2nd Annual Battle of the Jam
SPONSORSHIP OPPORTUNITIES

DISTRICT MUSIC HALL • NORWALK, CT
SUNDAY, MARCH 7, 2027

Help give young musicians a stage—and a pathway forward.

Join a community celebration of young musicians while helping expand access to Backstage and Beat Builders summer camp scholarships. Sponsorship connects your business with students, families, schools and music fans through a shared commitment to creativity and opportunity.

The Program

Battle of the Jam invites Connecticut middle and high school musicians to submit their music for the chance to perform at District Music Hall. Up to 12 solo artists and bands will take the stage before a live audience and a panel of music industry professionals, competing for prizes and gaining professional performance experience. Student submissions are free. The event benefits New Haven Center for Performing Arts (NHCPA), with proceeds supporting summer camp scholarships in collaboration with Factory Underground.

2026 IMPACT: 35 SUBMISSIONS • 19 SCHOOLS • 12 FINALISTS • 200+ ATTENDEES

Beyond The Stage

The inaugural event helped fund scholarships for District Backstage. In 2026, the camp served 11 students ages 12–14 and provided $9,439.50 in scholarship assistance. Campers explored sound recording, mixing, lighting, filming and music creation at Factory Underground Studio and District Music Hall. In 2027, we are adding Beat Builders and expanding scholarship opportunities across both camps, helping more young people explore music and production.

Marketing and Community Outreach

Planned outreach includes District Music Hall's 200,000+ email subscribers, Factory Underground's 9,000 email subscribers, school and community outreach, social media, WPLR promotion and press-release distribution to 22 local news outlets.

DISTRICT music HALL NORWALK

NHCPA • A 501(c)(3) nonprofit organization

NHCPA NEW HAVEN CENTER FOR PERFORMING ARTS

Become a Sponsor

Four ways to support young musicians

COMMUNITY SUPPORTER $1,500	• Business name listed on the Battle of the Jam website • Business name listed on 3 dedicated email blasts (1. reminder to young artists to submit music, 2. announcement of finalists & to reserve seats, and 3. post-show recap) • Logo on Flyers distributed to 125 locations throughout Fairfield County (monthly) • Logo on all digital screens, day of show, BOJ sponsor appreciation slide • Business listed in the Event Program Book • Group acknowledgment of Community Supporters on a social media post • Post-event impact report
COMMUNITY PARTNER $5,000	• All Supporter benefits, plus: • Logo on weekly email blasts to over 200,000+ subscribers • Business logo + unique thank you call out on Instagram (2x) • Acknowledgement featured on Press Releases (2-3 more to go) distributed to 22 local news outlets • Dedicated slide for business ad on digital venue screens (16 x 9) across all bar screens • Day of show signage at District Music Hall venue • Option for a table in the lobby to distribute information and/or SWAG • Reserved Group seating for 10 VIP's • Emcee Stage acknowledgment
YOUTH OPPORTUNITY PARTNER $10,000	• All Community Partner benefits, plus: • Recognition in summer camp communications • On-site community engagement table • Representative invited to deliver brief stage remarks • Reserved Group seating for 14 VIP's
IMPACT PARTNER $15,000	• All Youth Opportunity Partner benefits, plus: • "Battle of the Jam Presented by" Sponsor" recognition in all media impressions • Prominent acknowledgement in school outreach and scholarship materials • Sponsor-named Battle of the Jam "Grand Prize" + representative to deliver on-stage • Year-round slide at District Music Hall video screens • Reserved Group seating for 20 VIP's • 4 Complimentary VIP tickets to a District Music Hall show

2026 SPONSORS + COMMUNITY PARTNERS:

JAM • Factory Underground • Norwalk Hospital / Nuvance Health • William Raveis Charitable Fund • WPLR • Hear It There • DNR • 11th Hour

We welcome a conversation about a sponsorship that fits your business, including tailored and in-kind opportunities.

Alison Woods | Director of Development
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