



A Not-For-Profit Organization

"We Always Swing"® Jazz Series

21 N. Tenth St., Columbia, MO 65201

573/449-3009 (P) • 573/875-0356 (F)

info@wealwaysswing.org

wealwaysswing.org

To: Julie Ausmus, Assistant Director
Columbia Convention & Visitors Bureau
From: Jon W. Poses, Executive & Artistic Director
"We Always Swing"® Jazz Series
Re: FY26 – "Signature Series" Application
Date: October 23, 2025

Dear Julie –

On behalf of the "We Always Swing"® Jazz Series, please find our FY26 "Signature Series" application. I look forward to meeting with the Advisory Board.

Enclosed are the following requested documents:

- FY25-Final Report - Signed
- Completed, Signed Application
- Marketing Grid (separate)
- Project Budget (included in Application)

Please also find the following additional attachments & Information:

- Funding In-Hand/Pledged/Requested in support of this project.
- Sponsor Recognition/Acknowledgement for CVB
- 6 x 9 Post Card [Reduced]
- 2025/2026 Season Poster
- 30-Year History of Visiting Players [XLS Doc.]

Please let us know if you or the Advisory Board needs additional materials and/or you have any questions regarding the submission itself. Please accept the Jazz Series' heartfelt thanks for being considered one of CVB's "Signature Series" projects, as well as the privilege of submitting an application to request support under that banner.

As always, I really appreciate your patience and assistance throughout the application process.

Sincerely,
Jon W. Poses
Jon

FY2026 Tourism Development Signature Series Application

Event Name: 2025/2026 Season #31: *Onward*

Organizing Organization: “We Always Swing”® Jazz Series

Event Location: Multiple Event Locations – Missouri Theatre; Jesse Hall, MU; Hickman High School; Battle High School; Rock Bridge High School; Ragtag Cinema; Various Locations in The District; elsewhere in Columbia

Event Dates: Jazz Appreciation Month – Runs April 1-30, 2026. Key Dates include, but are not limited to: April 3, April 4, April 6-7, April 16, April 19, April 30.

Application Questions

Please provide clear and detailed responses to the following:

1. Use of Funds

How will the requested Tourism Development Funds be used? Be specific about how the funding will support event operations, marketing, or enhancements.

On August 1, 2025, the “We Always Swing”® Jazz Series announced **SEASON #31: *ONWARD***, its 2025/2026 go-round. Having just completed a most successful and tightly focused 30th Anniversary Season, the Jazz Series “vibe” was to continue its idiosyncratic “Westward Ho!” movement into the future, hence the tongue-in-cheek title of the 2025/2026 season.

Three weeks after the initial email announcement, with 140 people in attendance, the organization’s Annual Kick-Off! for the past decade-plus took place atop The Broadway Hotel. Though the first subscription concert generally doesn’t take place for a month or more – this season it actually is two months later – The Roof event, in a very real sense, signals the start of each “We Always Swing”® Jazz Series season. Marketing begins, hotel arrangements for the next 10 months are made, ticket orders are made available to people and subsequently returned, and a season poster is produced. We are off and running. So, in many ways, while FY26’s “Signature Series” request is centered on events taking place during “Jazz Appreciation Month,” celebrated each April 1-30, they represent the organization’s most visible “pieces,” the events where we believe employing CVB “Signature Series” funds will be best applied.

The combined events covered in this proposal easily represent the season’s most ambitious expenditure. It’s not surprising that our FY26 budget projects out to \$428,500 – the largest ever – and, speaking of growth, it is *nearly 14 times* greater than the Jazz Series’ FY95 \$31,000 annual budget.

The events may take place in a concentrated time period, HOWEVER, “investing” in their success is well underway – and is a season-long endeavor. We’re pleased to report that to date the Jazz Series has attracted more than \$100,000 in total ticket sales, thus far with close to 30 percent of that total assigned to two of the three major events for which we request support.

