wide Live Feed via Immensys since 2013
- over 10'000 Playbills distributed yearly
- over 100'000 Clicks to our Website
- over 2'000 Posters - from Biel to Zürich, Basel, Luzern
- VIP Welcome Desk
- 3 Month advertising on autos, On Line Marketing, Google Ranking 0
- You Tube Partner, Google Affiliate Partner
- iTunes Partner, Amazon Partner
- 2700 Visits per day on our Home Page
- Up to 60'000 online audience on Live Stream from 70 Countries
- Internet presence please visit [www.jazzaar.com](http://www.jazzaar.com)

## Jazzaar Festival - Partnership

Jazzaar Festival is a combination of youth development and professional music productions in one. Indeed to realize this endeavor year after year, Jazzaar needs Partners.

Our unparalleled concept with its upbeat image is especially attractive for corporations seeking to support cultural activities. The effective youth development project at «jazzaar» thus provides the perfect opportunity for companies considering Corporate Citizenship.

A partnership with the Jazzaar Festival goes beyond support of culture and certainly towards investment into the future.

Let us create together your individualized solution to facilitate an ideal and mutually beneficial exchange.



# 4 Sponsor Types

Return Services	Exclusive max. 5 Partners (Branche Exclusivity) CHF 50'000.- onwards	Platinum max. 8 Partners (Branche Exclusivity) CHF 25'000.- onwards	Gold max. 10 Partners CHF 10'000.- onwards	SILVER Unlimited Partners CHF 5'000.- or more
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Speech before Concert	√			
Complimentary Tickets per Concert	25	12	5	2
Entrance to VIP Lounge	√	√	√	
Reception at VIP Desk	√	√	√	√
Promotion on Roll Ups	√	√	√	√
Right to mention commitment to Jazzaar Festival on Website, etc.	√	√	√	

#### Your Logo Positioned On:

PVC Tarp (280cm x 80cm)	√			
Posters (A1)	√	√		
Posters (A2)	Logo	Logo	Logo	Logo
Jazzaar Playbill	√	√	√	√
Jazzaar Homepage	√	√	√	

#### More Promotion:

In Foyer of Event Hall	Banner			
At Jam Sessions	Roll Up	Roll Up		

#### Advertisement:

In Local Newspapers	√			
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#### Extra Promotion at Additional Cost for Sponsor:

Logo on Tickets	√			
Logo on Merchandising	√	√	√	√

## Jazzaar Festival - Philosophy

Every person is bestowed with talents that if nurtured and developed may benefit him or her and humanity at large. 'Bandstand Learning with Role Models' endeavors to provide the finest educational environment for musically gifted young people. We enhance their talents and skills for their own gain and for the enrichment of society.

Working Motto:

«Perfection is found in the peaceful handling of imperfection»



## 7 objectives of Bandstand Learning...

1. To raise role models
2. To build self-confidence that yields team spirit
3. To foster a holistic 'hands, head, & heart' learning
4. To inspire through participatory workshops
5. To instil the value of paying the dues
6. To invoke creativity for improvisation
7. To present youth and professionals on the same bandstand

## Jazzaar Festival - Bandstand Learning with Role Models™

Thanks to the appeal of this concept, 155 young musicians to date thrive independently as professional musicians. This concept promotes the following means and settings:

- Situated Learning
- Acquiring tools of the musical trade first hand from accomplished masters i.e. to date with 270 internationally acclaimed professional musicians
- In the context of live music productions

With Jazz as a basis, young musicians develop essential skills to achieve high levels of musicality as they learn to read, write, listen and improvise. This enables them to venture into any musical genre of their choice. Our alumni active in the international music industry return as Role Models.

200

Role Models from all over the World



We're proud of the fact that many of our alumni thrive in the international music scene!

184

Premiers

## Jazzaar Festival - Portfolio

Each Jazzaar performance is filmed and recorded live and released in the international market. The CD's und DVD's serve as valuable Portfolios for the aspiring young musicians to present to potential employers in the music industry.

The products also serve as possible gifts from our sponsors to their clients.



