

manchester jazz festival

partnership opportunities 2026

photography credit: Rina Srabonian

mjif30



“Manchester is about to get blessed by the music gods...” - The Manc



# about mjf

mjf is the city's longest-running music festival and a cherished part of Manchester's cultural calendar and heritage. Founded in 1995 & first staged in the summer of 1996, the annual festival has grown to feature hundreds of musicians, across 60+ free and ticketed events each year.

The festival includes some of the city's most iconic music and event venues such as Aviva Studios the Home of Factory International, Band on the Wall, Low Four Studio, Matt and Phreds, RNCM, Stoller Hall, St Ann's Church, Low Four and the vibrant neighbourhood at First Street.

Regional jazz artists and new and original work are celebrated through our commissions and premieres. New talent and up-and-coming musicians are supported year round through mjf's talent development programmes.

mjf has supported and helped launch the careers of a host of northern artists, including [Secret Night Gang](#), [Lara Jones](#), [Ni Maxine](#), [Conor and The Greenskeepers](#), [Olivia Cuttill](#) and many more.

photography credit: Rina Srabonian







photography credit: Rina Srabonian

“...unlike any other event on the jazz festival circuit” - manchester's finest



# mjf2026

Our 31<sup>st</sup> edition of mjf will run for ten days from 15– 24 May 2026.

The festival will kick off with our free to access opening weekender at First Street, showcasing over 20 bands on multiple stages, alongside street food, outdoor bars and family activities to an expected audience of over 10,000. Throughout the festival week, mjf will present around 40 ticketed events across a network of city-centre venues, featuring regional, national and international touring artists. mjf2026 outreach activities will include the mjf2026 piano trail - 16 publicly accessible pianos, our very own 'jazz walking tours' and a host of family-friendly concerts and workshops.

mjf2026 will engage with around 20,000 audiences, over 60 bands, more than 300 musicians and 10 partner venues across the city centre, supported by a compelling marketing campaign with a reach of up to 8 million!

***mjf2026 will take its audience on an irresistible musical adventure of surprising discoveries. We invite you to join us!***



photography credit: Rina Srabonian



# why partner with mjf?

## brands

The opportunity to get your brand in front of 59,000 people and reach your target audiences as they enjoy the festival.

## organisations

The opportunity to fulfil your CSR agendas and demonstrate your commitment to the Manchester community within a creative, dynamic and memorable environment.

## affiliation

with Manchester's longest-running music festival

We work closely with organisations to create tailor-made partnerships delivering maximum value and impact for all ranges of budget.

Partnerships start from as little as £5,000 for stage sponsorship to £40,000 for becoming an mjf presenting partner. See overleaf for examples of the partnership opportunities available.



photography credit: Rina Srabonian



photography credit: Pixel Hive



# partnership opportunities

---

## **mjf presenting partner**

Secure naming rights, brand affiliation, activation and engagement opportunities

## **mjf corporate partner**

Join us as we build a community of businesses celebrating culture in the city

## **brand activation & customer engagement**

Highlight your brand and engage with 11,000 ABC1 consumers at mjf@First Street

## **stage sponsorship**

Sponsor and name one of our mjf @ First Street stages at our opening weekend

## **media partner**

Raise brand profile with 30k print assets & 11.8m digital impacts

## **talent development**

Support local and regional artists year round

## **drinks pourage partner/activation**

Become official beer, spirits or wine supplier across both mjf @ First Street bars



# partnership benefits

## **print & media**

Your logo on print, including 28k flyers & posters distributed Greater Manchester-wide, and featured in press releases, media activity & newsletters

## **online and social media**

Social media messaging to approx. 20k+ followers; your logo & website links on mjf website, yielding 193K+ page views a year

## **activation**

Sampling, sales & activation opportunities at First Street, with ABC1 customer engagement

## **outdoor advertising & venues**

Your logo on outdoor advertising: JC Decaux & Digital Screens across the city (11.8m opportunities to be seen); branding extends across festival Hub to 59K+ attendees; potential for naming rights

## **Corporate Social Responsibility**

Employee involvement with Manchester's longest-running music festival, invites to behind the scenes events, VIP tickets and hospitality opportunities

photography credit: Ailish O'Leary





# our values

Throughout everything we do, sustainability, diversity, and inclusion are at the forefront of all our activities and partnerships.

## **sustainability:**

We are committed to reducing our environmental impact in line with Manchester City Council's target to become a zero carbon city by 2038.

## **diversity:**

We are founding partners of Black Lives in Music. We champion culturally diverse work, artists and audiences.

## **artist development:**

We've created bespoke talent development schemes to offer opportunities, access and support to under-represented artists.

## **gender equality:**

We're the first UK jazz festival to become a Keychange signatory. Each year we exceed the target of 50/50 gender balance in our programming.

