



MARCUS ANDERSON'S

JAZZ



ESCAPE

— 2026 —

JULY 23 - 26

Asheville, NC

MAJACE 2026
Sponsorship Overview

Your Personal Invitation



Dear Friends,

MAJACE was created from my love of music, coffee, and the Blue Mountains of the Carolinas; but also from this belief: that music has the power to connect us, elevate us, and open doors where none seemed possible. What began as a gathering of shared passions has grown into something far greater: a community of friends who have grown to become family, rooted in joy, generosity, and purpose.

In 2026, we return to Asheville—the place where this journey began. This homecoming is deeply personal to me, and I am honored to invite you into an experience that blends world-class artistry, meaningful connection, and real philanthropic impact.

Your presence, your partnership, and your belief in this vision make it possible to uplift emerging artists, support education, and create moments that resonate far beyond a single weekend.

Thank you for being part of this story.
I look forward to welcoming you.

Musically Yours,

Marcus Anderson



Meet Marcus Anderson



The Visionary Behind MAJACE

Marcus Anderson is a Grammy- and Stellar Award-nominated saxophonist, entrepreneur, and cultural leader whose artistry has graced global stages alongside icons including Prince, Stevie Wonder, Dave Koz, Brian Culbertson, and Lalah Hathaway.

Beyond performance, Marcus is a builder of experiences and a steward of opportunity. As founder of AND Coffee and the Marcus Anderson Foundation (MAF), then being the first jazz artist to create his own comic book and animated series, *The Creatives*, he merges creativity with purpose, designing platforms that celebrate excellence while investing in future generations.

MAJACE reflects Marcus's life philosophy: artistry with intention, success with responsibility, and community at the center of it all.

WHAT IS MAJACE?

More Than a Festival...MAJACE is A Curated Cultural Escape

Marcus Anderson's Jazz AND Coffee Escape (MAJACE) is a refined, intimate gathering designed for those who value elevated experiences and meaningful connection.

Blending smooth jazz, immersive coffee culture, and intentional hospitality, MAJACE invites guests to step away from the ordinary and into a weekend that restores the spirit and celebrates togetherness.

This is not mass entertainment.
This is curated culture that is crafted with care, intention, soul... and with you in mind.

2026 MAJACE Artists Lineup

8th ANNUAL

MARCUS ANDERSON'S

JAZZ

AND  Coffee™

ESCAPE

2026

JULY 23 - 25

Asheville, NC

Theme:

CHRISTMAS
in July

HOSTED BY *Marcus*
ANDERSON

Richard
ELLIOTT

Mende
ABAIR

BK
JACKSON

Nicholas
COLE

Rebecca
JADE

Darnell Showcase
TAYLOR

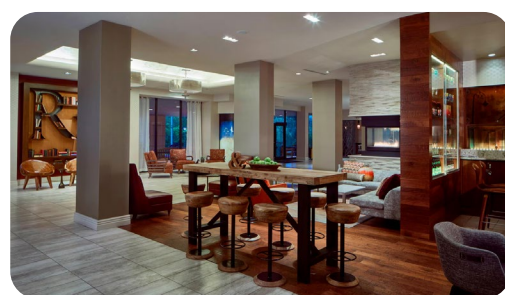
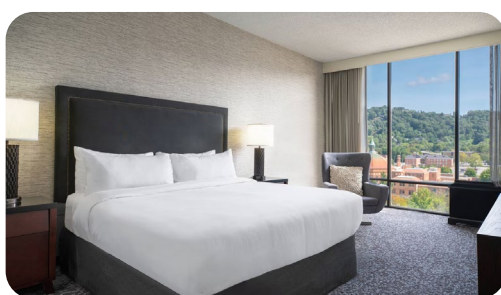
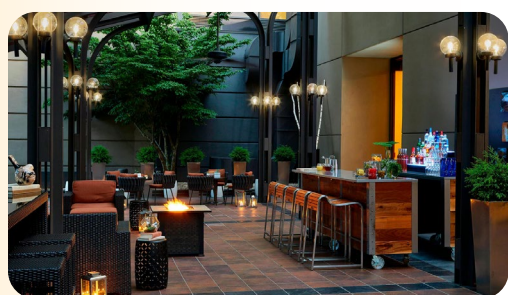
Dee
LUCAS

Attea
RENEE

Ellis
HAMILTON

Marcel
ANDERSON

Why Asheville?



A Homecoming Rooted in Place, Culture, and Connection

Nestled in the heart of the Blue Ridge Mountains, Asheville is a city where creativity, craftsmanship, and soulful expression thrive. Its vibrant arts scene, celebrated culinary culture, and breathtaking natural beauty make it a destination that invites reflection, inspiration, and genuine connection—values that sit at the very core of MAJACE.