**FY26 CVB “SIGNATURE SERIES” FUNDING REQUEST \$17,500
REQUEST SUMMARY/USE OF FUNDS**

**MAJOR CONCERT NO. I: BRANFORD MARSALIS QUARTET
– APRIL 3, 2026, JESSE AUDITORIUM**

**MAJOR CONCERT NO. II: PAT METHENY GROUP
– APRIL 16, 2026, MISSOURI THEATRE PERFORMANCE PLUS**

- **MU SCHOOL OF MUSIC, JAZZ STUDIES DEPT. STUDENT OPPORTUNITY:**
 - **PAT METHENY PRE-CONCERT SESSION INCLUDING:
INTIMATE PRIVATE SOUNDCHECK & EXTENDED
Q&A WITH STUDENTS.**

**COMPLETION AND PREMIERE PUBLIC SCREENING OF BOBBY WATSON &
COLUMBIA JAZZ ORCHESTRA**

**– “A LIFE OF JAZZ COMPOSITION, PERFORMANCE, MUSIC & WORDS”
[Concert Film & Accompanying Documentary] – APRIL 30, 2026 (Tent.)**

■

Individual Program Components & Descriptions Explained.

BRANFORD MARSALIS QUARTET – APRIL 3, 2026, JESSE AUDITORIUM

Saxophonist Branford Marsalis is one of the most influential and revered figures in contemporary music. A National Endowment of the Arts Jazz Master, a multi-GRAMMY®-Award winner as well as a Tony Award and EMMY Award nominee, the New Orleans native is equally at home performing concertos with symphony orchestras or playing with Sting. However, jazz continues to be at the core of the eldest of the four immensely talented brothers that includes Wynton, Delfeayo and Jason Marsalis.

More specifically, Branford Marsalis’ composing and arranging skillsets as well as his serving as the creator and bandleader of his exceptional Quartet, continue to be his most visible calling card. The four-piece ensemble has long been considered one of the most important top-tier small jazz groups. After more than three decades with minimal personnel changes, this celebrated ensemble is recognized the world over for its uncompromising interpretation of a musical kaleidoscopic comprised of both original compositions and some of jazz’s popular classics.

After receiving GRAMMY® nominations on its two most recent releases, *Upward Spiral* and *The Secret Between the Shadow and the Soul*, earlier this year the Quartet issued its much-anticipated Blue Note Records debut, *Belonging*, a session conceived entirely as an interpretation of Keith Jarrett’s momentous 1974 recording, issued now half-century ago. *The New York Times* commented “Marsalis has tackled imposing jazz masterworks before...but at its best, his (reading of) *Belonging* goes deeper...it’s a performance that both honors and amplifies (Jarrett’s legendary release).”

John Zeugner captured the impact of the Quartet in a review of a live performance, calling it “casually confident, professional, cerebral and supercharged with energy. The Branford Marsalis Quartet...was all of those adjectives and more.”

Marsalis first performed as part of the Jazz Series in 1999, returning periodically. However, it has been SIX YEARS since the Quartet last Jazz Series engagement. The April 3 performance at Jesse Auditorium on the MU campus serves as the first major component of the forthcoming “2026 Jazz Appreciation Month.”

TOTAL EVENT BUDGET: \$35,000

APPLIED CVB FUNDS: \$ 6,000

[Applied toward Artist Fees, Event Marketing & Promotions, Travel and Accommodations.]

PAT METHENY GROUP – APRIL 16, 2026, MISSOURI THEATRE

Guitarist Pat Metheny makes his first “We Always Swing”® Jazz Series performance in **TWENTY YEARS**. The Lee’s Summit, Missouri, native is a *20-time GRAMMY® winner* as well as, like Branford Marsalis, receiving the highly coveted NEA Jazz Masters Award.

His April 16, 2026, appearance marks the guitarist’s *first Columbia performance since 2005*. “Hosting” Mr. Metheny is particularly gratifying and significant. In December 2019, though he didn’t perform at that time, Mr. Metheny came to Columbia, receiving an Honorary Doctorate of Arts & Letters from MU.

The upcoming performance in Columbia is part of Metheny’s 55-stop, multi-continent World Tour. While he is in Columbia, Metheny noted he would be pleased to meet with MU School of Music Jazz Studies Department students, inviting them to a pre-concert session at the Missouri Theatre. That afternoon the students will experience first-hand the world renown guitarist and his group rehearse material as they prepare for that evening’s concert. In turn that will be followed by a Question & Answer period with the guitarist.

