

FRENCH QUARTER FESTIVAL 2026

Thursday, April 16 - Sunday, April 19

Performance Sponsorship

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THE EVENT:



FRENCH QUARTER FESTIVAL

Since 1984, French Quarter Festival has celebrated the spirit of New Orleans, featuring a diverse array of local music genres, from traditional jazz to Zydeco. Authentic, inclusive, and uniquely New Orleans, the neighborhood block party atmosphere draws attendees from down the street – and around the world!

1 HISTORIC NEIGHBORHOOD

22 STAGES

70 LOCAL CHEFS & RESTAURANTS

315 PERFORMANCES

1700 LOCAL MUSICIANS

HUNDREDS OF THOUSANDS

OF FESTIVAL FANS!





IMPACT AND REACH

French Quarter Festival has become a vital part of New Orleans' cultural fabric, driving social, cultural and economic impacts for the entire region.

\$349.5M

TOTAL
ECONOMIC IMPACT

\$98M

EARNINGS FOR
LOCAL RESIDENTS

2,900+

JOB
SUPPORTED

1,700+

LOCAL MUSICIANS

Earning an average of over \$300 per performance, benefiting them economically and serving to promote and preserve our local heritage.

\$0

ADMISSION

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

MARKETING RESULTS

10.5B

EARNED MEDIA
AGGREGATE REACH

1.2M

SOCIAL MEDIA REACH
- FQFI CONTENT

7.2M

SOCIAL MEDIA REACH
- ALL MENTIONS

20,182

APP INSTALLATIONS

40,554

DIGITAL BROCHURE
IMPRESSIONS

120,000

PRINTED BROCHURES



FRENCH QUARTER FESTIVAL

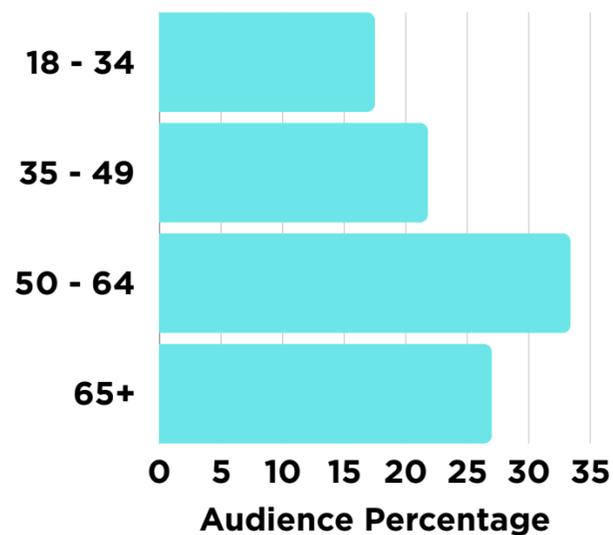
AUDIENCE



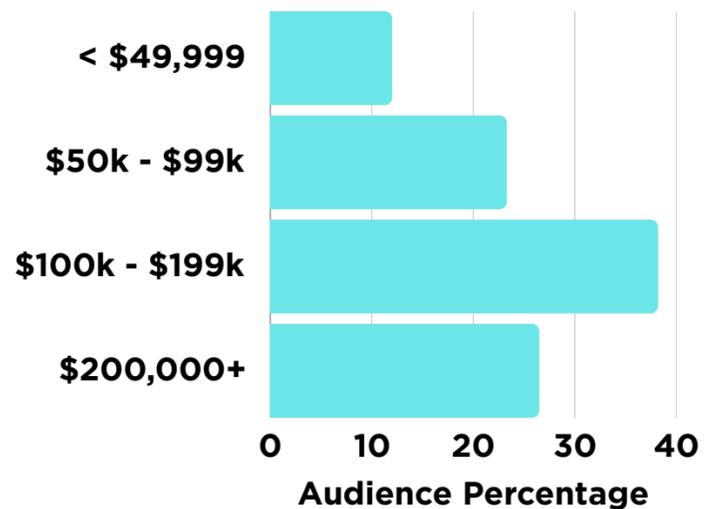
82% OF SURVEY RESPONDENTS GAVE US A PERFECT RATING

33% OF SURVEY RESPONDENTS HAVE MADE 9+ PRIOR VISITS

AGE

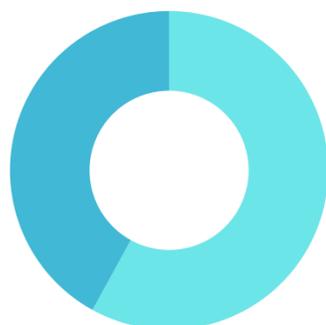


INCOME



PLACE OF RESIDENCE

Nola Metro Area
42%



Other
58%



PERFORMANCE SPONSORSHIP PROGRAM

Since 2012, FQFI's Performance Sponsorship Program has helped sustain the 1,850+ local artists who perform at our events each year. Sponsoring a performance is a powerful way to support Louisiana culture—while putting your name in front of hundreds of thousands of festivalgoers.

