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The Alphas

TORONTO JAZZ FEST

One of Toronto's biggest music events (Jazz) since 1987.

Celebrating 37 years of operation

Endorsed by Toronto City Council, international musical acts, and many partnerships organizations such as

- The Government of Ontario/Canada,
- Yamaha
- CP24

Produced annually by the Toronto Downtown Jazz Society, a Canadian registered charity

Event Purpose

A complementary piece around the Toronto Jazz Festival, To increase exposure by appealing to new and younger audiences, drive ticket/vip sales, and boost overall event traffic.

Pay tribute to the origins of the jazz scene while blending in new elements of the modern day sounds (hip-hop, electronic music, R&B, and indie mixes)

Featuring public pop up performances around the city from (local artists), host late-night street jam sessions turning the city landmarks into a jazz hub

TORONTO JAZZ FEST

MARKETING STRATEGIES

Set up engaging pop up performances around the city featuring Canadian/international talent collaborators

Exclusive festival offers to encourage sales and bring both younger and older generations into the celebration of Toronto's jazz heritage

Event will take place in high traffic areas around the city of Toronto

Social media with teaser campaigns, live streaming, and influencer partnerships to generate excitement and reach diverse audiences
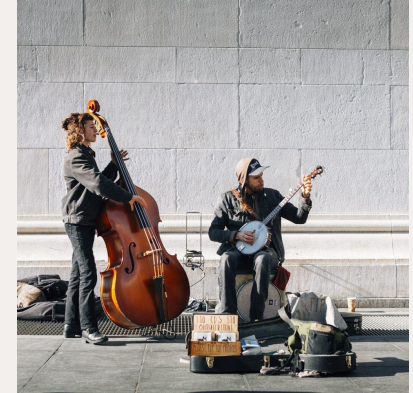
TARGET AUDIENCE

Primary Audience

- Ages 18-45
- Young Music explorers (20-30)
- Jazz musicians
- Music enthusiasts
- General music lovers

Secondary Audience

- Local Arts & Culture Supporters
- Photographers
- Content Creators
- Hipsters
- Families

SCOPE

TORONTO JAZZ FEST

Artistic Scope 🎭

- Diverse Musical Lineup
- Local & International Talent
- Multi-Venue Experience
- Cross-Genre Collaborations

Economic & Tourism Impact 💰

- Boost to Local Businesses
- Tourist Attraction
- Sponsorship & Brand Partnerships
- Job & Internship Opportunities
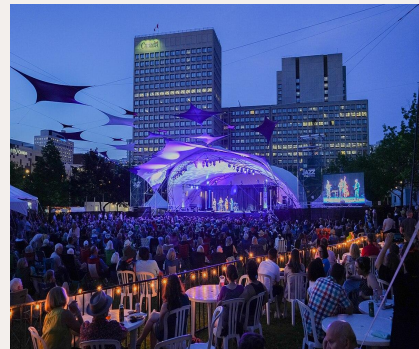
COMPETITORS

Coastal Jazz and Blues Society

Coastal Jazz is a Vancouver-based not-for-profit arts organization and registered charity
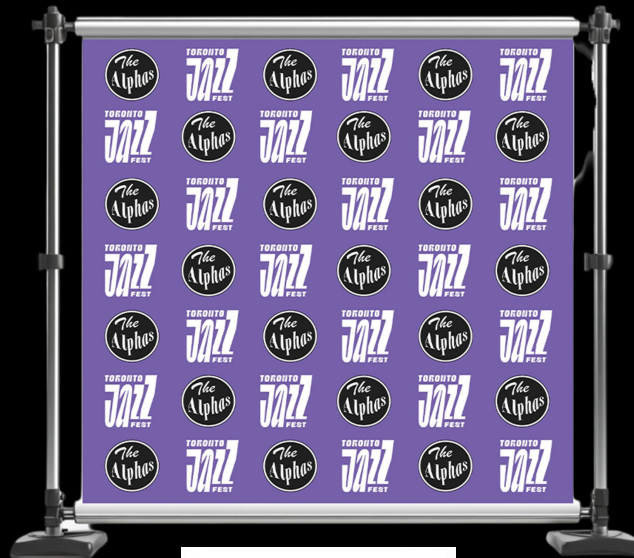
Ottawa Jazz Festival