## Recognition from the world-wide music industry

Jazzaar CD's and DVD's receive enthusiastic radio promotions and raving critiques from the international printed media.

The CD's and DVD's are entered for the **GRAMMY AWARDS\*** and achieve pre-nominations. In 2017 the CD "Heaven Help Us All" landed in the **8th place** within the Category of „Large Jazz Orchestra“.

\*The GRAMMY® is the 'Olympics' of the music world that's presented annually in the month of February in either Los Angeles or in New York.

Our productions have been successfully entered in **73 Grammy Entries in 11 Categories** since 2013

In **Januar 2017** the CD "Heaven Help Us All" made it to **23rd place** in the Top 50's of the **JazzWeek** and was also recognized with a „Highest Debut“ in the top US radio play list.



TW	LW	2W	Peak	Artist	Title	Label	TW	LW	Move	Weeks	Reports	Adds
1	1	1	1	Mike LeDonne & The Groover Quartet <i>3 weeks at No. 1</i>	<i>That Feelin'</i>	Savant	170	237	-67	9	36	0
2	3	8	1	Joey Alexander	<i>Countdown</i>	Motema	147	203	-56	17	31	0
3	7	4	3	Cory Weeds Quintet featuring David Hazeltine	<i>It's Easy To Remember</i>	Cellar Live	145	190	-45	9	32	0
4	7	6	1	Norah Jones	<i>Day Breaks</i>	Blue Note	142	190	-48	12	31	0
5	2	2	1	Eric Alexander	<i>Second Impression</i>	HighNote	139	229	-90	13	33	0
6	5	5	5	Wallace Roney	<i>A Place In Time</i>	HighNote	137	197	-60	7	36	0
7	9	12	2	Dave Stryker	<i>Eight Track II</i>	Strikezone	134	178	-44	17	29	0
8	4	7	4	Kenny Burrell & The LA Jazz Orchestra Unlimited Most Reports	<i>Unlimited 1</i>	HighNote	127	201	-74	7	37	2
9	6	3	3	George Cables	<i>The George Cables Songbook</i>	HighNote	120	196	-76	9	34	0
10	10	11	3	Catherine Russell	<i>Harlem On My Mind</i>	Jazz Village	119	174	-55	16	32	0
11	11	13	6	Bria Skonberg	<i>Bria</i>	OKEH	117	166	-49	13	30	0
12	13	18	11	The Phil Norman Tentet	<i>Then &amp; Now</i>	MAMA	106	144	-38	12	25	1
13	17	16	13	Kait Dunton	<i>trioKAIT Casual</i>	Real & Imagined Music	104	137	-33	8	24	0
14	17	20	14	Buselli-Wallarab Jazz Orchestra	<i>Basically Baker Vol. 2 The Big Band Music Of David Baker</i>	Patois	97	137	-40	8	23	0
14	22	24	14	Various	<i>Jazz Loves Disney</i>	Verve	97	132	-35	5	22	2
16	21	20	16	Richie Cole	<i>Richie Cole Plays Ballads and Love Songs</i>	Richie Cole Presents	95	133	-38	8	25	1
16	15	14	6	Tom Harrell	<i>Something Gold, Something Blue</i>	HighNote	95	138	-43	13	23	1
16	17	15	13	Til Bronner	<i>The Good Life</i>	OKEH	95	137	-42	16	21	0
19	13	9	9	Jane Bunnett and Maqueque	<i>Oddara</i>	Linus Entertainment	93	144	-51	10	24	0
20	26	24	4	Tierney Sutton Band	<i>The Sting Variations</i>	BFM Jazz	92	121	-29	15	23	0
21	15	19	13	Takuya Kuroda	<i>Zigzagger</i>	Concord	90	138	-48	11	23	0