Not a business? Your tax-deductible gift still supports musician fees, connects you to the culture you love, and gives you a one-of-a-kind festival experience. As an independent nonprofit, FQFI produces the world's largest free showcase of Louisiana talent—and we depend on community support to keep it going!

How it works:

You'll be matched with an act(s) from our lineup 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 total 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 official music schedule, which appears on event website, mobile app, on-site signage, and in 60,000 printed brochures



Visibility: Your name on hand-written signage identifying the artist displayed on/near stage during performance



Visibility: Opportunity to provide a banner to be displayed on/near stage during performance (at \$1,750 and up)



Engagement: The opportunity to get up on stage to introduce your band (and yourself or business!) (at \$1,750 and up)



Visibility: Logo inclusion (by level) in official sponsor pyramid, which appears in a variety of digital and print collateral (at \$2,500 and up)



Experience: Make it a festival to remember with access to reserved viewing areas at certain stages, and an indoor lounge area to relax between sets (varies by level)

...And more!

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 pays a minimum of \$210 to each musician we hire to play FQF (and an average of \$300).

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!

PERFORMANCE SPONSORS: RECOGNITION & BENEFITS

By Support Level

	\$1,000+	\$1,750+	BRONZE \$2,500+	SILVER \$5,000+	GOLD \$10,000+	PLATINUM \$25,000+
	<i>Sponsors one performance</i>	<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>
MERCHANDISE		(1) Item	(1) Item	(1) Item	(1) Pack	(2) Packs
SPONSOR LOUNGE PASSES (PER DAY)		2*	2	4	8	12
FRONT-OF-STAGE PASSES (PER DAY)	2*	2*	2	4	8	12
NAMED INCLUDED IN OFFICAL MUSIC SCHEDULE (which appears on website, brochure, and on-site signage)	✓	✓	✓	✓	✓	✓
NAME INCLUDED ON ARTIST SIGNAGE DURING PERFORMANCE	✓	✓	✓	✓	✓	✓
OPPORTUNITY TO PROVIDE A BANNER FOR DISPLAY DURING PERFORMANCE		✓	✓	✓	✓	✓
OPPORTUNITY TO INTRODUCE SPONSORED ACT FROM THE STAGE!		✓	✓	✓	✓	✓
LOGO IN SPONSOR PYRAMID ON DIGITAL AND PRINT COLLATERAL (BY LEVEL)		Named Only	✓	✓	✓	✓
LOGO IN A GROUP SOCIAL MEDIA "THANK YOU" POST (BY LEVEL)			✓	✓	✓	✓
LISTED IN PRESS RELEASES & E-NEWSLETTERS (W/ CLICKABLE LINK)				✓	✓	✓
LISTED IN ANNUAL REPORT					✓	✓
OPPORTUNITY TO PARTICIPATE IN FQF OPENING DAY PARADE						✓

*Passes limited to the day of sponsored performance only

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ABOUT US: FRENCH QUARTER FESTIVALS, INC.

French Quarter Festival is produced by French Quarter Festivals, Inc., a local, independent 501(c)3 nonprofit organization dedicated to uplifting and sustaining our local cultural economy - and the people 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

Celebrating unique musical, culinary and artistic traditions that honor New Orleans' rich cultural history while embracing innovation

Authenticity

Recognizing and respecting the rich diversity of our people, history, cultural traditions, and lived experiences, which all make us stronger.

Inclusivity

Ensuring that arts and culture are accessible to all, recognizing their central role in quality of life and cultural identity

Diversity

Remaining an independent, home-grown organization in order to make mission-driven decisions.

Stewardship

Acting as responsible caretakers of the city's musical, culinary, and artistic legacies, as well as of our resources and environment.

Community

High quality programming that belongs to - and resonates with - the local community we serve.



FREE FESTIVALS BUILD STRONG COMMUNITIES

Communities with access to free arts and cultural programming experience better outcomes in health, safety, education, and overall quality-of-life*.

FQFI's world-class programming - and the many benefits it brings to our community - is **made possible by sponsors like YOU!**

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



THANK YOU!

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