The Jazz Series, in ongoing discussion with the musician’s management team, came up with the idea of incorporating student interaction into Metheny’s itinerary only to find out later it will be the **ONLY student interaction the guitarist scheduled during the world tour**. This reflects the Jazz Series’ desire and ongoing effort to incorporate education into its programming and enhance student experience.

Since Pat Metheny burst on the world stage 50 years ago, the guitarist has continued to redefine and expand the jazz genre by integrating new technology into his work while possessing an expansive knowledge of and drawing from those who came before him – legendary guitarists such as Charlie Christian, Wes Montgomery and Les Paul among others. The always-curious Metheny is constantly working to evolve the guitar’s improvisational and sonic potential.

Metheny’s versatility is nearly without peer on any instrument. His body of work includes compositions for solo guitar, small ensembles, electric and acoustic instruments, large orchestras and ballet pieces – and even the robotic instruments of his Orchestrion project, while always sidestepping the limits of any one genre.

Metheny has also participated in the academic arena. At 18, he was the youngest teacher ever at the University of Miami Frost School of Music. At 19, he became the youngest teacher ever at the Berklee College of Music. He has also taught music workshops all over the world, from the Dutch Royal Conservatory to the Thelonious Monk Institute of Jazz to clinics in Asia and South America.

TOTAL EVENT BUDGET: \$50,000

APPLIED CVB FUNDS: \$ 8,000

[Applied toward Artist Fees, Event Marketing & Promotions, Travel and Accommodations.]

COMPLETION & PREMIERE PUBLIC SCREENING OF BOBBY WATSON & COLUMBIA JAZZ ORCHESTRA:

“A LIFE OF JAZZ COMPOSITION, PERFORMANCE, MUSIC & WORDS”

[Screening of Concert Film & Accompanying Documentary]

Last funding cycle – FY25 – the Jazz Series requested support from CVB and a number of other funders, to assist with presenting a major concert, scheduled for April 30, 2025, which is International

Jazz Day and marks “Jazz Appreciation Month’s” final day. **The project saw the collaboration between legendary saxophonist Bobby Watson and the home-grown 18-piece Columbia Jazz Orchestra. Designed as a full-length performance the event showcased the local professional large ensemble solely performing original Watson compositions.**

The project began in January 2025 with what became a series of rehearsals and concluded with a Missouri Theatre performance on the appointed evening as April ended. Both the concert itself and the “backstory” – the rehearsals plus interviews with musicians and staff about preparing for the performance – were professionally filmed.

The goal: To have a high-quality concert-length film and an hour-long “documentary” depicting and discussing the preparation that led up to the concert, with both ultimately shown to the public. The documentary-to-be incorporated interviews with Mr. Watson as well as with Columbia Jazz Orchestra band members as well as Jazz Series staff.

Six-Hundred people attended the concert, which was a rousing success – musically and otherwise. The rehearsals and interviews, likewise, were successfully captured. In May, the project moved into the editing and post-production phase.

While several entities – along with admissions – help support the project, a National Endowment for the Arts grant anchored it. Submitted to the agency in February 2024 – a year before filming began – as a \$76,305 budgeted project, the Jazz Series, sought to receive a \$30,000 NEA grant. In November 2024, with the January-to-May 2025 funded period set to begin, the Jazz Series received conditional notice that the application was approved at the \$25,000 level. Knowing NEA applications are rarely funded, staff felt comfortable pursuing the project as proposed.

A second, more concrete NEA confirmation arrived in mid-January; this one included the project as part of the agency’s official national press release and a state-by-state grant recipient listings. The NEA notice included wording that strongly encouraged the Jazz Series to publicly announce the grant, which the Jazz Series did.

However, the release of NEA funds never took place. On May 2, the Jazz Series received notice from the NEA informing the organization that funds had been “withdrawn,” effective immediately; the only recourse would be the permissible appeal process if we chose to pursue that avenue. We did. The Jazz Series re-wrote and re-submitted what was, until a week ago, a successful proposal. More than three months later, on August 20, the Jazz Series received notice that the appeal was denied.

