



SPONSORSHIP OPPORTUNITIES

Jokes, Jazz & Jams 2027

Father's Day weekend · Detroit, Michigan

PRESENTED BY J3 PRODUCTIONS, LLC

A SPONSORSHIP INVITATION FROM
J3 Productions, LLC

OCTOBER 2026
j3presents.com/sponsorship

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To our future partners,

Last Father's Day, more than 5,000 people filled the Aretha Franklin Amphitheatre on the Detroit riverfront for Jokes, Jazz & Jams, an evening of comedy, jazz, R&B, hip-hop and gospel built to celebrate the men who show up for their families. Grammy winner Gregory Porter headlined a ten-act bill, and families came three generations deep.

In 2027 we are doing it again, and we are inviting a small group of partners to be part of it.

Father's Day has plenty of advertising and very few places where families actually gather to celebrate. This is one of them. A partner here is not interrupting the occasion; it is part of it — on stage, on site, and across the weeks of marketing that lead up to the show. In 2027 the show closes Men's Health Week: a portion of the proceeds will benefit Men's Health Network, and the weekend will include activities supporting men's health.

This packet sets out what happened in 2026, who comes, where a partner's brand appears, and four levels of partnership from \$2,500 to \$100,000. Places at each level are limited, and one is exclusive. Everything here is a starting point: tell us what your organization wants from Father's Day and we will build the package around it.

Thank you for considering it.

With appreciation,

J3 Productions, LLC

J3team@J3presents.com · (877) 842-8040

More than 5,000 people spent Father's Day with us.

5,000+

GUESTS IN ATTENDANCE

6,000

SEAT RIVERFRONT
AMPHITHEATRE

10

ACTS ON ONE STAGE,
ONE NIGHT

1

GRAMMY-WINNING
HEADLINER



The show

Jokes, Jazz & Jams puts stand-up comedy, live jazz, R&B, hip-hop and gospel on one stage, so three generations of a family each get a favorite moment. It is created, produced and presented by J3 Productions, LLC.

2027

Father's Day weekend, June 2027, in Detroit, at the close of Men's Health Week. A portion of the proceeds will benefit Men's Health Network. The lineup and venue are announced to our partners first.

The 2026 bill

Gregory Porter ·
headliner

Nephew Tommy ·
host

Doug E. Fresh

Chanté Moore

Kierra Sheard-Kelly

**Sugarhill Gang &
Furious Five**

Julian Vaughn

Tacarra Williams

Marcus D. Wiley

The Williams Singers

Sunday, June 21, 2026 · Aretha Franklin Amphitheatre

The show closes **Men's Health Week.**

Father's Day is the last day of Men's Health Week. In 2027 we are building the weekend around both: celebrating Dad, and helping him stay around.

June 14–20

MEN'S HEALTH WEEK 2027

Friday, June 18

WEAR BLUE DAY

Father's Day weekend

JOKES, JAZZ & JAMS 2027

What we are doing

- A portion of the proceeds from Jokes, Jazz & Jams 2027 will benefit **Men's Health Network**, the national nonprofit behind Men's Health Week and Wear BLUE Day.
- The weekend will include activities supporting men's health alongside the show. Details will be announced with the lineup.

Why it matters

Men's Health Week encourages men and boys to get regular checkups and to catch preventable conditions early, among them heart disease, diabetes and prostate cancer.

What it means for a partner

- **A cause families care about.** Your name stands behind men's health, not only behind a concert.
- **A way to involve your people.** Wear BLUE Day is Friday, June 18, two days before the show.
- **Room in the weekend.** Partners are invited to take part in the men's-health activities around the show.