## **accessibility:**

We stage events at all times of day and in open, welcoming environments – with at least 33% of events free to access

**photography credit: Mark Lear**





# festival statistics



festival attendees

59.9K



opening weekend

11K

attendance at our free to access weekend @ First Street

audience

40%

female

49%

male

10%

non - binary

audience

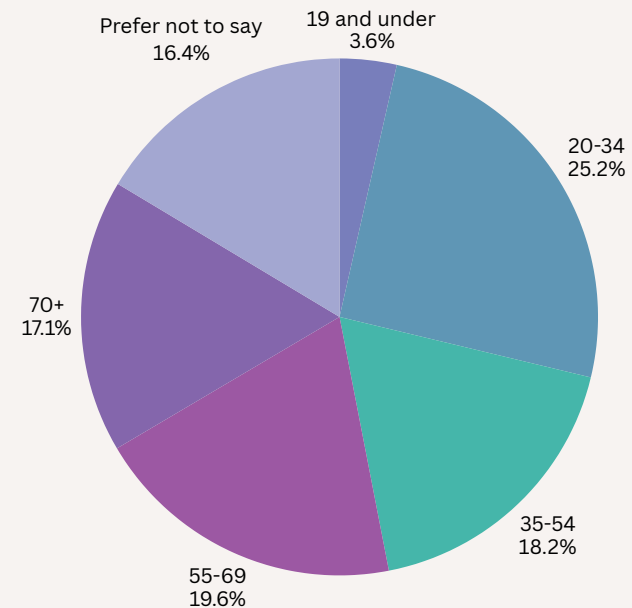
73%

greater manchester

85%

north west region

ages





# our channels



social media

560K

post reach

media + print

60+

articles & reviews online

27K

leaflets

outdoor

116

digital screen &  
billboards across  
the city

11.8m

opportunity  
to see mjf  
advertising

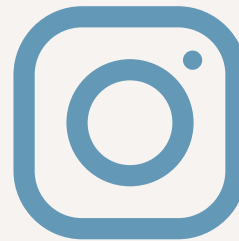
website

60K+

active users



8.1K



8.1K



4K

mjf



# case studies - Ask Real Estate

photography credit: Mark Lear

After a successful 2023/2024 partnership with Ask Real Estate, we developed our partnership in 2025, establishing First Street, one of Manchester's most culturally vibrant neighbourhoods, as the home of our free-to-access opening weekend.

Formerly the site of the Gaythorn Gas Works and now a thriving mixed-use development, First Street hosts three stages, 22 bands, delicious street food and an audience in excess of 10,000 over the festival's opening weekend.

Ask's support offered mjf an iconic Manchester backdrop to the festival's outdoor stages, which added to First Street's growing reputation as a place to meet, live and work for new and existing audiences. Ask also sponsored the Ask Garden Stage and supported the presentation of family-friendly workshops and concerts.

Drawn together by shared values of sustainability, diversity and inclusion, Ask and mjf have agreed to grow their partnership for mjf2026 and hope you can join us.







# testimonials

---

*"We were delighted to partner with mjf to bring this year's festival to First Street. It was such a positive experience and brought record visitors to this part of the city. This collaboration enhanced our summer events programme immensely and helped us to achieve a real uplift in our placemaking strategy."*

**Anne-Marie Duffy, Ask Real Estate**

*"Once again, Yamaha are delighted to be working with manchester jazz festival in support of the mjf piano trail 2025. Now anyone and everyone can enjoy playing and listening to the piano around Manchester – it has been so great to see the pleasure on people's faces as they listen and perform. What a brilliant initiative!"*

**James Sargeant, Yamaha**



# our partners



MANCHESTER  
CITY COUNCIL

**GMCA** GREATER  
MANCHESTER  
COMBINED  
AUTHORITY



**HOUSE OF SOCIAL**



**BLACK  
LIVES IN  
MUSIC**



**RNCM**  
ROYAL NORTHERN  
COLLEGE of MUSIC



**LOW  
FOUR**



**BAND ON THE WALL**



**JAZZ PROMOTION NETWORK**

**EUROPE JAZZ NETWORK**



**MANCHESTER'S FINEST**

**JACKARTS**



**mjf30**



# interested?

Jo Williams  
Fundraising & Partnerships Manager



[jo@manchesterjazz.com](mailto:jo@manchesterjazz.com)



07808 583004



[manchesterjazz.com](http://manchesterjazz.com)

mjf is a not-for-profit registered charity No. 1130000.  
mjf is a Company Limited by Guarantee, registered in England, No. 4670534.  
Registered office: Elliot House, 151 Deansgate, Manchester M3 3WD.

photography credit: Mark Lear

