

BYBLOS INTERNATIONAL JAZZ FESTIVAL

EXECUTIVE PARTNERSHIP & SPONSORSHIP BRIEF



BYBLOS INTERNATIONAL JAZZ FESTIVAL

مهرجان بيبلوس الدولي للجاز



A Landmark Cultural Imperative: Unlike global cultural capitals (Montreux, Nice, Rotterdam, Montreal), Lebanon currently lacks a formal, dedicated annual jazz festival of international caliber.

The Byblos International Jazz Festival fulfills this ambition, establishing an elite, recurring summer musical anchor engineered to integrate directly into the European and Mediterranean jazz tour circuits.

Municipal Alignment: Officially endorsed and supported by the Byblos Municipality, securing premier seafront infrastructure, dedicated public safety, traffic management, and institutional backing.

3	9	3,000	9,000	\$70+
FESTIVAL DAYS	PERFORMANCES	DAILY CAPACITY	TOTAL AUDIENCE	ENTRY TICKET
July 9-11, 2027	3 Curated Acts / Night	Tiered Seating & GA	Affluent & Expatriate	High Purchasing Power

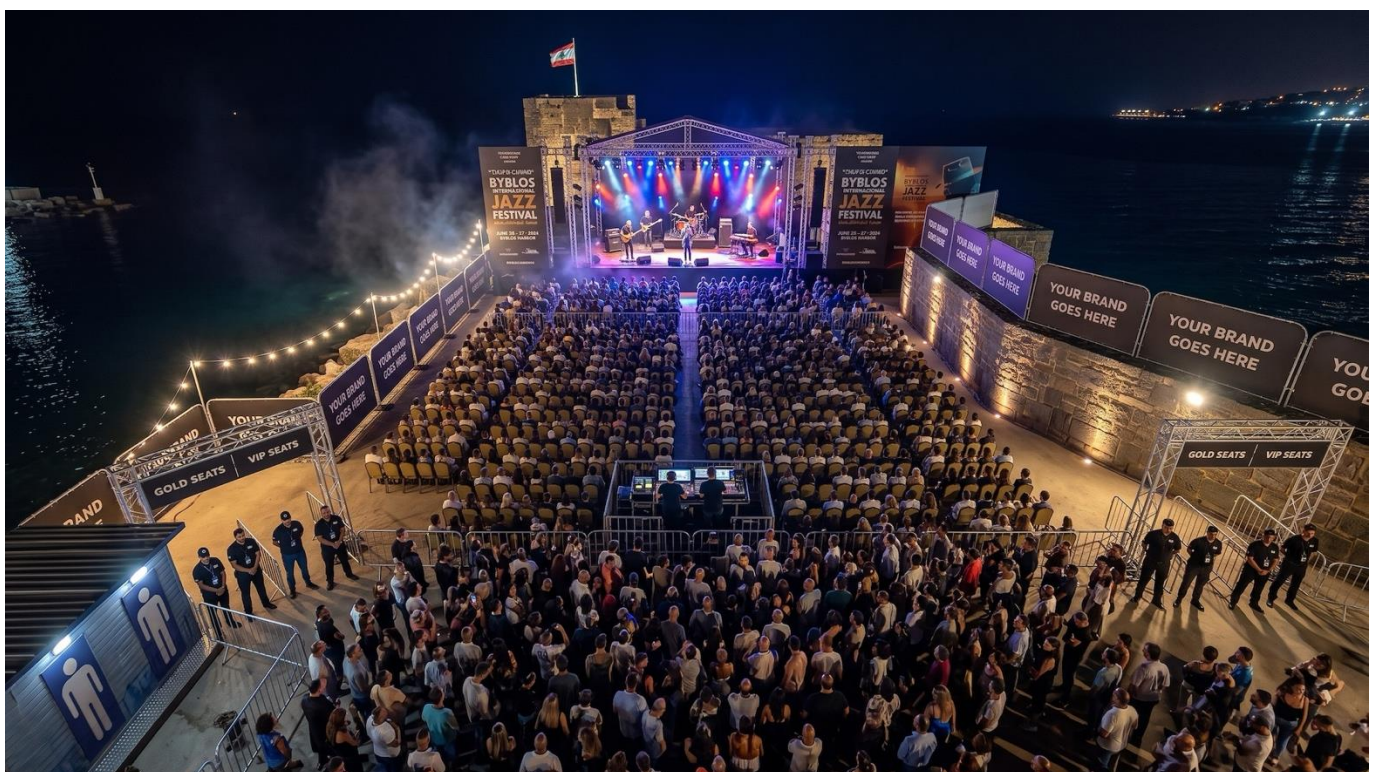
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Executive Leadership & Proven Production Pedigree: Produced by Live Waves | Led by Anthony Younes | Founder and executive producer of the Dubai and Abu Dhabi Jazz Festivals and The Jazz Garden Series. Decades of international arena-scale staging, VIP hospitality, and direct Grammy-winning headliner booking provide sponsors with absolute operational certainty, zero execution risk, and world-class commercial delivery.

