



SOHO.LIVE JAZZ WEEK 2022

WEDNESDAY
07.09

THURSDAY
08.09

FRIDAY
09.09

SATURDAY
10.09



SOHO'S FOUR DAY, MULTI- VENUE JAZZ FESTIVAL IN THE HEART OF LONDON

This September, join us on our mission to co-create a new celebration of live music, culture and community experiences at a time when we need it most.

This unique melting pot of residents, businesses & creatives in the village of Soho has always provided a platform for live entertainment, eclectic restaurants, bars and clubs.

The festival will showcase the UK's leading and emerging music and artistic talent across both the physical live performance programme and new digital platforms.

FESTIVAL OBJECTIVES

SPOTLIGHTING & SUPPORTING UK MUSICIANS

As well as championing featured artists, the festival provides a platform for musicians that regularly gig in the area. All official festival musicians will also be paid directly from the festival within seven days.

LOCAL AREA PROMOTION

Creativity is incredibly important for the survival of entertainment businesses in the West End. The festival will spotlight local venues and Soho's unique culture to new and existing audiences.

PROMOTING ARTISTS FROM ALL BACKGROUNDS

Artists and musicians from all social backgrounds will be given the opportunity to audition and perform at the festival.

50:50 GENDER SPLIT FOR FEATURED ARTISTS

An ambition for our programmed featured artists to be equally both from male and female genders. Creating a fair and more diverse culture throughout the festival.

DEVELOPING CAREERS

Profits from the festival will go into the Soho Live artist development fund, providing resources for musicians to record and distribute their music all year long.



AND THE BEAT GOES ON...

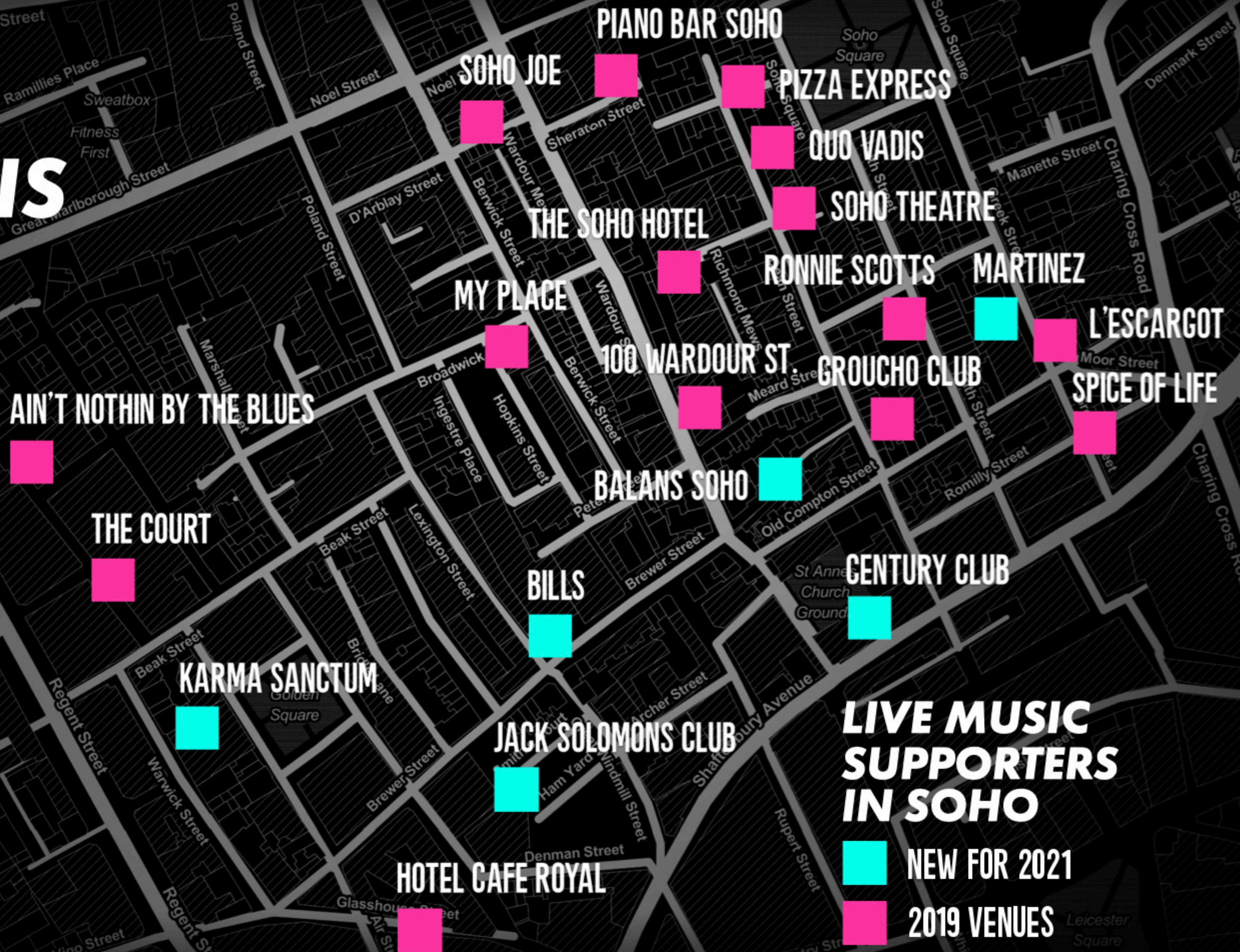
SINCE 2016 SOHO LIVE JAZZ WEEK HAS PROVIDED A PLATFORM FOR 500 ARTISTS TO A COMBINED AUDIENCE OF OVER 45,000 MUSIC LOVERS



RETURNING TO SOHO THIS SEPTEMBER

Our headline act has always been the village of Soho, and by showcasing live music in all different types of diverse spaces, we can introduce new audiences to some of the world's most established live music venues, historic members clubs and notorious drinking dens.