Nonetheless, determined to see the project through – up to and including a public screening – the Jazz Series moved toward completing the project. **The public screening, originally scheduled for late fall, will now take place in April 2026 and serve as part of the forthcoming “Jazz Appreciation Month” programming.**

An emergency, 30-day fundraising campaign in June, raising approximately \$14,000, which certainly softened the NEA blow, but did not eliminate it. Although the Jazz Series announced its 2025/2026 season, a budget shortfall remains for what is regarded as an important project.

What remains is to complete the editing and post-production portion of the project. It is now underway with an estimated cost of \$6,000. Additional costs involve marketing and promoting the film statewide and beyond, given Mr. Watson’s stature as an internationally known jazz performer. As such, we included a portion of this project as part of our FY26 request. The intent to apply the funds to complete the concert film and documentary include using some of the funds for advance publicity and marketing of the world premiere screening. Tentative “release date” – April 30, 2026

REMAINING EVENT BUDGET: \$11,000
APPLIED CVB FUNDS: \$ 3,500

[Applied toward Artist Fees, Event Marketing & Promotions, Travel and Accommodations.]

2. **Overnight Visitation**

Approximately how many **overnight hotel stays** does your event generate?

- What data or method(s) do you use to calculate this figure (e.g., hotel partner reports, attendee surveys, booking data)?

The Broadway Double Tree By Hilton continues to serve as the Jazz Series “Host” hotel.

Overnight stays vary from season to season. A lot depends on which artists are performing – the size of ensembles. In terms of how many people from outside Columbia arrive for Jazz Series events and remain in Columbia overnight, we don’t have a number for that. We do know during the recently completed FY25, the Jazz Series itself expended \$14,449 on accommodations, which translates into approximately 100 overnight stays.

We can see – by way of the organization’s ticket vendor (Thundertix) and from emails, and via other forms of communication, how far people travel to attend Jazz Series events. Last season, due to the specific artists we presented who were not performing elsewhere in the state or region, people traveled from throughout Missouri as well as Kansas, Nebraska, Iowa, Illinois, Ohio, Indiana Arkansas and Oklahoma to see them. While the total number is likely smaller than larger, people’s knowledge of Jazz Series concerts and events, and their willingness to travel to attend such events, reflects positively on the organization’s presence.

Of our 1,500 email subscribers, between 15%-20% live beyond Boone County. Of those, about 25% subscribe from other states.

While we know people booked room nights as a result of Jazz Series events, having such a small staff makes it difficult to do so on a consistent basis. Additionally, the Jazz Series understands that other condensed three-day events/festivals attract more people and “score” many more overnight stays. This will always be the case. That said, the Jazz Series operates and presents year-round.

We do understand the numbers and generating income for Columbia is important, but we again, ask the Advisory Board, when determining funding level/support, to take into consideration the Jazz Series’ stature as one of the city’s and area’s major cultural projects. It bears repeating to note that to find a similar project, people need to go west to Kansas City or east to St. Louis; a person needs to travel north for nearly 300 miles to find “jazz” on a regular basis and south about the same distance. We hope the Advisory Board recognizes that even though Columbia has more than doubled in size since the organization began operations in 1995, the Jazz Series still remains one of fewer than 10 such projects – all-jazz and community-based – operating in the United States.

3. **Event Attendance**

What was the **total attendance** at your most recent event?

- How was this number determined (e.g., ticket sales, on-site counts, registration records, estimates)?

Ticket sales continue to serve as our best and most accurate way to secure concert-going attendees. During Season No. 30, sales exceeded more than \$120,000 in paid attendance. The average ticket price is roughly \$30, so 4,000 paid attendees. We provide a plethora of free events – which are much more difficult to track – especially during April’s Jazz Appreciation Month when we offer outdoor events, in-school events and use numerous different venues. The current season – 2025/2026 – ticket sales have already exceeded \$100,000. We anticipate – given the artists performing this season – organization ticket sales will reach or surpass \$140,000.

