



PERFORMANCE SUPPORT OPPORTUNITIES



SATCHMO SUMMERFEST

NEW ORLEANS

SATURDAY, AUGUST 2 - SUNDAY, AUGUST 3, 2025

12PM-8PM



ABOUT SATCHMO SUMMERFEST

- Satchmo SummerFest is a 2-day community event with live music, food & educational lectures.
- It is one of the only festivals in the world dedicated to honoring New Orleans' native son Louis Armstrong and features two outdoor music stages, an intimate piano series, a culinary lineup of Louisiana favorites, and an incredible lecture series to educate guests on Armstrong's history and enduring impact.
- Satchmo SummerFest began in 2001 in celebration of Louis Armstrong's 100th birthday, coinciding with the the renaming of New Orleans' MSY Airport to the Louis Armstrong International Airport.
- In addition to being Louis Armstrong's birthday, the event takes place during a traditionally slow time of year in New Orleans, creating a critical opportunity for economic stimulation during a time of need. Businesses in the French Quarter have reported that sales from Satchmo SummerFest fans are important to their yearly budget.
- Satchmo SummerFest creates quality jobs for local musicians, food vendors, event professionals (like stage managers), suppliers (like sound and sanitation companies) and city agencies (like the New Orleans Fire Department and Emergency Medical Services).
- Admission is FREE, so that more community members have the opportunity to participate.
- Satchmo SummerFest is produced by the non-profit organization French Quarter Festivals, Inc.



2024 SOCIAL & CULTURAL IMPACT

11,000
ATTENDANCE

Estimated event attendance over two days

4
STAGES

Featuring live music and educational lectures honoring the life and legacy of Louis Armstrong while celebrating his enduring impact on New Orleans music and culture

36
PERFORMANCES

Live music performances & lectures

230
MUSICIANS

Musicians benefit directly from financial, artistic, and exposure opportunities generated by SSF in keeping with FQFI's dedication to uplifting and supporting local artists.

7
RESTAURANTS

Restaurants benefit directly from financial and exposure opportunities generated by SSF in keeping with FQFI's dedication to uplifting and supporting local chefs and restaurant businesses

\$0
ADMISSION

Makes the event accessible to everyone, because arts and culture bring us together and are paramount to our quality of life and cultural identity.

24
YEARS

Establishing a reputation for high quality programming that centers the local community while attracting jazz aficionados from around the world, reinforcing New Orleans' position as a global leader in arts & culture.

2024 ECONOMIC IMPACT

\$2.8
MILLION

Estimated spending by visitors from outside of the metro area, who came for the express purpose of attending Satchmo SummerFest. This visitor spending further supported or generated:

25
local jobs

\$.78M
new earnings for
area residents

\$210,000
state and local tax
revenues

2024 SATCHMO SUMMERFEST MARKETING RESULTS

EARNED MEDIA

JULY 9 - AUGUST 23, 2024

234 TOTAL MEDIA MENTIONS / ARTICLES

\$449K EARNED MEDIA VALUE

236M READERSHIP (REACH)

PRESS RELEASES

'WHAT'S NEW' PRESS RELEASE
'FINAL DETAILS' PRESS RELEASE
'RECAP' PRESS RELEASE

38.3% AVERAGE PRESS RELEASE OPEN RATE

1,263 AVERAGE RECIPIENTS PER PRESS RELEASE

EMAIL MARKETING

'WHAT'S NEW' E-NEWSLETTER
'FINAL DETAILS' E-NEWSLETTER
'RECAP' E-NEWSLETTER

35.6% AVERAGE E-NEWSLETTER OPEN RATE

34,054 AVERAGE RECIPIENTS PER E-NEWSLETTER

SOCIAL MEDIA

JULY 9 - AUGUST 23, 2024

157,700 FOLLOWERS ACROSS ALL ACCOUNTS



37.6K 35.1K 85K

3,739 CONTENT INTERACTIONS*

10,000 TOTAL PROFILE VISITS*

84,400 ACCOUNTS REACHED*

*On Facebook & Instagram

DIGITAL IMPRESSIONS

JULY 9 - AUGUST 23, 2024

3,682 DIGITAL BROCHURE VIEWS

48,127 TOTAL WEBSITE VIEWS

28,554 UNIQUE WEBSITE VISITORS

PRINT COLLATERAL

3 INFORMATION KIOSK SIGNS PLACED THROUGHOUT FESTIVAL SITE

150 PROMO POSTERS DISTRIBUTED

3,000 PRINT BROCHURES

ABOUT THE NONPROFIT



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.

WHAT IT MEANS FOR OUR COMMUNITY



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 - *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.



FREE FESTIVALS BUILD STRONG COMMUNITIES

Communities with access to free arts & cultural programming have **better outcomes in health, security, and schooling, plus higher overall quality-of-life***.

FQFI creates high-quality events that are FREE for the community to enjoy.

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

DID YOU KNOW?

