

Sandwell Council

Action Taken Under Delegated Powers

Birmingham, Solihull and Sandwell Jazz Festival

1 Summary Statement

- 1.1 The Birmingham Jazz Festival has been operating since 1985 and in 2016 included Solihull as part of the festival programme. The festival operates throughout the Birmingham area and includes venues in Sandwell.
- 1.2 Early in the year, the organisers of the Festival approached the Council to establish whether the Council was interested in sponsoring the festival and in so doing, would have Sandwell's name associated with the event.
- 1.3 This is an opportunity to promote Sandwell as sponsorship of the festival would provide extensive additional publicity for the Borough and the council.
- 1.4 The cost of sponsorship for the 2017 event to the council would be £5,000 and the festival would be referred to the Birmingham, Solihull and Sandwell Jazz Festival.

2 Recommendation

- 2.1 That the Council sponsors the Jazz Festival for the financial year 2017/18 at a cost of £5,000.

In accordance with the authority delegated to Chief Officers to act on matters within the authority delegated to them under Part 3 of the Council's Constitution, I intend to take the action(s) recommended above.

I ~~do~~/do not have an interest to declare in this matter


Ajman Ali
Interim Director of Neighbourhood

Date 19 June 2017

If the Constitution requires the decision to be taken in consultation with a Cabinet Member, the following signature box should also be included

I confirm that I have been consulted on the above proposals and have no objection to their proceeding.


Cabinet Member for Leisure

Date

7/6/17

Contact Officer

Ajman Ali, Interim Director of Neighbourhoods

3. Background Details

- 3.1 The council was approached by the Jazz Festival Director with a view to sponsoring the festival which was an event that had been in operation since 1985 and drew audiences regionally and internationally to the area.
- 3.2 The festival relies on sponsorships to provide both financial and in-kind contributions to the organisers in order to ensure the event operates smoothly.
- 3.3 There are many acts which take place in Sandwell and the sponsorship of the festival by the council would help further publicise both the Borough and also the council and its facilities.
- 3.4 The council is keen to ensure it maximises opportunities to promote the Borough and everything it has to offer, and the Jazz festival provides an additional platform to help achieve this.
- 3.5 In return for the sponsorship contribution, the council will benefit from:
- The event being renamed as the "Birmingham, Solihull and Sandwell Jazz Festival". This title will be used in all print, media interviews, advertising, online activity and email bulletins;
 - Festival programme. 64pp/A5 booklet/colour/free/150,000 print run;
 - Display poster. A3/colour/1000 print run;
 - Event poster. A2/mono/1000 print;
 - Flyers. Various. A5/print runs up to 1000;
 - T-shirts. Festival Staff. General Public. Quantity 1000;
 - Assorted banners;
 - The Sandwell logo will be included at all appropriate opportunities;
 - The festival programme will include a message from a Sandwell MBC and a photograph;
 - The festival will donate a free full page advertisement in the official programme, value £995 plus VAT.
- 3.6 Officers from the council's communications team have been involved in the discussions with the festival organiser and consider this to be another valuable tool to help promote Sandwell.

