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# Good Practice

## “Jazz-Festival 2020 - Jazz erst recht” (Jazz festival 2020 - now more than ever)

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## “Jazz festival 2020 - now more than ever”

August 14<sup>th</sup> to 16<sup>th</sup>, 2020 seven concerts took place from Friday to Sunday on the grounds of the Jerichow monastery. A nationwide audience attended the event.

- **MOMAr stakeholder:** Jerichow monastery foundation
- **Country:** Germany
- **Region:** Saxony-Anhalt
- **City:** Jerichow (269.93 km<sup>2</sup>, 6773 inhabitants)



## “Jazz festival 2020 - now more than ever”

- Started in 2019, the festival is supposed to be an annual event, presenting a high-class musical program with a variety of international stars performing together with regional musicians.
- The cultural event should fit into the monastery ensemble. With this festival, a new kind of musical event was established in Jerichow. Beyond the medieval markets, the jazz festival aims at a culturally interested audience.
- A targeted marketing strategy and broad-based advertising (video board, advertisements in newspapers, use of the same layout, and radio clips) lead to a high number of visitors.



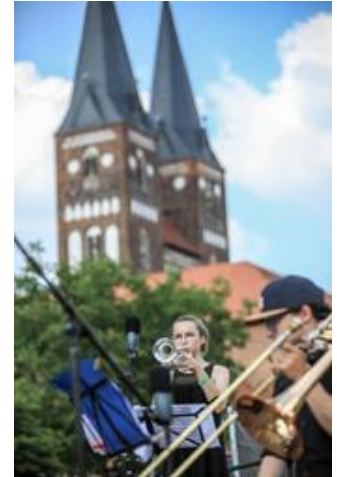
## “Jazz festival 2020 - now more than ever”

- Approximately 900 guests / participants, returning audience!
- Budget: approximately 78.000 EUR, mixed calculation (public funding, own resources and contribution)
- Approximately 25 persons were directly involved in organizing the event (Jerichow monastery foundation, volunteers, and external companies)
- The event is highly appreciated by residents, and has a large catchment area.
- Compared to the first festival in 2019, there was an increased effort for a smaller audience due to event restrictions and regulations (hygiene and distancing concept, limited number of tickets / participants).



## “Jazz festival 2020 - now more than ever”

- For the monastery foundation, hosting the festival did not result in a large financial gain. Without the support of the sponsors, the festival would not have been possible.
- For many artists, it was the first concert in 2020 since culture, event management, and artists suffer a lot from the current restrictions due to health protection.
- Such an event is a good opportunity to strengthen music and culture in the rural area.
- The monastery has lots of space and is located in a sparsely populated area – in the Corona situation it is beneficial to secure distancing for hundreds of people.
- A real live music experience is very appreciated these times by both, artists resp. musicians and the audience.



## “Jazz festival 2020 - now more than ever”

- Due to high quality artists, Jerichow Monastery gains wide public attention by hosting this festival.
- The festival in Jerichow to be perceived as a fixed date in the Germany-wide calendar of jazz events.
- There already are initial plannings for the next festival in August 2021.





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Thanks for your attention!

Pictures: Stiftung Kloster Jerichow

<https://www.kloster-jerichow.de/279/erleben-geniessen/jazz-festival>

<https://www.interregeurope.eu/momar/>



*Project smedia*