At the center of this experience is the Asheville Renaissance Hotel, the official host venue for MAJACE 2026. Located in the heart of downtown, the hotel offers a seamless blend of modern sophistication and local character—serving as both a gathering place and a sanctuary throughout the weekend.

The Renaissance becomes more than a venue; it becomes the heartbeat of MAJACE. From elegant lobby moments

and intimate conversations over coffee, to late-night connections sparked by live music and laughter, the hotel's thoughtfully designed spaces allow the experience to unfold organically—without ever leaving the atmosphere of comfort, refinement, and ease.

For Marcus Anderson, Asheville represents a return to roots—a place where creativity feels grounded and community feels authentic. Hosting MAJACE here creates an environment where guests can fully immerse themselves in the experience, surrounded by mountain beauty, elevated hospitality, and a city that naturally mirrors the spirit of music, coffee, and connection.

This is not simply a destination. It is a setting that holds the experience—intentionally, beautifully, and completely.

“Asheville holds the roots of MAJACE, and coming back brings this journey full circle with deeper purpose and significantly greater meaning.”

Marcus Anderson Foundation

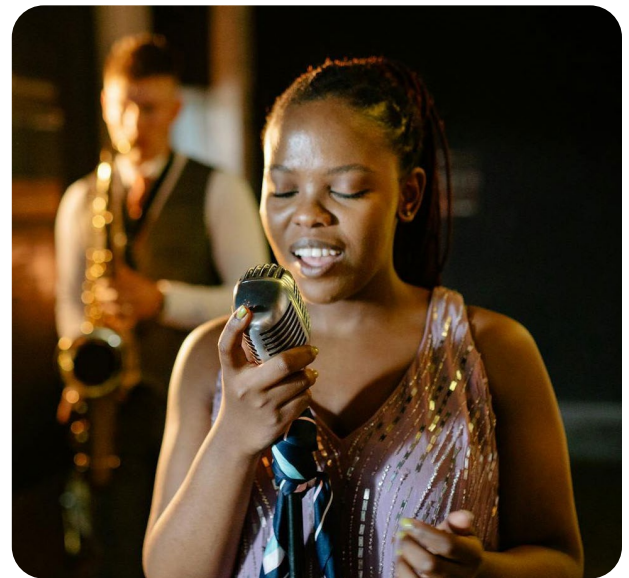
The Marcus Anderson Foundation (MAF) exists to inspire, empower and elevate through music, education, and leadership. Founded with the conviction that talent must be met by opportunity, MAF bridges the gap between creative promise and meaningful purpose by nurturing not just musicians, but future changemakers.

MAF supports aspiring artists through scholarships, instrument donations and immersive learning-experiences that open doors to STEAM (Science, Technology, Engineering, Arts, and Math) education and creative entrepreneurship.

Every fiber of the organization is grounded in community outreach, education, and the transformative power of live performance.

Through its signature initiative — the L.E.A.P. (Leadership and Entertainment in the Arts Program) — MAF empowers young talent to cultivate purpose, leadership and excellence both onstage and off. Emerging artists gain mentorship, real-world training and access to networks that might otherwise remain out of reach.

And because the “Escape to Asheville” experience of MAJACE 2026 is deeply aligned with MAF’s mission, every moment of the festival becomes a catalyst for empowerment rather than simply entertainment.



Philanthropic Impact Alignment



Philanthropic Alignment Opportunities:

- Named scholarship recognition within the Marcus Anderson Foundation
- Invitation to the annual Foundation Impact Dinner
- Recognition in MAF Annual Report and national press features
- Support for specific impact pillars: Music Education, Leadership Development, and Community Wellness

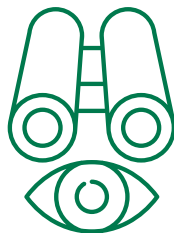
Benefits of Sponsorship

As a distinguished sponsor of the MAJACE 2026 festival, your support offers far more than brand visibility—it positions you as a key partner in an experience that seamlessly blends culture, luxury, and social impact.



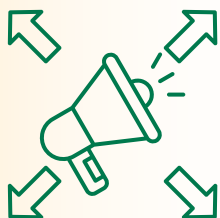
Amplify Your Brand

Align your organization with an experiential extravaganza where world-class jazz, refined hospitality, and immersive coffee culture converge. The MAJACE 2026 offers radiant brand exposure in an environment tailored for discerning, affluent individuals—an opportunity not simply to be seen, but to be admired.