4. Event History

How many years has this event been held? **Answer:** 31 years.

5. Marketing Strategy

Describe how your event is being promoted to attract visitors from outside the local area.

Please complete and attach the **Marketing Grid** with specific media, timelines, and platforms.

Please find "Marketing Grid" attached. The Jazz Series continues to run a comprehensive marketing schematic, touching on more traditional media such as print, posters, flyers and such, as well as broadcast – mostly public radio stations and PBS-TV as underwriters and purchasing additional spots – as well as appearing on the air as announcers' guests. We have a long-standing relationship with KMOS-TV, public television broadcasting from Warrensburg that reaches west to near-Kansas City area, and east to Central Missouri, as well as to the north and south.

Because of the three artists involved in this request, who have high notoriety, especially Pat Metheny being a Lee Summit's native, and Bobby Watson being a Lenexa resident, we have looked into a number of new outlets such as Kansas City Studio magazine – an arts-only publication/website that has an enormous reach in the western part of the state and into Kansas. Both artists have a thorough national presence. In the case of Mr. Watson – we are examining the possibilities of the finished film being screened in other markets from coast-to-coast – especially where jazz has a presence. As for Mr. Marsalis, this is his first area visit in six years, which translates into cutting a wider marketing swath for his performance.

We also use multiple digital and electronic media platforms – Facebook, Instagram and X. Regarding X, we have purposely minimized our usage. While the account remains active, we have been cautious regarding the plethora of "bad actors," feeling this is the more responsible way to go. Our weekly "E-Note" is on the upswing largely due to the recently created part-time position of "Outreach Coordinator."

The Jazz Series has now laid the groundwork to tap into new statewide contacts including close to 900 music/jazz educators. Further, as a member of Missouri Jazz Educators group, the Jazz Series gained access to the group's website and Facebook page, which gave us access to another statewide (and beyond) targeted database.

Our updated attached Marketing Grid underscores additional strategic efforts to reach across the state and beyond via public radio underwriting as well as exploiting additional databases and resultant related digital platforms.

The Jazz Series 30th Anniversary Season is receiving additional attention outside of Columbia. We continue to send out press releases and inform various media from afar about the anniversary season and the particular events that comprise it. This will be an ongoing effort on our part. The fact that the three components of this application take place March 20, April 9-May 12 and April 30, gives us a solid runway for advance marketing and notification to others.

6. Sponsorship Development

What strategies do you use to secure event sponsorships?

Please attach your **sponsorship plan or packet** outlining tiers, benefits, and outreach efforts. Please see attached list of sponsors/granting agencies and foundations who are sponsoring these particular as well as other Jazz Series programs. The list of funders is accompanied by percentages of support for this and other Jazz Series events and activities.

Sponsorships as well as grants and foundation gifts remain essential to the Jazz Series success. Together, they make up approximately one-third of the annual budget – as do individual donations – with the final third arriving via concert and event admissions. Last season, Individual Donor contributions surpassed \$190,000, with funds arriving from 30 states. Combined, these sources provide continued financial stability, growth and ongoing success with each “tributary” complementing and reinforcing the other.

From inception the Jazz Series financial schematic was based on seeking the greatest number of sponsors possible. While that sounds cliché and obvious, we have never, for instance, sought or tried to attract a “Presenting Sponsor.” That might seem short-sighted and illogical, but philosophically and financially, it has allowed us enormous flexibility and helped create a strong financial foundation and stability – all without being beholden to a single entity. Our view is that the Jazz Series belongs to *everyone*.

Our plan is to continually seek and expand the base of support knowing donor fatigue is real. People/Entities have financial ups and downs. Similarly, people’s/sponsors’ emphases, missions, etc., change. So, the wider the support-generating swath, the better. Let’s not have a singular or two or even three sponsors decide to alter their strategies and have that result in organizational collapse.

Nevertheless, seeking sponsors is an ongoing challenge. Securing sponsors will, barring some sort of miracle, always be a challenge. The art – and it is an art – of attracting sponsors and funding in general is without question a bit of a roller coaster ride. Fortunately, the Jazz Series continues to receive sponsorships from loyal and now-long-standing and generous donors and continue to seek and attract first-time sponsors.