All venues will be featured on the festival map that will be heavily promoted across the West End, across the City and via a national press campaign.



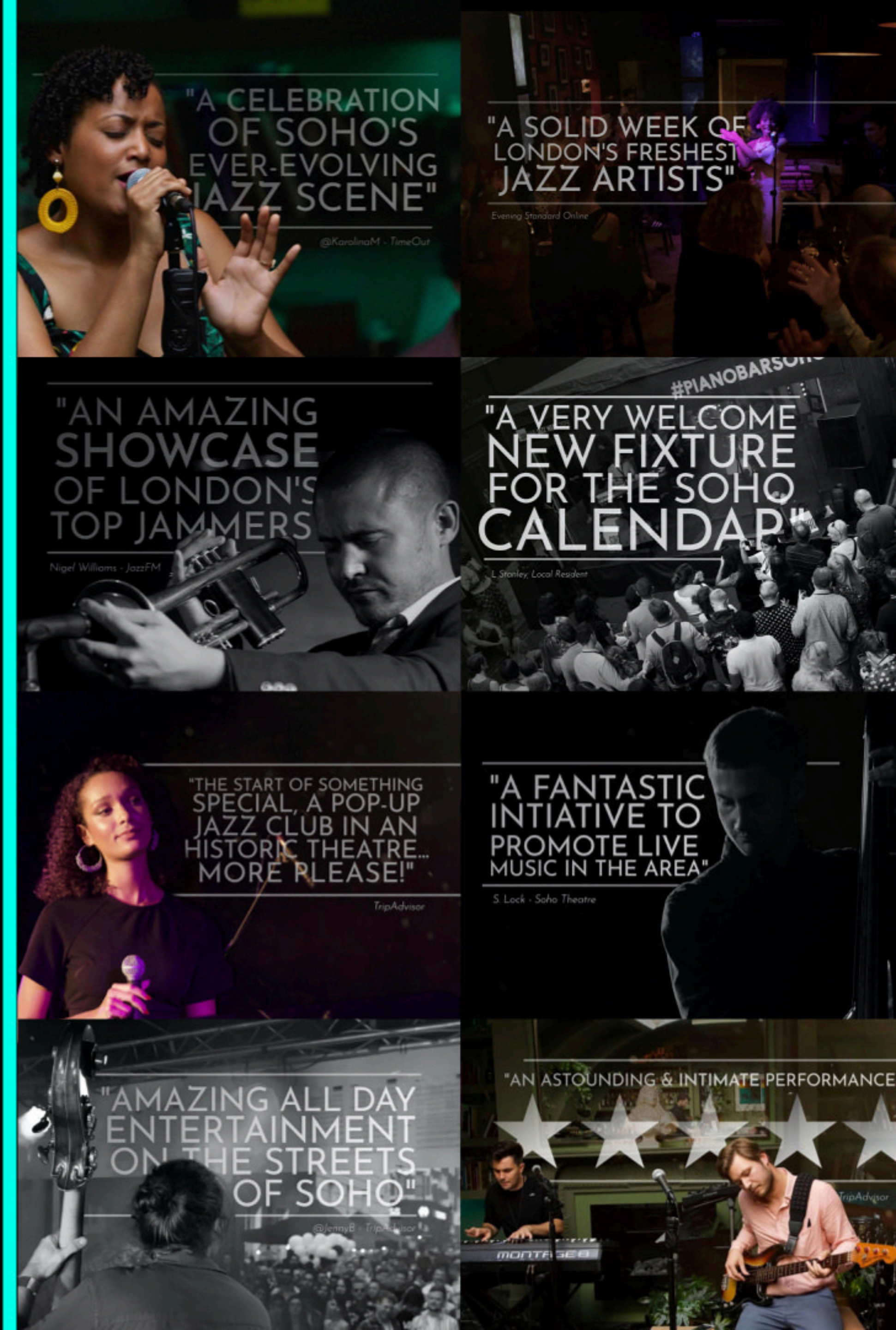
EXPOSURE REPORT

Across social media, on the ground, in the airwaves with traditional broadcast and this year in the metaverse! Soho Live Jazz Week is a powerful marketing platform, where we can partner artists with venues and brands to create timeless content, and unique experiences.

Our last four day event took place pre-pandemic in 2019. Here was who we reached over those four days.

4 days	4932 ticketed attendance
42 Jazz Week events	96K engaged on social
127 performers	1.3M reached on radio
800 registered VIPs	2.5M reached on TV/Print

Our target for 2022 is to double our social engagement and reach close to 33M via traditional broadcast and our digital platforms.





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PARTNERSHIP ENQUIRES

GEORGE@SOHO.LIVE - NATHAN@SOHO.LIVE

WWW.SOHO.LIVE/JAZZWEEK