Brand Visibility in Prime Settings

From the elegant host hotel lobby to the social-media spotlight and professionally produced festival video content, your brand will be positioned across every touchpoint of the MAJACE experience. On-site signage, VIP activations, premium branding placements, and post-festival recaps ensure your message is visible where it matters.



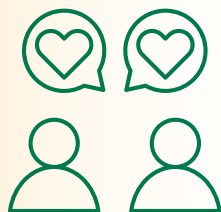
Massive Reach & Engagement

The festival's media momentum is unmistakable. Performances garnering national news coverage, underscore MAJACE's capacity to create cultural moments that resonate far beyond the venue. Our social platforms engage an organic network exceeding 250,000 individuals annually, providing a robust foundation for your brand to connect meaningfully with a global community.



Premium Audience

Attendees come from across the United States—historically, over 70% of participants have traveled from outside North Carolina. This audience is comprised largely of adults aged 35-65, with significant disposable income, strong cultural tastes, and an appetite for elevated experiences. Your brand will engage people who do more than just attend festivals—they invest in experiences.



Social Purpose with Measurable ROI

This sponsorship is not just about visibility—it is about impact. Every MAJACE event supports the Marcus Anderson Foundation (MAF), which advances music, STEAM education, and leadership development for emerging creatives. By investing here, your organization aligns with legacy-level philanthropy, and your support can be quantified in terms of scholarships awarded, instruments donated, and young lives empowered.



Exclusivity & Prestige

This is not a mass-market festival. MAJACE is an elevated, curated experience created with luxury, artistry, and intimacy in mind. That means fewer distractions, more meaningful connections, premium pricing, and a highly engaged audience—ensuring your brand impressions carry weight, not noise.



High-Impact Networking

MAJACE offers more than passive sponsorship—it invites you into curated spaces of interaction. Connect with influential business leaders, creative visionaries, and culturally connected individuals in exclusive settings: VIP lounges, artist salons, bespoke networking events. These are environments where meaningful relationships and conversations happen.

Join us in shaping an extraordinary celebration—where your brand enjoys elite exposure, your audience engages meaningfully, and your impact resonates deeply.

BECOME A MAJACE 2026 SPONSOR TODAY.

2026 MAJACE Sponsorship Packages

Celebrate music, coffee, and Christmas in July – where soulful jazz meets holiday cheer. Each sponsorship tier aligns with the MAJACE weekend itinerary to maximize brand exposure and engagement across signature events.

Merry Mocha Sponsor – \$7,500

Perfect for emerging brands and community partners seeking meaningful exposure and association with the MAJACE brand.

Itinerary Alignment:

- Wednesday: Logo displayed at MAJACE Welcome & Reunion in hotel lobby; swag placement at pickup area.
- Friday: Gold-level concert seating access and sponsor acknowledgment during Conversations & Coffee welcome remarks.

Deliverables:

- 4 VIP Gold Passes (concerts, after parties & meet & greets)
- Swag bag & Dude Wipes welcome kit placement
- Logo rotation on digital screens throughout the weekend
- 8 total complimentary drink tickets

Ginger Snap Latte Sponsor – \$10,000

Ideal for lifestyle and beverage brands seeking interactive activation and social media visibility through MAJACE's coffee culture.

Itinerary Alignment:

- Thursday: Logo featured at MAJACE Golf Tournament; Gingerbread Grind Lounge open during Ladies & Men's Panels.
- Friday: Co-branded Naughty & Nice Brunch beverage or dessert station.
- Saturday: Activation table at Conversations & Coffee.

Deliverables:

- 6 Platinum VIP Passes (Thursday–Saturday access)
- Branded 'Gingerbread Grind Lounge' coffee activation
- Logo placement on event screens and venue signage
- 12 total complimentary drink tickets
- 2 complimentary Marcus Anderson concert tickets (nearby city)
- 6-set Marcus Anderson apparel gift boxes
- MAJACE social media spotlight feature

2026 MAJACE Sponsorship Packages

Holiday Cheer Sponsor – \$15,000

Best suited for brands seeking deeper visibility and access through multiple premium events and artist interactions.

Itinerary Alignment:

- Wednesday: Premium seating at Private Java Grand Soirée (holiday cocktail + live entertainment).
- Thursday: Sponsor acknowledgment at Golf Tournament and ENCORE Spa Experience signage.
- Friday: Naming rights for a Brunch with a Select Artist or Naughty & Nice Brunch Table Experience; Private Sponsor Reception with Marcus Anderson & MAJACE artists before the concert.
- Saturday: Branded Step & Repeat or Selfie Wall at Conversations & Coffee or Artist Meet & Greet.