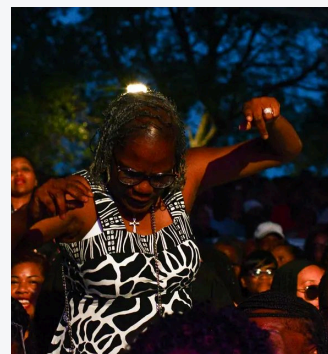
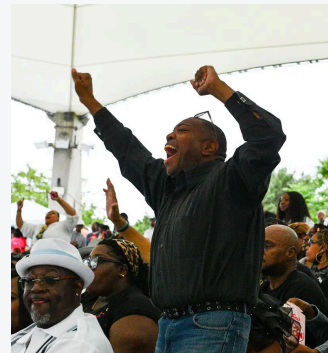
Men's Health Network is an independent nonprofit organization; Men's Health Week and Wear BLUE Day are its programs. References here describe the intended beneficiary and do not imply its endorsement of any sponsor. Beneficiary terms will be set out in the sponsorship agreement.

Families who show up, dressed for the occasion.

- **Multi-generational.** Dads, the partners and children celebrating them, and grandparents in the same row.
- **Detroit and Metro Detroit.** A hometown crowd, on the riverfront, for a hometown tradition.
- **Here on purpose.** A premium night out, bought as a gift and planned as an occasion.
- **Engaged to the end.** The house was still on its feet for the finale.

WHY IT WORKS FOR A PARTNER

- **Attention you do not have to buy twice.** Guests are seated, present and in a good mood for an entire evening.
- **Goodwill by association.** The night is about honoring fathers. Partners are thanked for making it possible.
- **Weeks of visibility, not one night.** The campaign runs on TV, online, in print and on social long before show day.



Father's Day has plenty of ads. It has very few main events.

We built one. A sponsor here is not interrupting the celebration. It is part of it.

Before the show, at the show, after the show.

Every J3 production runs on a real campaign. Partners are built into it from the first announcement to the recap film.

On stage and on screen

Recognition from the host and your logo on the LED walls through the night.

On site

Signage, an activation space on the concourse, and VIP hospitality for your guests.

Broadcast

Station-ready 30- and 60-second television spots carrying your logo.

Digital and social

Display advertising, a promo video for each featured artist, and @j3presentsj3 on five platforms.

Print and street

Flyers, posters and handbills across Metro Detroit.

Direct

Our email and text list, the event page at j3presents.com, and the recap film after the show.



The 2026 campaign, as it ran

- 30- and 60-second TV spots, station ready
- A promo video for each featured artist
- Print flyers and a full set of digital display sizes
- A Father's Day weekend tie-in with Detroit Tigers home games for ticket buyers

Pictured: title card from the 2026 broadcast spot. Watch it and the recap film at j3presents.com.

The Presenting Partnership

The premier, exclusive position. Your name becomes part of the show's name.

INVESTMENT

\$100,000

Exclusive to one partner, with exclusivity in your industry among all sponsors.

NAMING AND EXCLUSIVITY

- Title billing: "Jokes, Jazz & Jams 2027 presented by [Sponsor's Name]"
- Exclusivity in your industry among all sponsors
- First right of refusal for 2028

ON SITE

- The premier activation space on the concourse
- Logo on entrance, stage and VIP signage

HOSPITALITY

- 40 VIP tickets
- A reserved hospitality area for your guests

THE CAMPAIGN

- Logo and "presented by" line in every TV spot, artist promo video, digital ad and print piece
- Top placement on the event page and in email and text announcements to the J3 list
- Named in the lineup announcement and all press materials

ON STAGE AND ON SCREEN

- Recognition from the host throughout the night
- Logo on the LED walls all evening
- An on-stage moment of your own, such as presenting the Dad of the Year honor

AFTER THE SHOW

- Recap film and photography for your own channels
- A partnership report: attendance, campaign delivery and photos



On-site elements are subject to venue approval and confirmed in the sponsorship agreement. Every package can be tailored.

Three more ways in.

Places at each level are limited and confirmed in the order commitments are received.

2 AVAILABLE

Stage

\$35,000

A named piece of the night: a segment of the show or the VIP lounge.