- **A-List Talent Procurement:** Direct booking of international award-winning performers and seamless Mediterranean tour routing, maximizing ticket sales and earned PR coverage.
- **Turnkey Operational Governance:** Multi-million-dollar production execution with rigorous international crowd safety, private security, and municipal synchronization.
- **Blue-Chip Partner Track Record:** Proven delivery of multi-year headline alliances with global institutions including Emirates Airline, Mastercard, and Cadillac.
- **High-Yield Commercial Integration:** Custom experiential footprints, VIP corporate hospitality hosting, and measurable omnichannel brand exposure across 3 consecutive nights.



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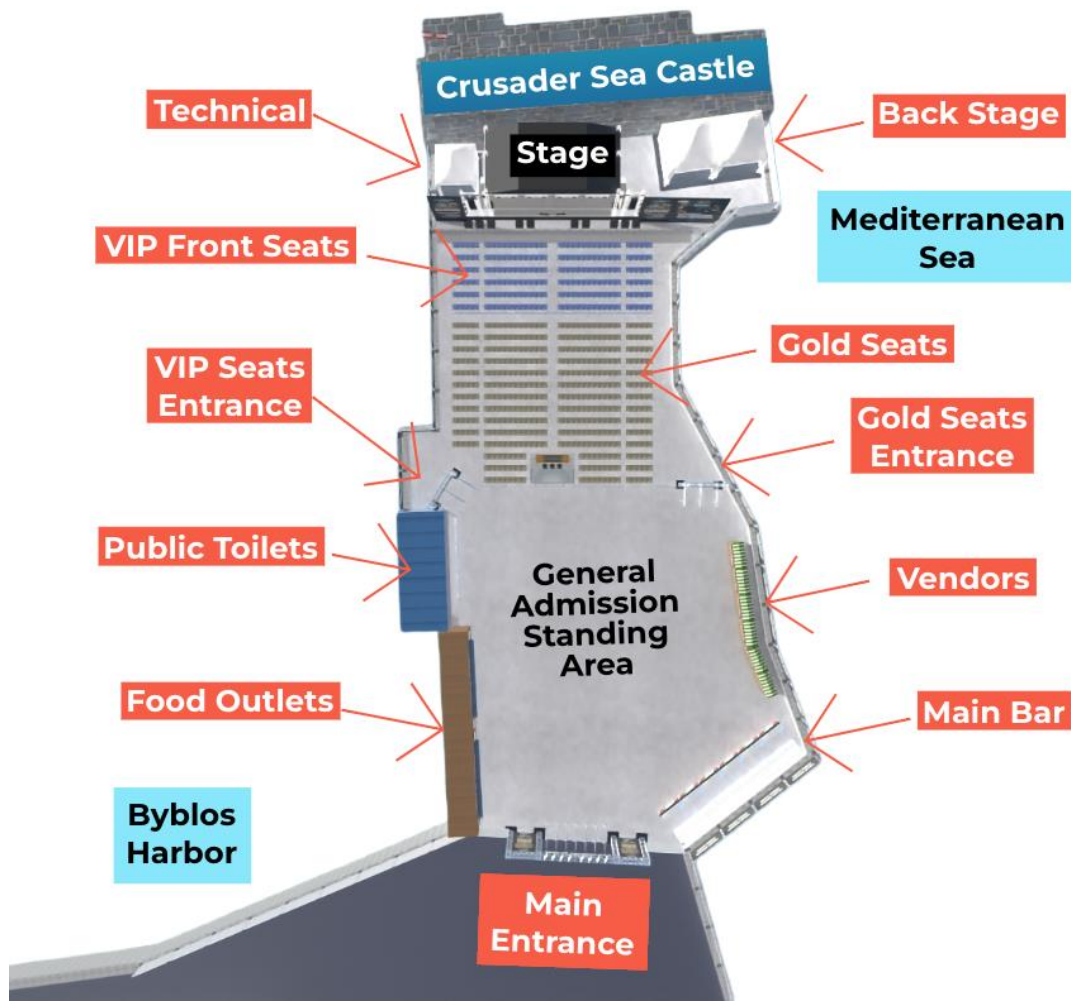
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PILLAR II: PRODUCTION FOOTPRINT, OPERATIONS & AUDIENCE REACH

