



FRENCH QUARTER FESTIVAL

2024 SPONSORSHIP OPPORTUNITIES

ABOUT US

OUR PURPOSE

To uplift and sustain our local cultural economy and those who create it.

OUR MISSION

To promote the Vieux Carre and the city of New Orleans through French Quarter Festival and other high quality special events and activities that showcase the culture and heritage of this unique city, contribute to the economic well-being of the community, and instill increased pride in the people of New Orleans.

OUR VALUES

CULTURAL INTEGRITY

We value the unique and creative traditions of our community and strive to celebrate a collection of musical, culinary, and artistic talent that both honors the rich cultural history of our region and welcomes ongoing innovation.

STEWARDSHIP

We work to serve as good stewards of New Orleans's musical, culinary, and artistic traditions, as well as of our resources and our environment.

AUTHENTICITY

We hold steadfast in our position as an independent, home-grown organization in order to make mission-driven decisions.

DIVERSITY

We recognize and respect the rich diversity of our people, our history, our cultural traditions, and our lived experiences, which together make us stronger.

INCLUSIVITY

We ensure that our events and programming are accessible to everyone because arts and culture bring us together and are paramount to our quality of life and cultural identity.

COMMUNITY

We create high quality programming that belongs to the local community we serve.





FRENCH QUARTER FESTIVAL 2023

ECONOMIC IMPACT & STATS

875,000

Attendees over four days

\$9.4M

Earned media value

4.9B

Total readership (media reach)

\$310.4M

Total economic impact

1,800+

Local musicians employed and nearly 300 acts

64

Local restaurants and chefs in the Culinary Experience

2,800

Full and part-time jobs supported

Data provided by FQFI and the 2023 FRENCH QUARTER FESTIVAL Visitors Survey conducted by The University of New Orleans (UNO) Hospitality Research Center.



MUSICAL PERFORMANCE SPONSORSHIP

Since 2012, our Musical Performance Sponsorship program has raised over \$1 million in direct support of the 1,800+ artists who perform at our festivals! We invite you to show your support for French Quarter Festival by sponsoring a performance; let the community know you love Louisiana music and in return we promise to promote your business to over half a million guests April 11 - 14, 2024. Musician sponsorship is easy, affordable and comes with benefits!

All charitable contributions are tax-deductible and your gift will underwrite musician performance fees at French Quarter Festival. As a non-profit organization, we are proud to produce the largest FREE showcase of Louisiana talent in the world, but we need the help of our community to make it happen!





MUSICAL PERFORMANCE SPONSORSHIPS

Benefits Table

	Musician Fan \$1k+	Musician Roadie \$1.5k+	Bronze \$2.5k+	Silver \$5k+	Gold \$10k+	Platinum \$25k+
Merchandise		Official poster (1)	Official poster (1)	Official poster (1)	Merch Pack (1)	Merch Packs (2)
Sponsor Lounge Passes (per day)		2*	2	4	8	12
Front-Of-Stage Passes (per day)	2*	2*	2	4	8	12
Name in Music Schedule Cubes	●	●	●	●	●	●
'Nan' Sign on Stage During Performance	●	●	●	●	●	●
Banner On/Near Stage During Performance		●	●	●	●	●
Opportunity to introduce your sponsored band from the stage!		●	●	●	●	●
Logo on Sponsor Pyramid (Digital Collateral)			●	●	●	●
Logo on Sponsor Pyramid (Print Collateral)				●	●	●
Inclusion in FQF Press Releases & newsletters (with clickable link)				●	●	●
Participate in FQF Opening Day Parade						●

*Passes limited to the day of the sponsored performance only

'NAN' SIGN ON STAGE DURING PERFORMANCE



SPONSOR BANNER ON/NEAR STAGE DURING PERFORMANCE



YOUR NAME IN MUSIC SCHEDULE 'CUBES'

CHEVRON STAGE BIENVILLE TRIANGE		12:30-1:30	<i>Friend of Fest presents</i> The Daiquiri Queens	<i>Academy Sports+Outdoors presents</i> Dance Lessons	2:00-3:00	<i>Acadian Ambulance Service, Inc. presents</i> Sean Ardoin	
HILTON STAGE JACKSON SQUARE	11:15-12:25	<i>Louisiana Music Factory presents</i> Tuba Skinny	12:45-2:00	<i>Gootee Construction, Inc. presents</i> Shannon Powell Traditional All-Star Band	2:20-3:30	<i>The Davenport Lounge presents</i> Jeremy Davenport	
ABITA BEER STAGE RIVERFRONT – BERGER LAWN	11:00-12:15	<i>Harrah's New Orleans presents</i> Irene Sage	12:35-1:50	<i>Pat O' Brien's presents</i> Bucktown All-Stars	2:10-3:25	<i>Sound Management Group presents</i> Sweet Crude	

Music schedule cubes appear on our website, mobile app, printed brochures, and festival info kiosks.



THANK YOU!

Musical Performance Sponsorship
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