21	34	44	6	Eric Hargett w/ Joey D and Gerry Gibbs	<i>Steppin' Up</i>	Whaling City Sound	90	113	-23	21	17	0
23	20	9	5	Joshua Breakstone	<i>88</i>	Capri	87	135	-48	11	24	1
23	56	61	23	Swiss Youth Jazz Orchestra <i>Highest Debut</i>	<i>Heaven Help Us All</i>	Shanti	87	85	2	1	17	2
25	24	27	24	Larry Corban	<i>Corban Nation</i>	Nabroc	85	124	-39	5	21	1
26	41	35	9	John Scofield	<i>Country For Old Men</i>	Impulse	84	103	-19	14	23	0
27	12	26	12	Kurt Elling	<i>The Beautiful Day</i>	Sony/Okeh	83	149	-66	3	19	0
27	35	38	17	Bob Mintzer	<i>Bob Mintzer All L.A. Band</i>	Fuzzy Music	83	109	-26	18	17	0
27	60	67	26	Robert Glasper Experiment	<i>ArtScience</i>	Blue Note	83	80	3	13	13	0
30	25	22	7	Allan Harris	<i>Nobody's Gonna Love You Better</i>	Love Productions	81	122	-41	14	20	0
31	46	47	14	Steve Gadd Band	<i>Way Back Home - Live From Rochester, NY</i>	BFM Jazz	79	96	-17	13	18	0
32	45	44	3	John Beasley	<i>Presents MONK'estra Vol. 1</i>	Mack Avenue	78	100	-22	22	23	0
32	31	40	31	Lori Williams	<i>Behind The Smiles</i>	Pacific Coast Jazz	78	117	-39	5	14	0
34	41	17	1	Steve Turre	<i>Colors For The Masters</i>	Smoke Sessions	77	103	-26	21	20	0
35	60	105	35	Azar Lawrence & Al McLean	<i>Frontiers</i>	Cellar Live	76	80	-4	1	24	6
35	28	47	28	Delfeayo Marsalis & The Uptown Jazz Orchestra	<i>Make America Great Again!</i>	Troubadour Jass	76	118	-42	5	22	4
35	36	28	26	Jeff Libman	<i>Strange Beauty</i>	Cellar Live	76	108	-32	6	21	1
35	50	38	10	Will Calhoun	<i>Celebrating Elvin Jones</i>	Motema	76	90	-14	19	20	0
35	33	33	23	Saltman / Knowles	<i>Almost</i>	Pacific Coast Jazz	76	115	-39	15	15	0
40	36	31	5	The Cookers	<i>The Call Of The Wild And Peaceful Heart</i>	Smoke Sessions	70	108	-38	16	19	0
41	40	40	29	Brian Lynch	<i>Brian Lynch Presents Madera Latino: A Latin Jazz Interpretation On The Music Of Woody Shaw</i>	Hollistic Musicworks	68	104	-36	10	25	1
42	23	31	23	Rale Micic	<i>Night Music</i>	Whaling City Sound	67	126	-59	10	15	0
43	62	64	24	Shirley Horn	<i>Live At The Four Queens</i>	Resonance	65	79	-14	13	23	1
43	31	36	31	A.G.N.Z.	<i>Chance Meeting</i>	Whaling City Sound	65	117	-52	7	14	0
43	55	72	7	Jerry Bergonzi	<i>Spotlight On Standards</i>	Savant	65	87	-22	21	13	0
46	53	55	19	Gordon Goodwin's Little Phat Band	<i>An Elusive Man</i>	Music of Content	64	88	-24	15	17	0
46	43	58	43	Will Bonness	<i>Halcyon</i>	Will Bonness Music	64	102	-38	2	17	0
46	47	68	30	Donny McCaslin	<i>Beyond Now</i>	Motema	64	95	-31	10	14	0
49	28	49	11	Erroll Garner	<i>Ready Take One</i>	Columbia Legacy	62	118	-56	12	20	0
50	116	206	50	Steve Slagle	<i>Alto Manhattan</i>	Panorama	60	47	13	1	30	13
50	38	43	23	Ted Nash Big Band	<i>Presidential Suite: Eight Variations On Freedom</i>	Motema	60	105	-45	12	21	0
50	58	68	9	Jim Snidero	<i>MD66</i>	Savant	60	83	-23	15	14	0