**FY2026 EVENT BUDGET
TOURISM DEVELOPMENT SIGNATURE SERIES**

INCOME

Event Name: **"Season #31: Onward"**

Organization Name: **"We Always Swing"® Jazz Series**

	1	2	3
REVENUES	CASH	*IN-KIND should net to zero	TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships [S], Fundraising [F], Individual Donations [D] Grants [G], Foundation [FND] (list in-kind below*)	\$13,000 [S] \$ 7,500 [FND] \$12,500 [G] \$39,300 [F/D]	\$0	\$72,300
2. Government Support** – City, County, Schools, etc. (this includes TDF Funding) [SEE "B" & "Total Project Support & Projected Revenue Streams [Separate Attachment.]			
A. CVB Signature Series (amount requested)	\$17,500		\$17,500
B. OCA, CPS Fine Arts Department, Mo Arts Council Combined Total:	\$18,000		\$18,000
3. Program Fees			
A. Admission/Tickets	\$61,500		\$61,500
B. Sales of items			
C. Other (describe)			
4. Other (be specific)			
A.			
B.			
TOTAL REVENUE	\$169,300	\$0	\$169,300

*In-kind Good or Service Anticipated	Source of donation	Estimated value
		\$
		\$
		\$

**Name of Government Program	Source of donation	Estimated value
CVB Signature Series	City of Columbia CVB	\$15,000
		\$
		\$
		\$
		\$

TOURISM DEVELOPMENT SIGNATURE SERIES

EXPENDITURES

Event Name: "Season #31: "Onward"

Organization Name: "We Always Swing"® Jazz Series

EXPENDITURES (itemize items in excess of \$100.00)	CASH Tourism Development Funds (amount requested)	CASH Other (excluding TDF)	*IN-KIND should net to zero	TOTAL
1. Personnel				
A. Artistic	\$7,500	\$64,000	\$0	\$71,500
B. Technical	\$0	\$10,000	\$0	\$10,000
C. Administrative		\$52,500	\$0	\$50,000
D. Other				
2. Equipment Rental				
A. Venue Rentals	\$2,500	\$10,000	\$0	\$12,500
B. Instruments/Backline		\$500	\$0	\$ 500
C.				
D.				
3. Supplies & Materials				
A.				
B.				
C.				
D.				
4. Travel				
A. Air/Ground	\$2,000	\$4,000	\$0	\$6,000
B. Accommodations	\$2,000	\$3,000	\$0	\$4,000
5. Promotion and Publicity				
A. Advertising/Marketing				
- Local (in Boone County)	\$1,000	\$4,000	\$0	\$5,000
- Outside Boone County	\$2,000	\$3,000	\$0	\$5,000
B. Printing	\$500	\$500	\$0	\$1,000
C. Postage		\$300	\$0	\$300
D.				
6. Other (be specific)				
A.				
B.				
TOTAL EXPENDITURES	\$17,500	\$151,800	\$0	\$169,300
TOTAL REVENUES (from page 6)	\$17,500	\$151,800	\$0	\$169,300

*In-kind should net to zero

SIGNATURE PAGE:

Legal Name of Organization: WE ALWAYS SWING, INC.

Primary Contact: Jon W. Poses

(Person responsible for daily operation of this event. All correspondence and contact will be addressed to this person).

Email: executivedirector@wealwayswing.org

Street Address: 21 N. Tenth St.

Columbia, MO Zip: 65201

Phone: 573/449-3009, Opt. #3

I, the undersigned, do hereby agree to submit all financial documentation regarding TDP expenditures. I further agree that all TDP funds will be used for only those approved items as outlined in this application.

