

# FRENCH QUARTER FESTIVAL

THURSDAY, APRIL 10 - SUNDAY, APRIL 13, 2025



## FREE FESTIVALS BUILD STRONG COMMUNITIES

Cities and neighborhoods with access to free arts & culture programming have better health, security, schooling and all-around higher quality of life\*.

FQFI creates high-quality events that are FREE for the community to enjoy. But we can't do that without our sponsors & supporters!

\*University of Pennsylvania School of Social Policy & Practice's Social Impact of the Arts Project (SIAP) Study, 2017.





# ABOUT US

## OUR PURPOSE

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

## OUR MISSION

To promote the Vieux Carré 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.

# IMPACT & AUDIENCE 2024 FRENCH QUARTER FESTIVAL

*\*The following data is provided by FQFI and the 2024 French Quarter Festival Visitors Survey conducted by The University of New Orleans (UNO) Hospitality Research Center.*

**\$320.2M**

TOTAL  
ECONOMIC IMPACT

**\$25M**

STATE & LOCAL  
TAX REVENUE

**2,800**

JOBS SUPPORTED

**\$90M**

EARNINGS FOR LOCAL  
RESIDENTS

**955,000**

ATTENDANCE RECORDED  
OVER FOUR DAYS

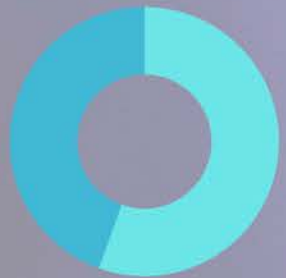
**1,700+**

LOCAL MUSICIANS  
SHOWCASED

**70**

RESTAURANTS &  
CHEFS FEATURED

LOCALS  
44.5%



VISITORS  
55.5%

MALE  
39.5%



FEMALE  
60.5%

## SOCIAL MEDIA

**189,500**

FOLLOWERS ACROSS ALL  
ACCOUNTS

**45M**

TOTAL IMPRESSIONS

**4.6K**

MENTIONS

**9.3M**

REACH

## EARNED MEDIA

**3,575**

TOTAL MEDIA MENTIONS

**8.8B**

READERSHIP (REACH)

**\$16.9M**

EARNED MEDIA VALUE

## DIGITAL IMPRESSIONS

**35,200**

MOBILE APP DOWNLOADS

**842,204**

TOTAL APP VIEWS

**849,566**

TOTAL WEBSITE VIEWS

**262,374**

UNIQUE WEBSITE VISITORS



# THE MUSICIANS & THE MEANING



**I'm so happy to work with French Quarter Festivals, Inc. because they give us a platform to showcase our talent. Thank y'all for keeping this culture going!**

- Troy Sawyer, New Orleans musician and founder of Girls Play Trumpet Too

**It's so special when audiences can come and support our culture and our music without breaking the bank - and *everybody* can participate! FQFI features local artists like myself because it's important to nurture the culture of our city and the generations coming behind us.**

- Joy Clark, New Orleans musician & songwriter



**FQFI is essential in New Orleans. The organization provides local musicians with financial support and a valuable platform to share their talents, all while ensuring that broad audiences can access the best that New Orleans has to offer.**

- Charmaine Neville, New Orleans musician legend.



## DID YOU KNOW?



FQFI's minimum performance rate is \$210 per musician

FQFI creates paid opportunities for 1,850+ local musicians annually



## HOW YOU CAN HELP:

We rely on funding from our business & philanthropic community to support local artists with fair performance fees AND to help keep the event free & open to the public!

# MUSIC PERFORMANCE SPONSORSHIP

Launched in 2012, FQFI's Music Performance Sponsorship Program has helped us continually expand support for the 1,850+ local artists who perform at our events each year. By sponsoring a performance, you not only demonstrate your commitment to Louisiana culture and its artists, but also showcase your brand to hundreds of thousands of attendees. Performance sponsorship is simple, affordable, and offers valuable benefits.

As a tax-deductible gift, your sponsorship directly underwrites musician performance fees at French Quarter Festival. As an independent nonprofit, FQFI proudly produces the world's largest *free* showcase of Louisiana talent—but we rely on community support to make it happen!