Deliverables:

- 8 Java Grand Passes (premium seating & concierge service)
- Naming Rights for one MAJACE event
- Signature cocktail branding at Friday's Java Grand Brunch
- Private Sponsor Reception for 8 guests
- 16 total drink tickets (including specialty cocktails)
- Branded activation wall or selfie station
- Custom MAJACE Holiday Swag Suite

Yuletide Brew Sponsor – \$25,000

Perfect for corporate or luxury lifestyle brands seeking multi-day engagement, naming rights, and high-level hospitality exposure.

Itinerary Alignment:

- Thursday: Golf Tournament Hole Naming Rights and logo on tournament materials; co-sponsorship of Christmas Eve Dinner & Comedy Show.
- Friday: Signature Named Cocktail at Java Grand Brunch and premium table branding during evening concerts.
- Saturday: Branded Holiday Décor Integration at Final After Party Celebration.

Deliverables:

- 12 Java Grand Passes with reserved cocktail tables and private bottle service
- Naming Rights for two MAJACE events
- Private Sponsor Reception for 12 guests
- 6 Marcus Anderson concert tickets (tour cities)
- Luxury MAJACE Gift Suite (holiday-themed merchandise)
- On-site branding in décor, Step & Repeat, and photo activations

2026 MAJACE Sponsorship Packages

Santa’s Java Sleigh Sponsor (Presenting Partner) – \$50,000

Designed for major brands and legacy partners seeking full ownership presence and exclusive visibility across all MAJACE signature events.

Itinerary Alignment:

- **Wednesday:** Presenting recognition during MAJACE Welcome & Reunion and Java Grand Soirée.
- **Thursday:** Golf Tournament Presenting Sponsor (exclusive signage, remarks, branded hospitality tent); presenting mention during Christmas Eve Dinner & Comedy Show.
- **Friday:** Headline Concert Naming Rights with full branding integration; Private Sponsor Reception for 16 guests pre-concert.
- **Saturday:** Holiday in July Lounge Experience with co-branded décor and signature cocktails; sponsor logo in Final After Party closing remarks.

Deliverables:

- **Presenting Title:** ‘MAJACE 2026 Presented by [Your Brand]’
- **16 Java Grand Passes** with 4 reserved cocktail tables and private bottle service
- **Golf Tournament & Headline Concert** naming rights
- **10 Marcus Anderson concert tickets** (nationwide)
- **Exclusive media package** + premium holiday lounge co-branding
- **Luxury MAJACE + Marcus Anderson gift suite** for 16 guests
- **Early renewal rights** for 2027

Summary of Tier Alignment

Tier	Key Events & Visibility	Signature Brand Touchpoint
Merry Mocha (\$7.5K)	Welcome & Reunion, Concerts	Swag bags, lobby signage
Ginger Snap Latte (\$10K)	Panels, Brunch, Coffee Lounge	Gingerbread Grind Lounge
Holiday Cheer (\$15K)	Soirée, Brunch, Reception	Sponsor Reception, Brunch naming
Yuletide Brew (\$25K)	Golf, Dinner, Décor	Sponsor Reception, Golf Hole & décor branding
Santa’s Java Sleigh (\$50K)	Golf, Concerts, Lounge	Sponsor Reception, Presenting, Lounge, Concert naming

Benefits at a Glance

Benefit & Description	Merry Mocha Sponsor (\$7,500)	Ginger Snap Latte Sponsor (\$10,000)	Holiday Cheer Sponsor (\$15,000)	Yuletide Brew Sponsor (\$25,000)	Santa's Java Sleigh Sponsor (\$50,000)
Premium festival access with reserved concert seating, private lounge admission, and exclusive after-party entry to mingle with artists, business leaders, and influencers.	✓ 4 Gold VIP	✓ 6 Platinum VIP	✓ 8 Java Grand (2 tables)	✓ 12 Java Grand (3 tables)	✓ 16 Java Grand (4 Tables)
Continuous exposure across event screens, signage, social media, and website placement throughout the weekend.	✓	✓	✓	✓	✓
Your brand featured in a themed holiday or coffee-inspired beverage experience — co-branded drink name and signage during key events.	○	✓	✓	✓	✓
Marcus Anderson Concert Tickets Complimentary tickets to Marcus Anderson's concerts in select U.S. cities.	○	✓ (2)	✓ (4)	✓ (6)	✓ (10)
Visibility at the MAJACE Golf Tournament benefiting the Marcus Anderson Foundation — includes course signage, digital mentions, and recognition during awards ceremony.	○	✓ (Logo)	✓ (Logo & Digital Mention)	✓ (Logo, Digital Mention, Hole Sponsor)	✓ (Presenting)
Media / Photo Activation Branded visibility through selfie station, official event recap videos, and co-branded backdrops for organic social media exposure.	○	✓ (Social Media)	✓ (Social, Step & Repeat)	✓ (Social, Step & Repeat, Selfie Station)	✓ (Full Package)
Attach your brand name to a signature MAJACE event (e.g., 'Conversations & Coffee presented by [Your Brand]') — featured on signage, stage announcements, and digital promotions.	○	○	✓	✓	✓
Exclusive invitation-only reception with Marcus Anderson and select MAJACE artists.	○	○	✓	✓	✓
MAJACE Holiday Gift Suite Premium branded gift package featuring Marcus Anderson merchandise, seasonal keepsakes, and select sponsor items distributed to VIP guests.	○	○	✓	✓	✓
Early Renewal Rights Priority renewal for MAJACE 2027, securing your brand's continued presence and first right of refusal for top-tier benefits.	○	○	○	○	✓

