

MARCUS ANDERSON'S

JAZZ



ESCAPE

— 2025 —

JULY 24 - 26

DURHAM, NORTH CAROLINA

WWW.MAJACE.NET

MAJACE

MARCUS ANDERSON'S JAZZ AND COFFEE ESCAPE

SPONSORSHIP
PROPOSAL

THE FESTIVAL HOST

Grammy and Stellar Award-nominated saxophonist Marcus Anderson is a powerhouse in the world of music, blending soul, jazz, and electrifying energy into more than 15 albums. Since 2005, he's dominated both Billboard's Smooth Jazz and Sirius XM's Watercolors charts with hit after unforgettable hit. A native of Spartanburg, SC, Anderson's career skyrocketed when he toured with the late legendary Prince and the New Power Generation, performing alongside music icons like Stevie Wonder, Judith Hill, and Liv Warfield. Prince himself featured Marcus on his release *Hit N Run Phase 2*, where his mastery shone on tracks like "Revelation" and "Look at Me Look at You."

A sought-after performer, Anderson has shared the stage with luminaries like Lalah Hathaway, Eric Benet, Dave Koz, Brian Culbertson, and Jennifer Holiday. Whether dazzling dignitaries or igniting audiences with his band, The Creatives, Marcus consistently delivers unparalleled musicality. His magnetic presence has made him a festival favorite at events like the Essence Music Festival, Catalina Island JazzTrax Festival, Seabreeze Jazz Fest, and the Jazz Legacy Foundation. You may have also seen him commanding the stage on *The Tonight Show*, *Jimmy Kimmel Live!*, or *Arsenio Hall*.

Beyond the stage, Marcus is a visionary entrepreneur and trailblazer. For 10 years, he's been the proud founder of AND Coffee, a brand that inspired his highly successful Jazz AND Coffee Escape Festival. This annual event, first launched in 2019, brings music lovers together for an immersive experience unlike any other. In July of 2025, Marcus brings us back together in celebration of the festival's seventh anniversary!

Not one to rest on his laurels, Anderson has boldly entered the world of animation, becoming the first jazz artist to create his own comic book and animated series, *The Creatives*. His innovation knows no bounds!

Marcus passionately gives back to the community through the Marcus Anderson Foundation (MAF). This foundation embodies more than his name - it embodies his mission by fostering a harmonious society through the transformative power of live music, education, and leadership development. Guided by his father's words, "work smarter, not harder," Anderson continues to redefine what it means to be an artist, entrepreneur, and changemaker.



Marcus Anderson

ABOUT



Marcus Anderson discovered the ultimate recipe for joy by blending three of his greatest passions: music, coffee, and the heart of the Carolinas. The result? Marcus Anderson's Jazz AND Coffee Escape—an extraordinary event like no other.

Every year, Marcus gathers his friends, guests, and fellow music lovers for an unforgettable celebration of sound, flavor, and connection. Picture this: world-class performances on a grand stage, paired with the rich aromas and flavors of his signature AND Coffee creations. Add hundreds of guests traveling from every corner of the United States to North Carolina, and you've got an experience that stirs the soul and tantalizes the taste buds. It's more than a festival—it's an adventure for your senses.

OVER 70% OF OUR MAJOR ESCAPEES TRAVEL FROM OUTSIDE OF THE STATE OF NORTH CAROLINA FOR THE FESTIVAL EACH YEAR, BRINGING REPEAT BUSINESS TO LOCAL VENDORS, RESTAURANTS, AND A POSITIVE BOOST TO THE LOCAL ECONOMY!



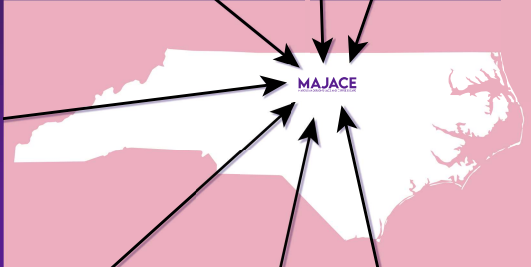
Scan the QR code to see videos showcasing the MAJACE experience



OR click [HERE](#)

Since its debut in 2019, Marcus Anderson's Jazz AND Coffee Escape, fondly known as MAJACE, has enchanted audiences in the picturesque Blue Mountains of Asheville, North Carolina. This one-of-a-kind event has showcased some of the most celebrated talents in R&B and jazz, including the legendary late Nick Colionne, Brian Culbertson, Kenny Lattimore, Julian Vaughn, Lin Rountree, Kim Scott, Nicholas Cole, James Lloyd, Lindsey Webster, Phil Denny, Jeff Kashiwa, Javier Colon, Justin-Lee Schultz, Jazmin Ghent, Rebecca Jade, Eric Darius and Mr. Talkbox, to name just a few. In recent years, MAJACE has broadened its reach across the beautiful state of North Carolina, bringing its unique blend of music and coffee to new audiences. Now, this exceptional celebration is ready, once again, to create an unforgettable experience!