What began as a weekend of outdoor jazz in Major's Hill Park back in 1980 has evolved into Canada's second largest jazz festival

MARKETING MATERIAL MOCKUPS

BUDGET

Paying local/indie artists

Transportation/ food/ water

Verify necessary permits

Print promotional market posters, brochure

Renting audio/video equipment

Hiring influencers/content creators

$20,000

COMMUNICATION PLAN

Toronto Jazz Festival Communication Plan

Primary communication channels: Whatsapp, Email, Google Drive, Zoom meetings

Gorgis, Asta, Oscar

Deliverables	Deadline	Schedule	Goal	Means of	Notes
Team Meetings	Jan 15, 22, 28, Feb 4, 11	Weekly	Review project status and discuss potential issues or delays	Email/Zoom	All team members
Discuss Marketing Strategy and Social Media Campeigns	Jan 15, 28, Feb 4	Bi-weekly	Analyze market strategies for this event, to-do list and social media campaign schedule plan	Email/Zoom	All team members
Design Promotional Materials & check in with group regarding design	Feb 4, Feb 10	Last two weeks (1 week check in) + (1 week finalized)	Mock-ups, Designs and Comparing work	Email	All team members must report and update
Accomplishment/Progress	Jan 19, 25 Feb 2, 9	End of every week	Discuss what each team member did yesterday, what they'll do today, and	In-person meeting	Specify reasons for any delays
Plans for approval	Feb 15th, 9th	Start and End of project	Have final work organized, reviewed and approved by team mates to continue/add into assignment	Whatsapp/Email	All team members
Work on Presentation/Designs	Jan-Feb	On going	Work on slides, updates, make changes	Slides	All team members
Final check in and adjustments for project	Feb 8&9th	End of Project	Finalize presentation and Script	In-person meeting	All team members,Final check ins and updates before pop up launches
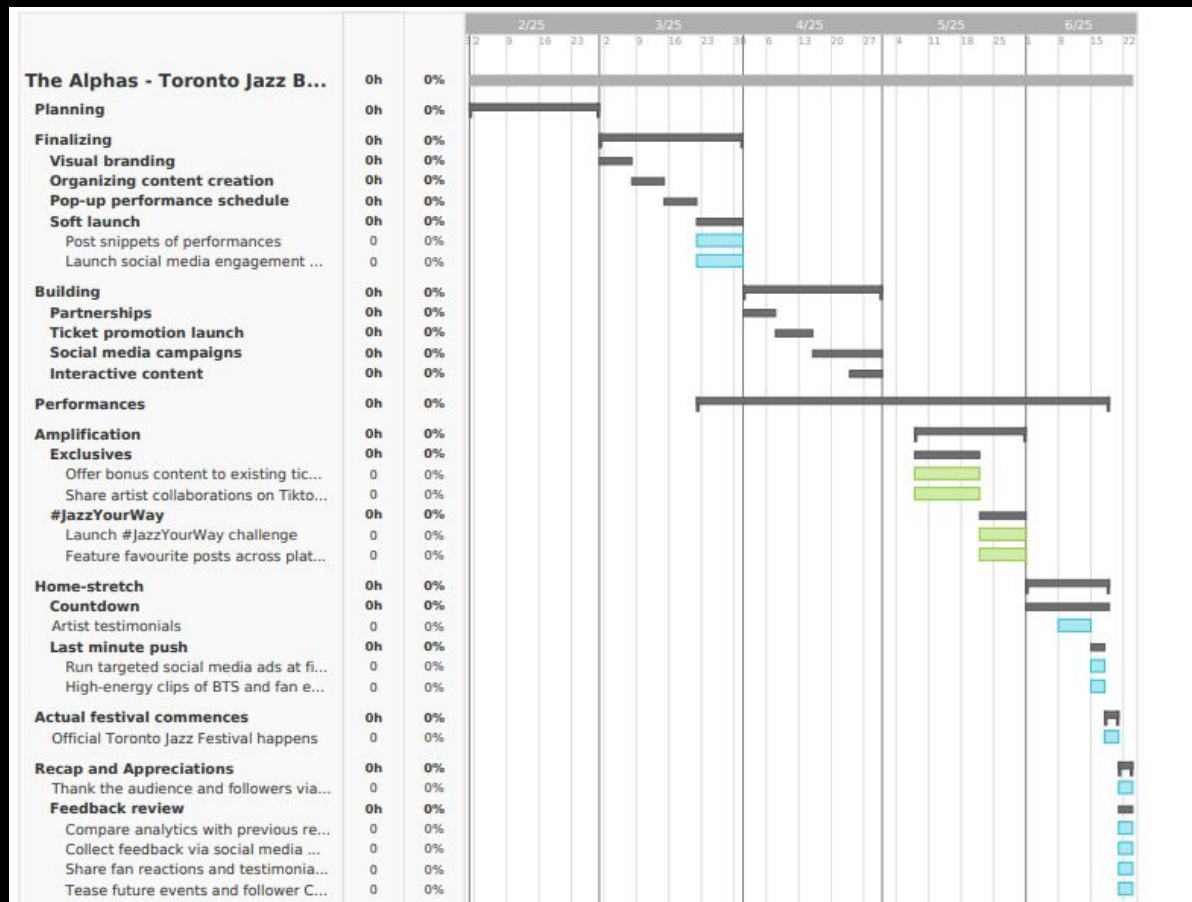
RACI CHART