HISTORIC HARBOR CUSTOM ARENA & ZONE CAPACITY

- **VIP Front Tier (\$120):** 300 premium front-row seats directly facing the stage. Unmatched proximity, dedicated VIP entrance portal, and exclusive hospitality access.
- **Gold Middle Tier (\$90):** 500 center-view reserved elevated seats positioned directly behind VIP, served by a dedicated Gold entrance arch.
- **General Admission (\$70):** 2,200 standing capacity space adjacent to seaside main bars and the curated street food concourse.
- **Branded Entrance Portals:** Dual Gold & VIP dedicated entrance truss arches offering dominant, uncluttered sponsor branding.
- **F&B & Sampling Village:** 10 dedicated culinary kiosks and seafront bar zones engineered for consumer activation, sampling, and dwell-time monetization.



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HIGH-AFFLUENCE AUDIENCE & PURCHASING POWER INDICATORS

- **Corporate & Diplomatic Leaders:** C-suite executives, multinational directors, finance leaders, and cultural patrons seeking Bespoke B2B entertainment and networking.
- **Summer Diaspora & Tourists:** High-disposable-income Lebanese expatriates and European cultural tourists arriving for summer vacations with high per-capita hospitality spend.
- **Cultural Tastemakers (25–60):** Urban professionals and discerning music aficionados with strong brand affinity, high disposable income, and 4+ hours average dwell time.



OMNICHANNEL MARKETING & MEDIA CAMPAIGN ARCHITECTURE

- **High-Impact Out-of-Home (OOH):** Dominant static and digital highway billboards across Greater Beirut, Mount Lebanon arterial routes, and the primary coastal motorway leading to Byblos.
- **Broadcast & Institutional Press:** Official broadcast media partnerships with television networks and leading radio channels, live national press conferences, and regional business/lifestyle publications.
- **Targeted Expatriate & Digital Funnels:** Precision hyper-targeted social media acquisition rollouts targeting high-net-worth diaspora segments across the GCC, Europe, and North America prior to summer travel.

