



# NOMAD JAZZ FESTIVAL 2025

## Impact Report

THE NOMAD JAZZ FESTIVAL IS A FREE, WORLD-CLASS CELEBRATION OF JAZZ THAT UNITES DIVERSE COMMUNITIES THROUGH LIVE MUSIC, FUELS ECONOMIC GROWTH, AND CONNECTS CULTURAL CHANGEMAKERS IN THE HEART OF NEW YORK CITY.

The NoMad Jazz Festival is produced by **The NoMad Alliance**, a not-for-profit organization committed to building an ever-better, sustainable community and growing local businesses. It is presented in partnership with **The Jazz Gallery**, **Flatiron NoMad Partnership**, and **Madison Square Park Conservancy**.

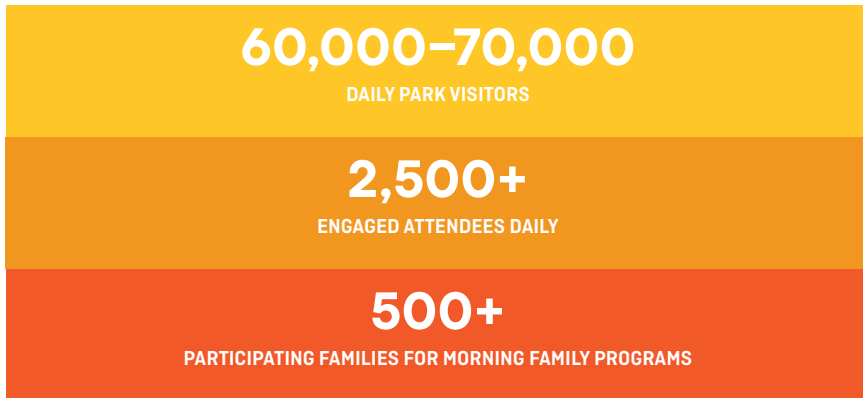
The inaugural NoMad Jazz Festival 2025 established itself as a signature cultural asset for New York City, breaking attendance records for a public program in Madison Square Park. Powered by the local community, and curated with international artistic excellence, the festival activated community engagement, stimulated economic growth, and strengthened NoMad's identity as a center for arts, creativity, and connection.

## NOMAD JAZZ FESTIVAL 2025 BY THE NUMBERS



## FESTIVAL WEEKEND REACH & PARTICIPATION

Record-breaking attendance for a free public program  
in Madison Square Park



Festival Week kickoff saw a 44% increase in foot traffic vs. versus the prior year, strengthening commercial engagement, increasing visibility and customer flow across NoMad & Flatiron.

## A FESTIVAL BUILT ON PARTNERSHIP



## PRESS COVERAGE

**264,404,619**

MEDIA IMPRESSIONS

### Broadcast:

1010 Wins · CBS · Fox · WBGO

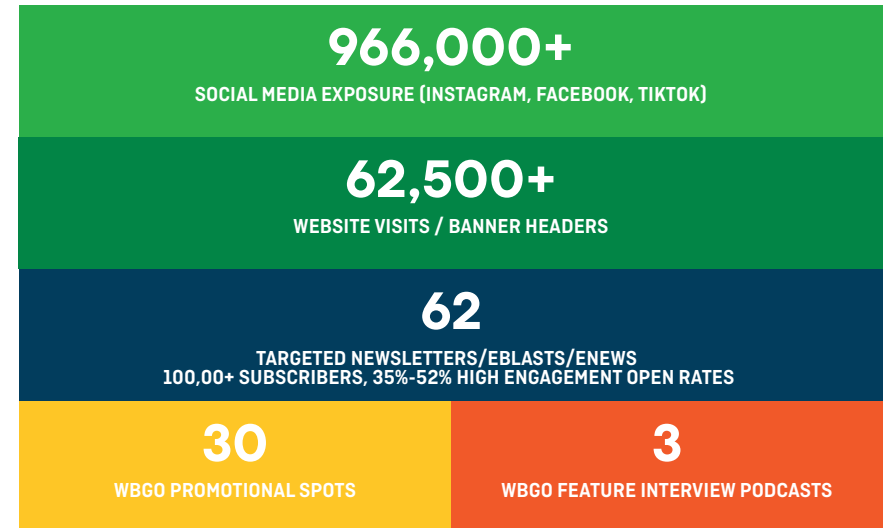
### Editorial Coverage & Event Listings:

ABC · MSN · NYC Tourism

amNY · NOMAD Magazine · The New York Times · CBS  
Experience NoMad · City Guide NY · Gothamist · and many more

## TARGETED DIGITAL & RADIO REACH

Combined efforts over a 3-month period from core partners  
communicated across social platforms, geo-targeted paid digital,  
podcasts, e-newsletters

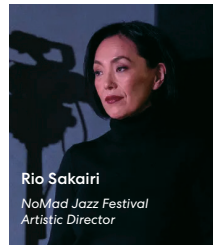
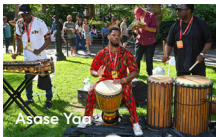


## POSITIONED FOR GROWTH: OPPORTUNITY

The NoMad Jazz Festival has emerged as a district-defining event with proven cultural, economic, and social value. As The NoMad Alliance and its partners build toward an enhanced 2026 Festival, there is a clear opportunity for businesses, cultural institutions, sponsors, and community investors to take part in shaping one of New York City's rising annual traditions.

# What Defines the NoMad Jazz Festival

- One of the few free and open-to-the-public jazz festivals in New York City.
- Featuring a lineup of emerging talent and award-winning performers curated to engage all ages—from jazz newcomers to devoted enthusiasts.
- Community-driven support helped fuel the festival, with local establishments across NoMad & Flatiron hosting artists and activating spaces during Festival Week. Neighborhood-wide participation played a vital role in its success.
- A platform for community and artistic collaboration that reflects the diversity of NYC.



Rio Sakairi  
NoMad Jazz Festival  
Artistic Director



**Join us in creating an ever-better NoMad.  
Invest, partner, or host in 2026.**

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