## How it works:

You'll be matched with an act(s) based on your musical preferences and/or desired contribution level. The sponsorship contribution level per act is determined by FQFI, based primarily on the act's performance fee. The exact number of acts that can be sponsored at any given contribution depends on sponsor's interests and priorities. FQFI Development Director works with Sponsors to select act(s) for their sponsorship.

## Performance sponsorship recognition:



**Visibility:** Your name on the music schedule 'cubes' which appear on website, festival signage, printed brochures



**Visibility:** Your name on hand-written signage identifying the artist during performance



**Visibility:** Opportunity to provide a banner to be displayed during performance



**Engagement:** The opportunity to get up on stage to introduce your band (and yourself or business!)

## ADDITIONAL RECOGNITION AVAILABLE DEPENDING ON SPONSORSHIP LEVEL INCLUDES:

- Logo or name inclusion in the festival's official sponsor pyramid (according to level)
  - Digital collateral: Website, Mobile App, and Digital Brochure
  - Print collateral: Print Brochure, On-site Information kiosks
- Listed as an official sponsor in festival press releases & e-newsletters
- Sponsor Logo included in an official 'thank you' to all sponsors social media post
- Recognized in pre-recorded stage announcements played between sets on music stages
- ...and more!

# MUSIC PERFORMANCE SPONSORS: RECOGNITION & BENEFITS TABLE

By Support Level

	\$1,500+	BRONZE \$2,500+	SILVER \$5,000+	GOLD \$10,000+	PLATINUM \$25,000+
	<i>Sponsors one performance</i>	<i>Sponsors 1 - 2 performance(s)</i>	<i>Sponsors 1 - 3 performance(s)</i>	<i>Sponsors a headliner performance!</i>	<i>Sponsors a headliner performance(s)!</i>
<b>MERCHANDISE</b>	(1) Official FQF Poster	(1) Official FQF Poster	(1) Official FQF Poster	(1) Merch Pack	(2) Merch Packs
<b>SPONSOR LOUNGE PASSES (PER DAY)</b>	2*	2	4	8	12
<b>FRONT-OF-STAGE PASSES (PER DAY)</b>	2*	2	4	8	12
<b>RECOGNIZED IN FQFI ANNUAL REPORT</b>	✓	✓	✓	✓	✓
<b>NAMED INCLUDED IN MUSIC SCHEDULE 'CUBES'</b>	✓	✓	✓	✓	✓
<b>NAME INCLUDED ON ARTIST SIGNAGE DURING PERFORMANCE</b>	✓	✓	✓	✓	✓
<b>OPPORTUNITY TO PROVIDE A BANNER FOR DISPLAY DURING PERFORMANCE</b>	✓	✓	✓	✓	✓
<b>OPPORTUNITY TO INTRODUCE SPONSORED ACT FROM THE STAGE!</b>	✓	✓	✓	✓	✓
<b>LOGO INCLUSION IN SPONSOR PYRAMID - DIGITAL COLLATERAL</b>		✓	✓	✓	✓
<b>LOGO INCLUDED IN SOCIAL MEDIA "THANK YOU" POST</b>		✓	✓	✓	✓
<b>LOGO INCLUSION IN SPONSOR PYRAMID - PRINT COLLATERAL</b>			✓	✓	✓
<b>LISTED IN PRESS RELEASES &amp; E-NEWSLETTERS (W/ CLICKABLE LINK)</b>			✓	✓	✓
<b>OPPORTUNITY TO PARTICIPATE IN FQF OPENING DAY PARADE</b>					✓

\*Passes limited to the day of sponsored performance only

The sponsorship contribution level per act is determined by FQFI, based primarily on the act's performance fee. The exact number of acts that can be sponsored at any given contribution depends on sponsor's interests and priorities. FQFI Development Director works with Sponsors to select act(s) for their sponsorship.



**THANK YOU!**

**Karin Curley**  
Development Director  
French Quarter Festivals, Inc.  
karin@fqfi.org | (504) 227-3171