- FQFI pays a *minimum* performance rate of \$210 per musician (and an average rate of \$300)
- FQFI creates paid opportunities for 1,800+ local musicians annually

BUT WE CAN'T DO ANY OF THIS WITHOUT SPONSORS & SUPPORTERS!



HOW YOU CAN HELP

Do your part to honor the life, legacy and music of Louis 'Satchmo' Armstrong by supporting musical performances at this special event!

Our performance support program makes it possible for FQFI to pay local artists fair fees while keeping Satchmo SummerFest accessible to all, which benefits our entire community. Whether you're looking to have a unique festival experience, make an impression with our 10,000+ attendees, or just give back to the culture you love - you can make a difference!

JOIN POPS' CIRCLE

Louis "Pops" Armstrong believed in giving back, inspired by the kindness and opportunities he received throughout his life. You can carry that spirit forward by joining **Pops' Circle** with a gift of \$250-\$750, and you'll get to see the impact that working together can have! Pops' Circle donors represent a community of music lovers who have come together to make extraordinary performance(s) possible at Satchmo SummerFest! Pops' Circle will be named the official presenter of one or more featured festival performances - which ones and how many? That's up to you!

PRESENT A FULL FESTIVAL SET!

Have more to give? You can be recognized as the presenting sponsor of a full set with gifts of \$1,000 and up! Performance sponsorships are suitable for businesses as well as individuals; anyone who wants to demonstrate they value Louisiana's artists and culture-bearers.

How it works: You'll be matched with an act(s) based on your musical preferences and/or desired contribution level. The donation level for a specific act or performer is based on several factors and is determined by FQFI. Opportunities are limited!



PERFORMANCE SUPPORT RECOGNITION LEVELS

	POPS CIRCLE			PERFORMANCE 'SPONSORS' <i>Recognized as the sole presenter of a specific performance</i>				
	\$250	\$500	\$750	\$1,000+	\$1,500+	\$2.5K+	\$5k+	\$10K+
	Supports performance fees & expenses	Supports performance fees & expenses	Supports performance fees & expenses	Supports performance fees & expenses	Underwrites performance fees for 1 full performance!	Underwrites performance fees for 1 - 2 performances!	Underwrites performance fees for 1 - 2 performances!	Underwrites performance fees for 1 - 2 headliner performances!
MERCHANDISE		(1) ITEM	(1) ITEM	(1) ITEM	(1) ITEM	(1) ITEM	(2) ITEMS	(3) ITEMS
LOUIS' VIP LOUNGE PASSES (PER DAY)	2*	2*	4*	4	6	8	12	20
RECOGNIZED IN FQFI ANNUAL REPORT & SSF WEBSITE	✓	✓	✓	✓	✓	✓	✓	✓
RECOGNIZED IN (1) DEDICATED PERFORMANCE SUPPORTER SIGN ON-SITE	✓	✓	✓	✓	✓	✓	✓	✓
INCLUSION IN MUSIC SCHEDULE 'CUBES'				✓	✓	✓	✓	✓
INCLUSION ON ARTIST SIGNAGE DURING PERFORMANCE				✓	✓	✓	✓	✓
INCLUSION IN SPONSOR PYRAMID - DIGITAL COLLATERAL				✓	✓	✓	✓	✓
OPPORTUNITY TO PROVIDE A BANNER FOR DISPLAY DURING PERFORMANCE					✓	✓	✓	✓
OPPORTUNITY TO INTRODUCE SPONSORED ACT FROM THE STAGE!					✓	✓	✓	✓
INCLUSION IN SPONSOR PYRAMID - PRINT COLLATERAL						✓	✓	✓
LISTED IN PRESS RELEASES & NEWSLETTERS (W/ CLICKABLE LINK)						✓	✓	✓
LOGO INCLUDED IN SOCIAL MEDIA "THANK YOU" POST						✓	✓	✓
INCLUDED IN PRE-RECORDED STAGE ANNOUNCEMENTS							✓	✓

*includes access to indoor VIP area, but does not include complimentary drink tickets. All supporters at \$1,000 and above will receive three complimentary beverages per day in the VIP Lounge.

RECOGNITION FOR PERFORMANCE SPONSORS (\$1K AND UP) MAY INCLUDE:



Hospitality: Access to Louis' VIP Lounge; indoor, air-conditioned area with private bar and three complimentary beverages per person per day



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. For gifts of \$1,500 and up.



Engagement: The opportunity to get up on stage to introduce your band (and yourself or business!). For gifts of \$1,500 and up.



Visibility: Logo or name inclusion in the festival's official sponsor pyramid (according to level) in print collateral: Official brochure (3,000+ printed) and on-site signage including information kiosks (pictured). For gifts of \$2,500 and up.

ADDITIONAL RECOGNITION:

- Listed as an official sponsor in festival press releases & e-newsletters (35,000+ subscribers and 1,200+ media contacts). For gifts of \$2,500 and up.
- Logo included in a sponsor recognition post on FQFI social media platform(s). For gifts of \$2,500 and up.
- Recognized in pre-recorded stage announcements played between sets on music stages. For gifts of \$5,000 and up.



THANK YOU!

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