## Most Added

Terrell Stafford <i>Forgive and Forget</i> (Herb Harris Music)	+16
Mark Whitfield <i>Grace</i> (Self-Produced)	+14
Steve Slagle <i>Alto Manhattan</i> (Panorama)	+13
Lisa Hilton <i>Day &amp; Night</i> (Ruby Slippers Productions)	+12
Azar Lawrence & Al McLean <i>Frontiers</i> (Cellar Live)	+6
Emmet Cohen Featuring Jimmy Cobb <i>Masters Legacy Series Volume 1</i> (Cellar Live)	+5
Chris Rogers <i>Voyage Home</i> (Art Of Life)	+5
Natalia M. King <i>Bluezzin T'il Dawn</i> (Challenge)	+4
Tom Marko <i>Inner Light</i> (Summit)	+4
Delfeayo Marsalis & The Uptown Jazz Orchestra <i>Make America Great Again!</i> (Troubadour Jass)	+4
Dan Pratt <i>Hymn For The Happy Man</i> (Same Island Music)	+4
Rupert & Drexler <i>Imagination</i> (Rupe Media)	+4

## Increased Airplay

Mark Whitfield <i>Grace</i> (Self-Produced)	+34
Terrell Stafford <i>Forgive and Forget</i> (Herb Harris Music)	+28
Lisa Hilton <i>Day &amp; Night</i> (Ruby Slippers Productions)	+19
Steve Slagle <i>Alto Manhattan</i> (Panorama)	+13
Natalia M. King <i>Bluezzin T'il Dawn</i> (Challenge)	+12
Emmet Cohen Featuring Jimmy Cobb <i>Masters Legacy Series Volume 1</i> (Cellar Live)	+11
Jo Ann Daugherty <i>Bring Joy</i> (Girl Writes Music)	+10
Bill Laurance <i>Live at Union Chapel</i> (Ground Up / Universal)	+7
Stu Harrison <i>Volume 1</i> (One Nightstand)	+6
Norbert Stachel <i>Shades Of The Bay</i> (Cheeseburger)	+5
Paul Yonemura <i>Kindred Spirits</i> (Girod)	+5

## Chartbound

Alyssa Allgood <i>Out Of The Blue</i> (JeruJazz)
Band of Other Brothers <i>City Of Cranes</i> (Ear Up)
George Burton <i>The Truth Of What I Am &gt; The Narcissist</i> (Inner Circle Music)
Girshevich Trio <i>Alogorithmic Society</i> (Tapestry)
Tom Marko <i>Inner Light</i> (Summit)
Jason Hainsworth <i>Third Ward Stories</i> (Origin)
Roger Chong Quartet <i>Funkalicious</i> (Roger Chong Music)
Dan Costa <i>Suite Trés Rios</i> (Self-Released)
Dave Liebman <i>Expansions Live</i> (Whaling City Sound)
Space Orphan <i>Shut Up About The Sun</i> (Jon Wirtz Music)

# Possible Sponsor Advertisement

Your advertisement effectively reaches an audience emotionally captivated at the Jazzaar Festival.



- T-Shirts
- Polo Shirts
- Hoodies
- Sweatshirts
- Jackets
- Caps

<http://www.jazzaar.com/shop>



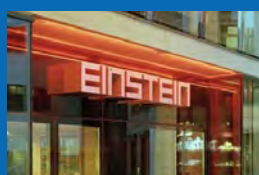
apr 09



**Tuesday at 19:30h**

Youth Concerts  
in Flösserplatz, Aarau

apr 10



**Wednesday at 21:00h**

Jam Session  
in Restaurant Einstein, Aarau

apr 11



**Thursday at 20:15h**

Duo Concert Kappeler-Zumthor  
in Theater Tuchlaube, Aarau

apr 12



**Ron Carter & The JFBB**

Friday at 20:00h  
Aeschbachhalle, Aarau

**THE JAZZAAR FESTIVAL BIG BAND (JFBB)**

Directed by Christian Jacob (F / USA)

featuring:

Antonio Hart (USA)  
Ryan Quigley (SCT)  
Jason Jackson (USA)  
Donald Vega (NIC/ USA)  
Ron Carter (USA)  
Carl Allen (USA)

apr 13



**Abraham**

Saturday at 20:00h  
Aeschbachhalle, Aarau

**THE JAZZAAR GLOBAL ENSEMBLE (JGE)**

Directed by Fritz K Renold (CH)

featuring:

Lydia Renold (CH)  
Milad Khawam (SYR)  
Tommy Smith (SCT)  
Norayr Gapoyan - Duduk  
Mehmet Sanlikol (TUR/USA)  
Gil Goldstein (USA/ CH)  
Kabir Sehgal (USA)  
Sharon Renold (CH)  
Billy Cobham (USA)

## The Jazzaar Global Ensemble On Tour

apr 14



Sunday at 17:00h  
TBA, Lugano

apr 15



Monday at 19:30h  
HEMU, Lausanne

apr 16



Tuesday at 20:00h  
Palais Xtra, Zurich

17

880

## John Williamson

President of Jazzaar Association

Chair of the Board, EFG International AG

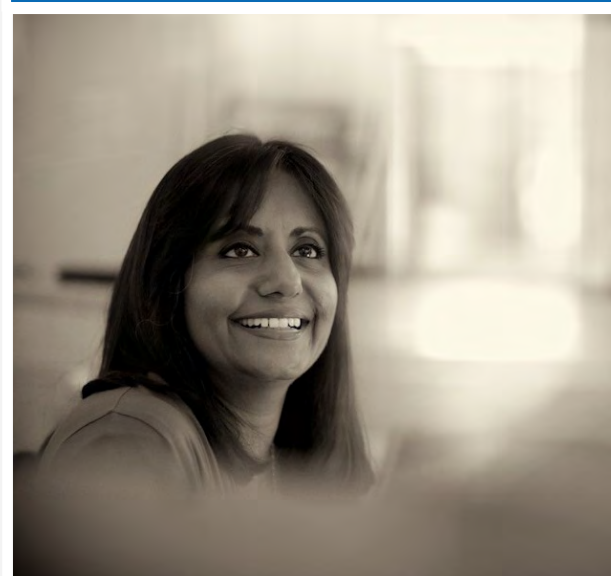
Chair of the Board, EFG Bank AG

Member of EFG's Advisory Board for Latin America

Member of the Board, EFG Investment and Wealth Solutions Holding AG

Member of the Board, Association of Swiss Asset and Wealth Management Banks (VAV/ABG)

Trustee, Serious Trust



## Helen Savari-Renold

Director of Jazzaar Festival

Recording Artist – EMI Malaysia,

Member of the Malaysian Pop Duo – Cenderawasih,

Graduate of Berklee College of Music '88,

Co-Owner of Shanti Music Production,

Co-Founder of «Bandstand Learning with Role Models» - The Jazzaar Concept

## Fritz K Renold

Musical Director of Jazzaar Festival

Sony BMG Recording Artist, Composer and Saxophonist,

Selmer Saxophon Endorser,

Member of Naras (National Academy of Recording Arts and Sciences),

Graduate '86 and former Faculty Member of the Berklee College of Music,

Co-Owner of Shanti Music Production,

Co-Founder of «Bandstand Learning with Role Models» - The Jazzaar Concept



## Jazzaar Festival Team

Theres Windmüller - Graphic Design for Marketing

Yvonne Söhner - Public Relations, Catering

Frederik Baatz - Finance Chief

Arno Grüter - Fundraising - Foundations

Kabir Sehgal - International Fundraising

Markus Hammer - Event Logistics

Wendie Kukulü - Secretary

Mathieu Bitz - Youth Coordination & Social Media

Samir Rachide - Youth Coordination & Social Media

Sharon Renold - Youth Coordination & Social Media

Jazzaar Festival • Glaserweg 24 • 5012 Schönenwerd, Schweiz

Tel: 062 849 69 00 • Fax: 062 849 65 61 • info@jazzaar.com • [www.jazzaar.com](http://www.jazzaar.com)