Deliverables	Duha	Astha	Oscar
Concept/Strategy	C	I	R
Scope Brief	R	I	R
Work Breakdown Structure	R	C	C
Gantt Chart	C	I	R
Budget	I	I	R
Communication Plans	R	I	I
Slide Deck	R	R	R
Presentation Day	R	R	R

- Develop a content calendar (4 months) using TikTok, Instagram, Twitter
- Reach out to interested volunteers and begin to create a team to organize content and marketing schedule

- Research
- Audience analysis
- Content planning

Feb 5 - March 8: Set Up Content & Volunteer hires

February 1 - 28: Initial Research & Strategy Setup

Feb 1 - 5: Research/Strategy/Scouting

March 8 - 14: Finalize Branding and Visual Assets

- Learn about Toronto Jazz Festival's history and core values.
- Research younger demographic preferences (ages 18-45)
- Analyze competitors' (Ottawa Jazz, Coastal Jazz) strategies
- Reach out to artists, creators and volunteers
- 1 on 1 meets with each artist to make sure they fit into our theme of this year's Jazz Festival

- Develop event branding
- Design marketing templates for pop ups
- Design Instagram stories, TikToks, Twitter posts.

WORK BREAKDOWN STRUCTURE (TO-DO LIST)

TORONTO JAZZ FEST

March 15 - 21: Pop-Up Performance schedule

- Schedule dates/Line up for pop up performances/Activities
- Confirm with all artist and volunteers work and schedule for performances.
- Share teasers on socials

March 22 - April 30 Influencer & Artist Partnerships

- Partner with local influencers and emerging jazz artists to visit and promote performances.
- Cross-promote their posts via Toronto Jazz's social accounts.
- Collaborate on TikTok/Reel challenges.
- Launch a #JazzYourWay challenge (encourage followers to create dance or music challenges on TikTok).
- Feature the best user-generated content across platforms..

March 22 - April 30: Soft Launch of pop ups

- Pop up performances begin.
- Post videos of performances/stories
- Begin interactive posts, polls on Instagram Stories to build anticipation for main event

April 8 - 30: Ticket Launch & Early Bird Promotions

- Announce ticket sales live on all platforms.
- Run a limited time early bird promotion accessed by a code you receive at pop up locations, offering discounts and exclusive access to VIP tickets.

TORONTO JAZZ FEST

June 1 - 18: Countdown Begins (pop ups have ended)

- Start a countdown on Instagram and TikTok.
- Share daily exciting facts about the festival (performers, special collaborations, unique features)

June 15 - 17: Last-Minute Push with socials and content

- Run ad campaigns across Instagram, TikTok, and Facebook targeting final ticket buyers.
- Share high-energy content: clips from rehearsals, and excited festival-goers talking about their expectations.

June 18 - 20: Real-Time Festival

June 21 - 23: Thank You & Recap

- Post a thank you video from the organizers and artists.
- Compare this year's crowd to past years

June 24 - 30: Audience Feedback & social media insight

- Collect feedback via Instagram Stories and Twitter polls.
- Share fan reactions and testimonials.
- Review if goal was met

WORK BREAKDOWN STRUCTURE (TO-DO LIST)

TORONTO JAZZ FEST

Thank You