

TO Ajazz FESTIVAL

15 Anniversary Edition

02 - 05 JULY 2026

SOUTH PARK II
SOFIA, BULGARIA



BRAND OPPORTUNITIES PRESENTATION



FESTIVAL OVERVIEW

**4 DAYS INTERNATIONAL FESTIVAL,
SHOWCASE AND MUSIC CONFERENCE**

JAZZ, WORLD MUSIC AND BEYOND

VOTED THE BEST SUMMER EVENT IN SOFIA

MAJOR CITY EVENT – MORE THAN 50 000 AUDIENCE

MEMBER OF THE EUROPEAN FESTIVAL

ASSOCIATION AND EUROPE JAZZ NETWORK

BROADCASTED ON MEZZO TV & MEDICI.TV (FRANCE)

FIRST CERTIFIED ECO GREEN FESTIVAL IN BULGARIA

4 DAYS FESTIVAL PROGRAM INCLUDE



MAIN STAGE WITH 25+ ACTS



NIGHT STAGE - LIVE & DJ ROOMS



MUSIC TALKS MUSIC CONFERENCE



ART-BAZAAR & EXHIBITION ZONE



A TO JAZZ KIDS EDUCATIONAL PROGRAM



MUSICAL YOGA SESSIONS

WHAT'S NEW

PLANET POSITIVE EVENT ECOLABEL

Event: A to Jazz Festival 2025

Number of participants: 55.000

Total event hours: 24

- Short Meeting, 2 hours
- Half Day Meeting, 4 hours
- Full Day Meeting, 8 hours
- Two-day or multi-day meeting (estimate the number of hours)

Total carbon footprint of event: 41.832,16 kg CO₂

Carbon footprint per event participant/whole event: 1,31 kg CO₂e/participant

A Below 10 kg CO₂e/participant

B 11 – 44 kg CO₂e/participant

C 45 – 79 kg CO₂e/participant

D 80 – 114 kg CO₂e/participant

E 115 – 149 kg CO₂e/participant

F 150 – 184 kg CO₂e/participant

G 185 – 219 kg CO₂e/participant

H over 220 kg CO₂e/participant

A Below 10kg CO₂ e/participant

SCOPE 1	SCOPE 2	SCOPE 3
9.174,21 kg CO ₂ 21,93 %	11.495,40 kg CO ₂ 27,48 %	21.162,55 kg CO ₂ 50,59 %

Event sustainability rating (from 1 to 5)* **Final Mark 4,09 ** BBB**

*The threshold for acquiring a positive final mark is the overall mark of 2.61.

Report number: PPE-AAT-20250607-0032



Green Festival Ecolabel

The **first officially certified Green event** in Bulgaria, by Positive Planet Events International LLC, with the implementation of strong sustainability and circular economy activities such as reusable festival cups, water refill stations, separate waste collection and recycling.

15th Anniversary Edition featuring a special line-up, a custom-designed stage, and an expanded program of activities.

The A to Jazz Festival reaches a global audience of **over 60 million people** through its expansive multi-platform strategy:

- **Live Attendance in Sofia:** 55 000+ over the course of the festival;
- **International Broadcasting:** Featured on Mezzo TV and Medici.tv, available in 65+ million households across 90+ countries;
- **Social Media & Web:** Extensive coverage across all channels, driving hundreds of thousands of interactions and impressions locally and globally

FESTIVAL AUDIENCE PROFILE

Sofia 91,8 %; Country 3,7%; Outside Bulgaria 4,5%

Age of 18 - 24: 20,4%; 25 - 34: 32,8%; 35 - 44: 24,3%; 45 - 54: 12%; 55+: 10,5%

Gender mix composed of 40,5% Men and 57,3% Women

Education: 70,7 % University graduated; Secondary educated 23,5%

Family status: Married 20.9%; Civil partnership: 26,1%; Single: 43,4%; Divorced 5,1%

Social status: Studying 11,8%; Worker 10,3%; Employee 37,8; Freelance 30,5%; Other: 9,6%

Monthly Income: over 2000€ 15,6%; 1500 - 2000€ 27,4%; 1001-1500€ 40,7%; 500 - 1000€ 13,1%;
up to 500€ 3,2%



SOCIAL MEDIA AUDIENCE PROFILE

Facebook: 32 000 followers

28% increase in 2025

Bulgaria 88,1 %; Europe 7,3%; Overseas 4,6%;
18-24 7,5%; 25-34 24,3%; 35-44 39,2%; 45-54 21,8%
Women 69%; Men 31%

Content overview

10.7M views 1.98M reach 39K interactions

Instagram: 10 103 followers

41% increase in 2025

Bulgaria 74,2 %; Europe 14,1%; Overseas 11,8%;
18-24 12,4%; 25-34 37,5%; 35-44 33%; 45-54 12,3%
Women 66,2%; Men 33,8%