Sarah S. Bohl, President BoD

Signature of President or Chair of Organization

Oct. 20, 2025

Date

Jon W. Poses

Signature of Applicant/Primary Contact

Oct. 23, 2025

Date



"We Always Swing"® Jazz Series

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A Not-For-Profit Organization

2025/2026 (FY26) Columbia Convention & Visitors Bureau

"Signature Series" Request

Project Support Sources & Projected Revenue Streams*

*[*As of 10/10/25]*

Sponsorships:

Central Bank of Boone County	\$ 2,000
Budds Center For American Music Studies	\$ 3,500
Columbia Pool & Spa	\$ 1,000
Nancy & John David	\$ 1,500
Smith Charitable Trust	\$ 5,000
APPLIED SPONSORSHIP TOTAL:	\$13,000

Financial Qualifications:

[100% Secured]
[65% Pro-Rated/Requested]
[65% Pro-Rated/Secured]
[50% Pro-Rated/Secured]
[50% Pro-Rated/Secured]

Grants/Foundations

CPS District Fine Arts Foundation	\$ 2,000
Mo. Arts Council	\$12,000
OCA [Annual Funding]	\$ 4,000
Orscheln Industries Foundation	\$ 7,500
American Action For Arts	\$12,500
APPLIED GRANT/FOUNDATION TOTAL:	\$38,000

[100% Requested]
[50% Pro-Rated/Secured]
[40% Pro-Rated/Secured]
[100% Secured]
[100%/Secured]

Admissions

"Bobby Watson-Columbia Jazz Orchestra Film	\$ 1,500
Branford Marsalis Quartet Concert	\$25,000
Pat Metheny Group Concert	\$35,000
APPLIED GRANT/FOUNDATION TOTAL:	\$61,500

[Projected Revenue; 40% Captured]
[Projected Revenue; 43% Captured]

COMBINED APPLIED INCOME SOURCES

SPONSORSHIPS:	\$13,000	
GRANTS/FOUNDATION SUPPORT	\$38,000	
TICKET ADMISSIONS:	\$61,500	
FUNDRAISING/INDIVIDUAL DONATIONS	\$39,300	[Projected FY26: \$150,000 – Current Total: \$42,961]
CVB "SIGNATURE SERIES" REQUEST	\$17,500	[100% THIS PROPOSAL]

TOTAL PROJECT PROJECTED INCOME SOURCES** \$169,300

[**NOTE: Includes Income assigned –
Pro-Rated – toward Staff Salaries +
Other Indirect Costs not listed in proposal.]

"Financial Qualifications" Terms

- Percentage Listed = Amount of Total or Pro-Rated funds from total support that applied to this project.
- "Secured" = Funds have been received & committed.
- "Requested" – A request for funds has been submitted. Awaiting notification



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RECOGNITION/ACKNOWLEDGEMENT FOR CVB

The Jazz Series looks to recognize ALL its funders incorporating businesses and services, arts and city granting agencies as well as foundations, doing so in a variety of ways.

- Print Recognition/Logo Placement on posters, flyers, handbills, etc.
- Logo placement on print display notices, such as those that appear in newspapers and magazines.
- Website Banner placed year-round on Home Page and rotated with other Funders – linked to funder site. Banner content can be altered as frequently as once a month.
- Website Banner placed on specially created "Jazz Appreciation Month" page (beg. March 15, 2026) and rotated with other Funders – linked to funder site. Banner content can be altered in conjunction with Home Page banner and as frequently as once a month.
- If produced, Logo Placement and Display Notices (space permitting) in digital/print Concert Programs. Programs are archived on our website. All JSCR display notices and logos appearing on the "Sponsor Page" will be linked.
- Sponsor included in Press Releases that relate to specifically supported events, activities, concerts, etc.
- Stage Announcements & Recognition of CVB will be made in rotation with other sponsors/funders – at concerts and select community events – particularly at the specific events that pertain to CVB support, but as a major sponsor, announcements will also made at additional events
- Other:
 - Complimentary Tickets to Select Events Offered
 - Invitation to select Jazz Series Special Events & Receptions

Event Name: "We Always Swing" Jazz Series 2025/2026 Season #31 *Onward*

Marketing Tactics - Outlet or Vendor	# of ads	Total Reach/Circulation	Geography
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Digital - Social, Display, SEM, etc.

