



@SAVAGECNTNT

2nd Annual

"HOW I FELL IN LOVE WITH JAZZ" VIDEO CONTEST

OUTREACH KIT

Marketing Contact: [Chris Pizzolo](#) / [Jon Degen](#)

PR Contact: [Bobbi Marcus](#) / [Kelly MacGaunn](#)

SAVAGECONTENT.COM/LOVEJAZZ

Overview

Music has the incredible power to move us, to inspire us, and to bring us joy, peace and tranquility. Music touches the hearts and souls of millions and brings us together. Connecting through music is more important now than ever.

Before the COVID pandemic, no one would have imagined a time when musicians couldn't play together, when there were no gigs, and when playing for live audiences was not possible. We all need music in our lives—COVID or NO COVID. We also wanted to show our support to artists during these times when live performance is on hold.

THAT'S WHY WE ARE SPONSORING THE "HOW I FELL IN LOVE WITH JAZZ" VIDEO CONTEST

Jazz music occupies a very special place in the universe. It is an international art form. It is a language and a platform for personal expression, creativity and spontaneity. Jazz is created "in the moment" and yet, it remains timeless. Jazz transcends cultures and borders. It is universal and provides a common bond to bring disparate peoples closer together.

We wanted to find a way to share the joy of Jazz with each other. Share in it with us.

Contest Guidelines

We are looking for **1-3 minute video diaries** detailing how Jazz fans and performers alike fell in love with Jazz music. You don't need to be a performer to enter. You just need to be a lover of Jazz music. Simply, pull out your recording device and tell us how your passion of Jazz came to be.

Be creative as to how you present your story!

GRAND PRIZE: \$5,000

2ND PLACE: \$2,500

TOP 25 CROWD FAVORITES: \$100 EACH

Plus, we have made a donation of \$50,000 to the Jazz Foundation of America's COVID-19 Musician's Emergency Fund from the Kent and Martha Savage Family Charitable Fund.

Submission Period: 10/1-11/30

Voting Period: 10/1 -12/31

READ FULL CONTEST GUIDELINES AT:

savagecontent.com/lovejazz-guidelines

Outreach

Link to Graphic Assets: <https://bit.ly/2Yq0LL2>

Use any ONE of the graphic assets from the link above with suggested social media / e-mail copy below.

SUGGESTED SOCIAL MEDIA COPY

I fell in love with jazz when [anecdote]. @savagecntnt [or type out "Savage Content" for Facebook] wants to hear how YOU fell in love with jazz; submit your video for a chance to win up to \$5,000! Legendary judging panel includes Wayne Shorter, Pedrito Martinez, Steve Jordan, and more!

The "How I Fell in Love with Jazz" Video Contest from @savagecntnt [or type out "Savage Content" for Facebook] is BACK! Go to www.savagecontent.com/lovejazz to submit your 1-3 minute video sharing how YOU fell in love with jazz to win up to \$5,000!

USE HASHTAGS:

#SAVAGECONTENT #HOWIFELLINLOVEWITHJAZZ #JAZZ
#LOVEJAZZ #JAZZCONTEST #VIDEOCONTEST
#JAZZMUSIC #SHAREYOURSTORY

Judging Panel Social Media Handles

Name	Instagram	Twitter
Wayne Shorter	@wayneshorteroofficial	@Wayne_Shorter
Pedrito Martinez	@pedritomartinezmusic	@pmartinezmusic
Steve Jordan	@jayveerecords	@JayveeRecords
Emmet Cohen	@heyemmet	@EmmetCohen
Andromeda Turre	@andromedaturre	@AndromedaTurre

SUGGESTED E-MAIL COPY

Hello (name)! I know you're an avid lover of Jazz, and I wanted you to know about a new contest I think you'll enjoy. It's called How I Fell in Love with Jazz. It's presented by Savage Content who are working to redefine the ways music is presented, shared, and enjoyed. They have a special interest in Jazz and want to use the contest to provide community and joy in these difficult times due to COVID- 19.

If you have interest in entering the contest, all you have to do is submit a one to three-minute video on their contest page explaining how and why you fell in love with Jazz. The winners are chosen based on how many votes their video gets and how the judges like it. The deadline for submission is 11/30. If you're not interested in submitting, you can review others' videos and share in the joy of Jazz. You can also vote your favorites to help boost them to the top. You can learn more about the contest on their website:

www.savagecontent.com/lovejazz

I hope you check it out! I look forward to participating.

SAVAGECONTENT.COM/LOVEJAZZ

contact us at savage.content@blueloopllc.com