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PILLAR III: SPONSORSHIP PACKAGES, INVESTMENT & COMMERCIAL ROI

Category	Type	Investment	Key Deliverables
Title Sponsor	Exclusive 1 Sponsor Only	\$100,000	Naming rights: "[Brand] Byblos International Jazz Festival".
			Tier 1 (Primary) branding on stage, entrance and around the venue.
			VIP tickets Activation logo placement across print/digital assets And more.
Presenting Sponsor	Exclusive 1 Sponsor Only	\$50,000	Presenting rights: "[Brand] Presents the Byblos International Jazz Festival"
			Tier 2 (Secondary) branding on stage, entrance, and around the venue.
			VIP tickets, Activation, logo placement across print/digital assets And more.
Key Sponsors	Sector-Exclusive Up to 5	\$25,000	Key Sponsors Rights: "The Byblos International Jazz Festival (brought to you by multiple exclusive brands)".
			Sector Exclusivity (e.g., Official Bank, Official Telecom, Official Automotive, Official Airline).
			Tier 3 (Partner) branding at entrance and venue perimeter, Gold tickets, concourse activation space, logo placement across print/digital assets.
Brand Activation	Non-Exclusive Up To 20	\$3,500	On-site Experiential Booth: Direct Sampling Rights with limited branding, Gold Tickets.
F&B Vendors	Non-Exclusive Up To 20	\$2,000	Food Outlet Stand Rights: 3 X 3 Meters space for selling food and deserts (No Drinks), GA tickets, power supply
In-Kind	Non-Exclusive	Variable Values	Exchanging Essential Event Goods & Services: (e.g., media, aviation, accommodation, technical production, etc.) for equivalent branding, tickets and activation value.

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THE PARTNERSHIP CAPITAL MULTIPLIER & MEASURABLE COMMERCIAL ROI

Tier-1 Headliner Scale

Higher investment directly expands talent procurement budgets, securing top-tier Grammy winners that sell out evenings and drive national press headlines.

Multiplied Media Impressions

Sponsor funds directly scale OOH billboard buys, television broadcast slots, and targeted digital acquisition spend across Lebanon and the diaspora.

Prestige Harbor Association

Associates your corporate brand with an iconic UNESCO heritage venue, world-class production aesthetics, and elite hospitality entertainment.

REAL MUSICIANS | ORIGINAL ACTS | AUTHENTIC VIBES

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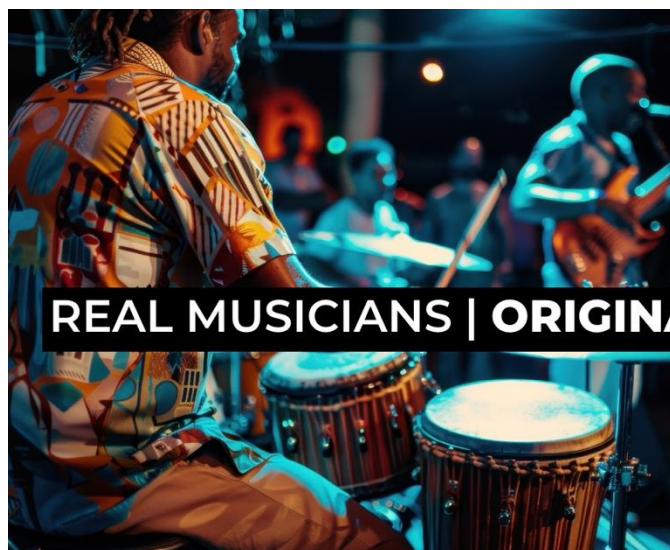
1 WEEKEND | 3 DAYS | 3 CONCERTS A DAY
9 GLOBALLY RENOWNED ACTS
ACROSS MULTIPLE JAZZ & BLUES GENRES

FULL LINEUP COMING SOON



JULY 9 - 11 2027 | BYBLOS HARBOR
TICKETS: STARTING \$70 PER DAY
DOORS OPEN 6:00PM | 1ST CONCERT 7:00PM | CURFEW 12:30AM

MORE INFO: www.livewaves.me



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BECOME A FOUNDING PARTNER
LET'S SHAPE THE FUTURE OF LIVE
ENTERTAINMENT IN LEBANON TOGETHER.

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