Content overview

1.9M views 208K reach 24,9K interactions

SAMPLES OF A TO JAZZ VIDEO PRODUCTION

- **A to Jazz 2025 After-movie**

Filmed by Copterhouse



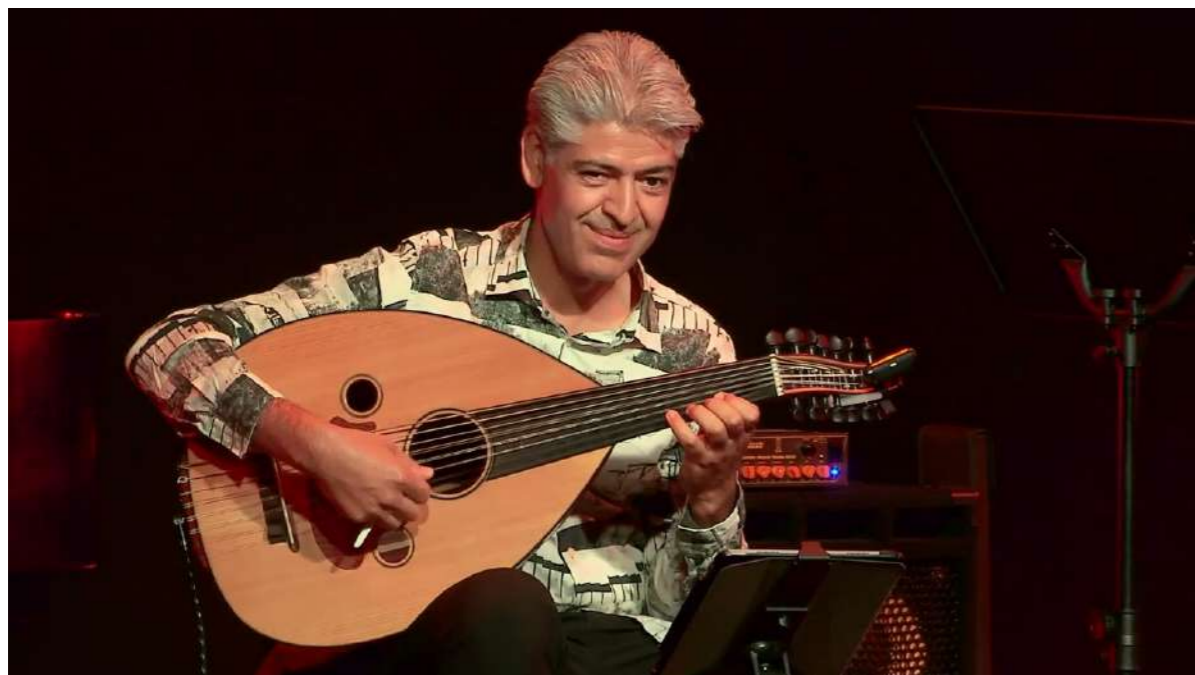
- **Christian Scott at A to Jazz Festival**

Filmed by Paramax Films for Mezzo TV (France)



- **Mehmet Polat at the World Music Showcase**

Zoko Films Production



- **Jazzanitza at A to Jazz – teaser**

Filmed by Paramax Films for Mezzo TV (France)





BRAND OPPORTUNITIES

02. 03. 04. 05. **JULY 2026**

TO
Ajazz
FESTIVAL

PACKAGES

Festival Park - Basic

Starts from 7 500€

- **Brand activation area**

24 sq.m. / 48 sq.m. / 96 sq.m. availability for tents, relax zones, art or brand installations, and other activities.

Electricity, security, cleaning are included.

Construction, branding and furniture are not included.

Festival Park & Communication

- **Logo on stage**

Starts from 10 000€

- **Video on stage screens**

Min.10 rotations per day for 4 days

- **Marketing and social media activities**

Co-branded campaign featuring 1 x Reels and/or visual content, highlighting sponsor's activities at the festival

- **Logo on the website homepage**

74 000 unique visitors, 9 000 000 hits

- **Logo in the official posters**

- **Full page advertisement in the festival booklet**

10 000 printed units and digital edition

- **Brand placement in the after-movie**

Over 200 000 views





PACKAGES

Add-on opportunities

Hosting Yoga Sessions

2 mornings, 4-5 July 08:00 - 09:30 @ Toplocentrala - Terrace,
100+ people capacity.

Hosting or brand presence of Night Stage Afterparties

4 nights @ Toplocentrala - all areas, 23:00 - 03:00
2 Stages - Live & DJ;
Logo on stage, branding the area, special CTA activities.
1800+ people capacity.

Hosting Music Talks Conference panel

2 Conference days, 3-4 July @ Toplocentrala - Room 2,
100 people capacity.

Special events and activities at the festival

Examples: Branded day activities (open air) - open air
office, library, games, masterclasses, etc.
Per sponsor's request.

Thank you for your attention!

 www.atojazz.bg
 www.facebook.com/atojazzfestival
 <https://t.ly/OLULF>
 [atojazzfestival](https://www.instagram.com/atojazzfestival)

Contacts: Peter Dimitrov
m.: +359 893 663 545
e.: peter@dimitrov.bg

TO
Ajazz
FESTIVAL