



Mission

HR Jazz offers world class jazz performance, artistic, and educational experiences to entertain, inspire, and enrich the cultural landscape of the Hampton Roads region.

Purpose

In 1987 the US House of Representatives voted to approve, with the Senate concurring, that "jazz is hereby designated as a rare and valuable national American treasure." HR Jazz recognizes that jazz brings people together in community. It amplifies and elevates the human experience. Like other fine arts, it does not always attract the commercial support it needs to survive and thrive. Without the nonprofit community and the support of engaged donors and corporate sponsors, the arts would struggle to flourish. HR Jazz, a nonprofit 501(c)3, will provide a sustainable structure with sufficient resources to ensure communities in Hampton Roads experience jazz and reap the benefits that come with bringing jazz to performance and educational settings in our communities.

To support current and future generations of jazz students, it is important to provide educational offerings that connect them to the experience of live jazz and the engagement of jazz artists who will come to Hampton Roads as part of HR Jazz programming. We will seek funding to provide these opportunities to minimize cost to these aspiring students and future jazz artists.

Cultural performances such as those provided by HR Jazz have been shown to yield enormous economic benefits to the communities that host them. Live jazz performances and festivals bring new people and revenues to our communities and benefit other businesses in the community, including the performance venues and the artists themselves. To be viable and affordable, we will seek sponsorships and grant funding to underwrite the costs of providing world class entertainment in comfortable settings throughout Hampton Roads.

Our goal is to provide rich, cultural experiences for all of our community, thus we will ensure that our programs are accessible to those in our community who often cannot afford to experience world class jazz. With generous support from donors and funders, our programs will be affordable and accessible, thus expanding the experience of jazz to all who desire to be in attendance.

Ken Burns sums it up nicely: "Jazz is a spectacularly accurate model of democracy and a look into our redemptive future possibilities."



Jae Sinnett

Vision

HR Jazz envisions and will help to establish the Hampton Roads area as one of the premier jazz regions in the country - recognized for its world class jazz performances and jazz educational offerings. Hampton Roads will be a sought out destination for those seeking a diverse live jazz experience with performances and jazz educational programming that will be enjoyed by students and professionals of all generations, backgrounds and ethnicities.

Our Progress & Leadership

HR Jazz, which was established as a 501c3 organization in October 2023, is the brainchild of jazz drummer, composer, educator and broadcaster, Jae Sinnett. Jae is a jazz master musician with 20 recordings as a leader and fronts his Zero to 60 Quartet and his trio. Jae is also a nationally award-winning jazz radio host and producer of Sinnett in Session and The R&B Chronicles radio programs heard on WHRV FM 89.5 in Norfolk. HR Jazz has a five member board of directors including, Regina Brayboy, President, Performance Centered Consulting LLC, McKinley Price, DDS and former Mayor of Newport News, Keith Newby, M.D. Cardiologist, Randy Gilliland, Director of Philanthropy Equal Justice America and Daniel Boothe, Music Director and Conductor for Symphonycity.

HR Jazz Benefit Concert

The Jae Sinnett Trio

with special guest Branford Marsalis –

Ferguson Center, Newport News

On April 26th, 2024, HR Jazz will hold its first major concert, a benefit for the organization, at the acoustically superb Ferguson Center for the Arts in Newport News. The theater is the perfect setting for jazz performances! HR Jazz President Jae Sinnett will headline the event with his powerhouse Jae Sinnett Trio and his very special guest, the world renowned three time Grammy award winning saxophonist, and one of the most revered instrumentalists of his time, Branford Marsalis. This promises to be an incredible sell out evening of jazz!



Branford Marsalis

Marketing

HR Jazz will seek appropriate ad placement in area print publications that will reach artistic communities. Interviews will be scheduled with print and electronic media with radio and TV underwriting support, and HR Jazz will also have a strong social media presence.

How You Can Help

HR Jazz is seeking corporate sponsors for this high profile benefit performance. You can help by becoming a corporate sponsor, buying ads in the event playbill or simply underwriting operational expenses. Thousands of Hampton Roads residents and beyond will see and read about this extraordinary event via the HR Jazz marketing campaign. Thank you for your support!

Learn More at www.hrjazz.org
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