- Your name on one signature element: a segment of the show, or the VIP lounge ("The [Sponsor's Name] Lounge")
- Logo in every TV spot, digital ad and print piece
- Logo on the event page and in announcements to the J3 list
- Activation space on the concourse
- On-site signage
- Logo on the LED walls throughout the night
- One recognition from the host
- 20 VIP tickets
- Recap photography for your own channels
- A partnership report

4 AVAILABLE

Supporting

\$15,000

Your logo across the campaign and in the venue.

- Logo on print and digital materials
- Logo on the event page
- A thank-you in one announcement to the J3 list and on social
- On-site signage
- Logo on the LED walls in rotation
- 10 tickets
- Recap photography
- A partnership report

8 AVAILABLE

Community

\$2,500

Built for local businesses and organizations that want to stand with Detroit's dads.

- Your name on the event page
- A group thank-you from the stage
- A thank-you on J3's social channels
- 4 tickets

On-site elements are subject to venue approval and confirmed in the sponsorship agreement. Every package can be tailored.

More than a logo **on a banner.**

A sponsorship works hardest when it gives people something to do, win or remember. These are starting points for a conversation.

01

Dad of the Year, presented by you

Detroit nominates its everyday heroes in the weeks before the show. The winner is honored on stage in front of the full house.

02

A lounge with your name on it

Branded VIP hospitality with the best seats in the house, for your customers, employees and guests.

03

Wear BLUE Day, with your team

Friday, June 18 is Wear BLUE Day for men's health, two days before the show. Bring your employees and customers into it, and into the weekend.

04

Seats for deserving dads

Tickets given in your name to fathers nominated by local nonprofits and community groups, with their story told on stage and online.



Jokes, Jazz & Jams 2026: the stage, the LED walls and the front rows at the finale.

A production company, not a one-night promoter.

J3 Productions, LLC is a Detroit entertainment and event production company. We promote concerts, produce live events, and plan private and corporate events from start to finish. We originated Jokes, Jazz & Jams and carried it from concept to curtain call: the format, the talent, the marketing and the show itself.

Three months after the amphitheatre, the same team produced a private 80th birthday celebration at Cliff Bell's, Detroit's landmark jazz club. The big stage and the intimate room, held to the same standard.



THE ROAD TO FATHER'S DAY 2027

01	02	03	04	05
Partnership confirmed	Lineup announced	On sale, on air	Father's Day weekend	Report
Package agreed and activation planning begins.	Your name is on the first thing the public sees.	TV, digital, print and social run through show day.	Show day in Detroit, June 2027.	Recap film, photos and a partnership report.



Next step

Tell us what your organization wants from Father's Day 2027 and we will come back with a package built around it. To reserve a level now, complete the commitment form on the next page or online at j3presents.com/sponsor-signup.

CONTACT

J3 Productions, LLC

EMAIL

J3team@J3presents.com

PHONE

(877) 842-8040

JOKES, JAZZ & JAMS 2027

Sponsorship commitment form

PARTNERSHIP LEVEL

☐ Presenting Partner	\$100,000	☐ Stage Partner	\$35,000
☐ Supporting Partner	\$15,000	☐ Community Partner	\$2,500

SPONSOR

COMPANY OR ORGANIZATION (LEGAL NAME)

NAME AS IT SHOULD APPEAR IN RECOGNITION

PRIMARY CONTACT

TITLE

EMAIL

PHONE

BILLING ADDRESS

PAYMENT

☐ Invoice us ☐ Check ☐ ACH / wire

TERMS

- This form reserves the level selected. J3 Productions, LLC will confirm availability and send a sponsorship agreement and invoice within two business days.
- Fifty percent of the investment is due within 30 days of the signed agreement. The balance is due by April 30, 2027.
- Logos are needed in vector format within 14 days of signing to be included in the first announcement.
- On-site elements are subject to venue approval. If the event is cancelled and not rescheduled, payments are refunded less documented costs already incurred on the sponsor's behalf.

AUTHORIZATION

AUTHORIZED SIGNATURE

DATE

PRINTED NAME

TITLE