Broadcast - Radio & Television

KOPN-FM	260	204,000	Regional
KBIA-FM	192	600,000	Regional
KANSAS PUBLIC RADIO	50	100,000	Regional
KKFI-FM, Kansas City	50	Not Available	Regional
KWMU-FM	60	60,000 per month	Regional
KMOS-TV	130	1,000,000	Regional

[illegible]



"WE ALWAYS SWING" JAZZ SERIES 2025/2026

**Camille Thurman with
Darrell Green Qt. @ Murry's**
Sunday October 26, 2025

**James Carter Organ Trio
@ Second Missionary Baptist Church**
Thursday October 30, 2025

Kyle Swan Quartet @ Murry's
Sunday November 23, 2025

Orrin Evans Trio @ Murry's
Sunday December 14, 2025

**Alfredo Rodriquez & Pedrito Martinez Duo
@ Missouri Theatre**
Saturday January 31, 2026

**Sean Jones Quartet
@ Whitmore Recital Hall**
Sunday February 15, 2026

Eddie Gomez Trio @ Murry's
Sunday March 1, 2026

**Branford Marsalis Quartet
@ Jesse Auditorium**
Friday April 3, 2026

Pat Metheny @ Missouri Theatre
Side-Eye III+
Thursday April 16, 2026

Riley Mulherkar Quartet @ Murry's
Sunday April 19, 2026

SEASON #31



**NATURAL
INFORMATION
SOCIETY**
10/18/25

THE BAD PLUS
1/21/26

KELLY MORAN
3/6/26

**CAROLINE DAVIS
SOLO**
4/4/26

TICKETS:

WeAlwaysSwing.org

573/449-3009

Info@WeAlwaysSwing.org

21 N. 10th St., Columbia,
MO 65201

PRINTING:  LITHO

2025/2026 SPONSORS

SEASON

Smith Charitable Fund



EVENT

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PLAY BRANCH

Nancy & John David

Public Center for American Music Studies

EDUCATION

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School of Music

University of Missouri

MEDIA

KMOS

PBS

KOPN

Socket

SPECIAL ASSISTANCE

Central Bank of Boone County

CCO

Missouri Arts Council

PROGRESS

"We Always Swing"[®] Jazz Series – 2025/2026 Post Card

Actual Size: 6" x 9"

Print Run: 3,000

FRONT



"We Always Swing"[®] JAZZ SERIES

2025/2026 Season



BACK



"We Always Swing"[®] Jazz Series
21 N. Tenth St. | Columbia, MO 65201
WeAlwaysSwing.org

"JAZZ IN THE DISTRICT"

James Carter Organ Trio
Second Missionary Baptist Church
Thursday October 30, 2025

Alfredo Rodriguez & Pedrito Martinez Duo
Dr. Carlos & Laura Perez-Mesa Memorial Concert
Missouri Theatre
Saturday January 31, 2026

Sean Jones Quartet
Whitmore Recital Hall, MU
Sunday February 15, 2026

Branford Marsalis Quartet
Belonging Tour
Jesse Auditorium
Friday April 3, 2026

Pat Metheny
Side-Eye III+
Missouri Theatre
Thursday April 16, 2026

Doors Open 1 HR Before Show Time

- "JAZZ IN THE DISTRICT" Shows begin 7 p.m.
(Except Pat Metheny, 8 p.m.)
- "SUNDAYS @ MURRY'S" Shows: 3 p.m. & 8:30 p.m.
- "LEFT FIELD" Shows begin 8 p.m.

TICKETS

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"SUNDAYS @ MURRY'S"

Camille Thurman & Darrell Green Quartet
October 28, 2025

Kyle Swan Quartet
November 23, 2025

Orrin Evans Trio
December 14, 2025

Eddie Gomez Trio
March 1, 2026

Riley Mulherkar Quartet
April 19, 2026

"LEFT FIELD"

Natural Information Society
Whitmore Recital Hall, MU
Saturday, October 18, 2025

The Bad Plus
The Blue Note
Wednesday, January 21, 2026

Kelly Moran
Whitmore Recital Hall, MU
Friday, March 6, 2026

Caroline Davis Solo
Firestone Baars Chapel, Stephens College
Saturday, April 4, 2026



RETURN SERVICE REQUESTED