BENEFITS & ECONOMIC IMPACT



90%

of our key market travels
to MAJACE from outside
of North Carolina



35 to 65

Key market age
range for MAJACE
attendees



65%

of attendance
is couples



\$687,500 +

earned in sales by
Durham businesses



\$26,000 +

generated for
Durham taxes



1600

hotel room nights at Durham Hotels
needed for projected attendance

BENEFITS

Become a valued sponsor of Marcus Anderson's Jazz AND Coffee Escape, and unlock unparalleled opportunities to elevate your brand while making a lasting impact. With your support, your organization will be prominently showcased across our rapidly growing network and platforms, positioning you as an integral part of this unique experience.

Our reach is expanding exponentially! With a total social media following of over 25,000 and generating 100,000+ organic impressions, our network connects with over 250,000 engaged individuals through cross-platform exposure. Marcus Anderson's Jazz AND Coffee Escape has built a trusted reputation among smart, affluent consumers with disposable incomes, making us a powerful partner to grow your brand's influence.

AMPLIFY YOUR BRAND

Showcase your brand to a highly targeted audience that values premium experiences and quality products. As an official partner, you'll gain visibility at every level, from our events to our thriving digital presence.

BUILD CONNECTIONS THAT MATTER

Gain exclusive access to form meaningful corporate and community relationships through our network. Stand out and connect with markets that resonate with your brand.

SPOTLIGHT YOUR BUSINESS

Put your brand center stage by displaying your products or services locally, nationally, and internationally. Be featured alongside Marcus Anderson's exceptional platform to achieve heightened brand recognition.

BOOST YOUR VISIBILITY

Leverage our growing social media and promotional platforms to gain positive publicity and heightened exposure. Your brand will be seen, talked about, and remembered by our engaged audience.

CREATE A GLOBAL PHILANTHROPIC IMPACT

Be a part of something bigger than business. Your sponsorship supports the mission of the Marcus Anderson Foundation, which is fostering a harmonious society through the transformative power of live music, education, and leadership development. Scholarships, the L.E.A.P. initiative, and the Marcus Anderson Foundation ensures the next generation of creators and leaders have access to opportunities that transform lives globally. Together, we can shape the future, empower communities, and leave an enduring legacy.

**JOIN US IN CREATING SOMETHING EXTRAORDINARY—
Become a sponsor today!**

MAF

MARCUS ANDERSON FOUNDATION



The Marcus Anderson Foundation (MAF) is dedicated to fostering a harmonious society through the transformative power of live music, education, and leadership development. Committed to nurturing the next generation of talent, MAF supports the MAJACE Music Festival, offers scholarships to college students, and donates instruments to aspiring musicians. Our mission extends to providing expert education opportunities in STEAM fields for students and adults, both online and in person.

But it doesn't stop there! MAF also supports and finances programs within the L.E.A.P. initiative (Leadership and Entertainment in the Arts Program), spearheaded by Marcus Anderson, to cultivate leadership skills and enrich lives through the arts.

ABOUT THE VENUE

Prepare to be immersed in a weekend of smooth jazz, rich coffee, and unforgettable moments, all set against the luxurious and sophisticated backdrop of the Hilton Durham Near Duke University. The Hilton Durham offers the perfect blend of elegance, convenience, and first-class hospitality, making it the ideal home for every single event of this spectacular weekend.

From the exclusive Platinum VIP gatherings to the high-energy after-parties, this stunning venue has everything needed to seamlessly host the entire Jazz AND Coffee Escape experience under one roof. No need to worry about travel between locations—every sip, every note, and every moment of magic will unfold in a setting designed for intimate comfort, style, and an unforgettable celebration of music and culture.

At the core of the MAJACE Festival is Marcus Anderson's unwavering commitment to service, generosity, and nurturing future generations. Each year, the festival sponsors a nonprofit organization and hosts an exciting silent auction to support the **Marcus Anderson Foundation (MAF)**.