✓ - INCLUDED ○ - NOT INCLUDED

MAF Legacy Partner (\$100k+)

For Those Who Believe in Lasting Impact

Legacy-level partnerships are designed for visionary donors and organizations seeking to make a transformative, multi-year impact through the Marcus Anderson Foundation and MAJACE.

These contributions support sustained programming, named initiatives, and long-term educational opportunities—ensuring that creativity, leadership, and access continue for generations to come.

In addition to the highest tier benefits and incentives, Legacy Partners receive:

- Named scholarships or program pillars within MAF
- Private dinners and curated experiences with Marcus Anderson throughout the year (based upon availability)
- Invitation to the annual Foundation Impact Dinner
- Recognition in national press, annual reports, and legacy communications
- Priority access and renewal opportunities for future MAJACE events
- Complimentary tickets at Marcus Anderson concerts where available

Most importantly, Legacy Partners become stewards of a mission rooted in empowerment, excellence, and opportunity.

This is not simply a gift. It is a lasting imprint on lives, culture, and community.



Custom & Philanthropic Opportunities

Designed Around Your Vision

In addition to standard packages, MAJACE offers:

- Custom sponsorships
- Named scholarships
- Legacy-level philanthropic investments

We welcome the opportunity to tailor an experience that aligns with your mission and values.

MAJACE is more than a weekend—it is a shared investment in culture, community, and the next generation of creative leaders.

“

Join us in creating something that resonates far beyond the stage.

”

Contact Us

Let's Begin the Conversation by connecting with:

Ivana Monique, MAJACE Sponsorship Coordinator



sponsorship@majace.net



(919) 627-7250



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



www.majace.net
www.artsmaf.org



Follow Us on Social Media



@MAJACEFEST
@MANDERSONSAX



MAJACEFEST



MANDERSONSAX



MANDERSONSAX

Contact Forms

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: _____

2026 Sponsorship Packages

(Select your preferred level)

- ☐ Merry Mocha Sponsor — \$7,500
- ☐ Ginger Snap Latte Sponsor — \$10,000
- ☐ Holiday Cheer Sponsor — \$15,000
- ☐ Yuletide Brew Sponsor — \$25,000
- ☐ Santa's Java Sleigh Sponsor (Presenting Partner) — \$50,000
- ☐ MAF Legacy Partner (\$100k+)
- ☐ MAF Scholarship Sponsor — \$2,500
- ☐ MAJACE Custom Sponsorship — Contact sponsorship@majace.net
- ☐ MAJACE Custom Donation — Enter Amount: \$_____

Signature: _____

Date: _____

In-Kind Donation Forms

Primary Contact Information

Donor/Company Name: _____

Donor Email: _____ Phone Number: _____

Information for Promotion

Company Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Main Phone: _____

Website: _____

In-Kind Donation Details

Item/Monetary Donation Description:

Retail/Fair Market Value:

Item Donation Specifications

(Include restrictions, item specifications, legal limitations, exchange privileges, etc.)

Delivery/Pick-Up Instructions:

Mail all in-kind items to:

Anderson Music, LLC – Attn: MAJACE Sponsorships & Donations

4711 Hope Valley Rd, Ste. 4F-301

Durham, NC 27707

Signature: _____

Date: _____

Send the completed form to:

Anderson Music, LLC;

4711 Hope Valley Rd, Ste. 4F-301; Durham, NC 27707;

Attn: MAJACE Sponsorships & Donations