SHOW ARTISTS



MAJACE 2025

KENNY
Lattimore

MARCUS
Anderson

JEFF
Brantley

LIN
Kauter

ANDRÉA
Scott

KIM
Scott

TOM
Brantley

7th ANNUAL

MARCUS ANDERSON'S
JAZZ
AND Coffee
ESCAPE
2025
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DURHAM, NORTH CAROLINA

**MORE ARTISTS
TO BE ADDED**

Live Performances
Coffee
After Parties
Cigar Hangs
Wine and Food
Line Dancing
and more...

Family Reunion
Atmosphere, where
guests can connect and
enjoy the experience
together.



Scan Me

www.majace.net
(Indoor Festival)

Present by MAF
MAF
MARCUS ANDERSON FOUNDATION

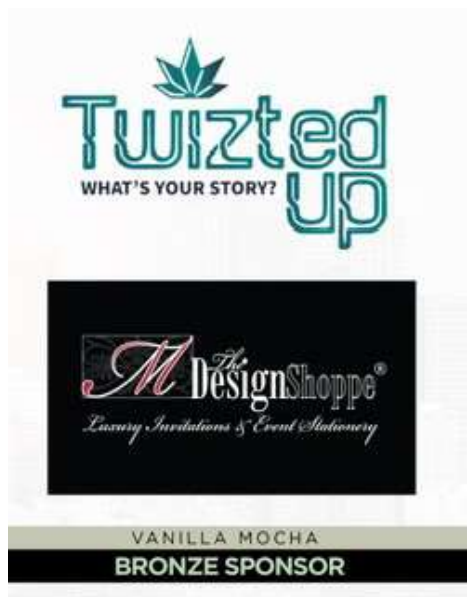
"Come Taste The Music"

SPONSORSHIP PACKAGES			
LEVEL	Espresso Shot Platinum Sponsor \$20,000	Hazelnut Diamond Sponsor \$25,000	Cappuccino Strut MAJACE PARTNER \$50,000
Brand Recognition: Logo placement on MAJACE website and event signage	●	●	●
Social Media Shoutout: Featured in a sponsor appreciation post	●	●	●
Swag: Official MAJACE souvenir	●	●	●
Website Feature: Logo & company description on MAJACE website	●	●	●
Branding at the Platinum VIP Brunch (Raspberry Beret Theme)	●	●	●
Stage Mention: Verbal recognition during both MAJACE concerts	●	●	●
Platinum VIP Swag Bag: Includes Limited Edition Flavored Coffee, MAJACE T-shirts for ticket holders, and Drink Tickets for all After Parties	●	●	●
Customized Social Media Promotion: 2 dedicated posts featuring your brand	●	●	●
VIP Access Upgrade: VIP seats for both concerts	8 VIP SEATS	10 VIP SEATS	20 VIP SEATS
Exclusive Access: Details TBD closer to the date of the Festival		●	●
On-Stage Recognition: Sponsor brought on-stage for acknowledgment during both concerts		●	●
Special Branding: Named as a signature event sponsor of MAJACE Golf Tournament		●	
Exclusive Branding: “Official Partner of MAJACE 2025” on all event materials (including swag bags)			●
Branding on Platinum VIP Events including the Pajama After-Party DJ & Karaoke (50 Shades of Purple Theme)			●
MAJACE Event Signature Sponsor	●		
Title Sponsor for Friday or Saturday Night			●
Drink Tickets per day (Friday & Saturday)	20 DRINK TICKETS EACH NIGHT	30 DRINK TICKETS EACH NIGHT	50 DRINK TICKETS EACH NIGHT
On-Stage Speaking Opportunity before one MAJACE concert of host’s choice.			●
Private Partner Breakfast with Marcus Anderson and select artists for up to 6 guests on Saturday morning			●
Booth/Table for sponsor provided for product sampling, information and engagement	●	●	●
First Opportunity to Renew Partnership for 2026			●
“Presented By” branding on streaming recap videos			●

SPONSORSHIP PACKAGES

LEVEL	BENEFITS	Cup of Joe Bronze Sponsor \$5,000	Vanilla Caramel Silver Sponsor \$10,000
	Brand Recognition: Logo placement on MAJACE website and event signage	●	●
	Social Media Shoutout: Featured in a sponsor appreciation post	●	●
	Swag: Official MAJACE souvenir	●	●
	Website Feature: Logo & company description on MAJACE website	●	●
	Branding at the Platinum VIP Brunch (Raspberry Beret Theme)	●	●
	Stage Mention: Verbal recognition during both MAJACE concerts	●	●
	Platinum VIP Swag Bag: Includes Limited Edition Flavored Coffee, MAJACE T-shirts for ticket holders, and Drink Tickets for all After Parties	Opportunity to Include Promo Item in VIP swag bags	●
	Customized Social Media Promotion: 2 dedicated posts featuring your brand		
	Upgraded Event Access: VIP seats for both concerts & After Parties	2 VIP SEATS	4 VIP SEATS
	Exclusive Access: Details TBD closer to the date of the Festival		
	On-Stage Recognition: Sponsor brought on-stage for acknowledgment during both concerts		
	Special Branding: Named as a signature event sponsor of MAJACE Golf Tournament		
	Exclusive Branding: “Official Partner of MAJACE 2025” on all event materials (including swag bags)		
	Branding on Platinum VIP Events including the Pajama After-Party DJ & Karaoke (50 Shades of Purple Theme)		
	MAJACE Event Signature Sponsor		
	Title Sponsor for Friday or Saturday Night		
	Drink Tickets per day (Friday & Saturday)		
	On-Stage Speaking Opportunity before one MAJACE concert of host’s choice.		
	Private Partner Breakfast with Marcus Anderson and select artists for up to 6 guests on Saturday morning		
	Booth/Table for sponsor provided for product sampling, information and engagement		
	First Opportunity to Renew Partnership for 2026		
	“Presented By” <u>branding</u> on streaming <u>recap</u> videos		

PREVIOUS SPONSORS & CONTRIBUTORS





Discover how you can join forces with Marcus Anderson's Jazz AND Coffee Escape and make a lasting impact.

Our custom sponsorship packages can be designed to align with your goals and maximize your brand's potential. For example, you could sponsor a charging station or even a selfie booth.

Ready to explore the possibilities? Contact Ivana Monique, Special Projects Coordinator, and let's create the perfect sponsorship experience together:

Email: sponsorship@majace.net

Phone: (832) 408-1048

Mailing Address:

Anderson Music, LLC
Attn: MAJACE Sponsorships & Donations
4711 Hope Valley Rd
Ste. 4F-301
Durham, NC 27707



MAJACEFEST



MANDERSONSAX



MAJACEFEST



MANDERSONSAX

MARCUS ANDERSON'S JAZZ AND COFFEE ESCAPE



MAJACE



SPONSOR CONTRACT FORM

Primary Contact Information

Contact Name:

Contact Title:

Contact Email:

Contact Phone Number/Mobile:

Information for Event Promotion

Company Name:

Company Address:

City: State: Zip:

Main Phone: Website:

Sponsorship Packages

- ☐ Cup of Joe **Bronze** Sponsor ----- \$5,000
- ☐ Vanilla Caramel **Silver** Sponsor ----- \$10,000
- ☐ Espresso Shot **Platinum** Sponsor ----- \$20,000
- ☐ Hazelnut **Diamond** Sponsor ----- \$25,000
- ☐ Cappuccino Strut **MAJACE PARTNER (Exclusive)** ----- \$50,000
- ☐ MAF Scholarship Sponsor ----- \$2,500
- ☐ MAJACE Custom Sponsorship ----- Contact sponsorship@majace.net
- ☐ MAJACE Custom Donation ----- (Enter Amount): \$

Signature: Date:

MARCUS ANDERSON'S JAZZ AND COFFEE ESCAPE



MAJACE



DONATION FORM

Primary Contact Information

Donor/Company Name: _____

Donor Email: _____

Donor Phone Number: _____

Information for Promotion

Company Name: _____

Company Address: _____

City: _____ **State:** _____ **Zip:** _____

Main Phone: _____ **Website:** _____

In-Kind Donation Details

ITEM/MONETARY DONATIONDESCRIPTION	RETAIL/FAIR MARKET VALUE
_____	_____
_____	_____
_____	_____

ITEM DONATION SPECIFICATIONS:
Also list restrictions (time specifications for us, legal restrictions, exchange privileges, etc.)

DELIVERY/PICK-UP INSTRUCTIONS:

Mail silent auction items to:

Anderson Music, LLC/Attn: Sponsorships & Donations
4711 Hope Valley Rd; Ste. 4F-301; Durham, NC 27707

Signature: _____ **Date:** _____



EMAIL A COPY OF THE COMPLETED FORM TO: SPONSORSHIP@MAJACE.NET