



# SATCHMO SUMMERFEST

NEW ORLEANS

Saturday, August 1 - Sunday, August 2, 2026 | 12pm-8pm

2026 PERFORMANCE  
SUPPORT  
OPPORTUNITIES



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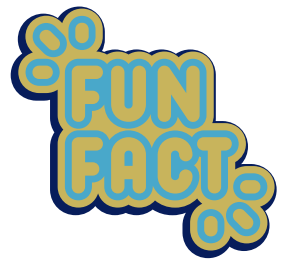
# ABOUT SATCHMO SUMMERFEST

**Satchmo SummerFest is one of the only festivals in the world dedicated to honoring New Orleans native son Louis Armstrong.** Now in its 26<sup>th</sup> year, the festival has established a reputation for high quality programming that centers the local community while reinforcing New Orleans' position as a global leader in arts & culture.

The two-day, indoor / outdoor event features live music, an educational lecture series, local food vendors, a traditional jazz mass, and a second-line style parade.

Founded in 2001 to celebrate Armstrong's 100th 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.

Satchmo SummerFest is produced by an independent local non-profit organization, French Quarter Festivals, Inc.



**"Satchmo," derived from "satchel mouth", was Armstrong's nickname – a playful reference to his broad smile and larger-than-life stage presence.**



## 2025 FESTIVAL STATS & IMPACT

**13,000**

festival entries over two days

### 4 STAGES & 38 PERFORMANCES

Celebrating the life, legacy and music of one of the world's most recognizable and influential musical artists.

### 178 MUSICIANS & 8 RESTAURANTS

Creating opportunity for local culture-bearers like musicians and chefs is at the heart of all FQFI events.

### \$0 ADMISSION

Admission is free so that more community members have the opportunity to participate. Accessible arts program is essential to uniting communities, enhancing quality of life, and strengthening cultural identity.

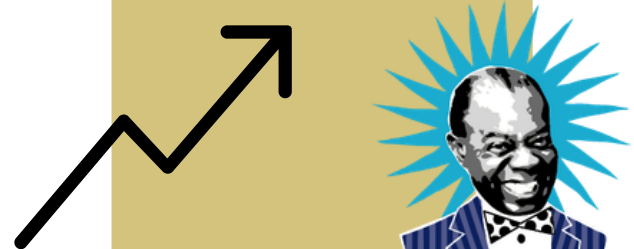
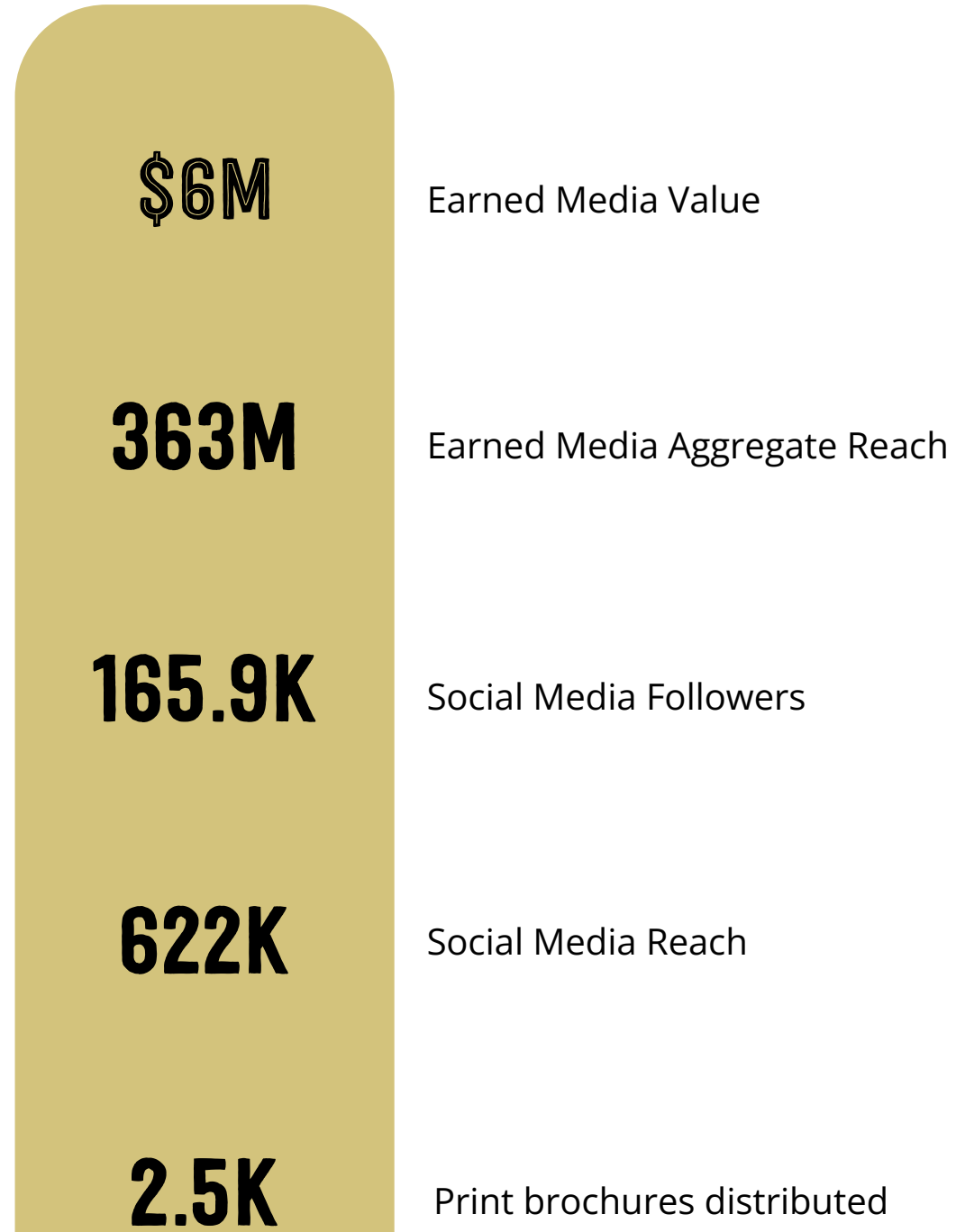
### 25 YEARS

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.

### \$4.6 MILLION ECONOMIC IMPACT

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 **39 local jobs** and **\$1.31 million** in new earnings for local residents.

# 2025 REACH & VISIBILITY

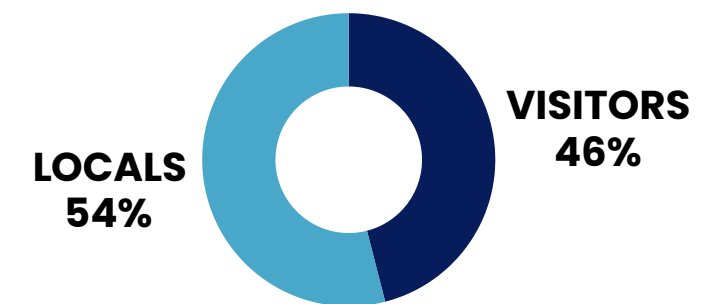
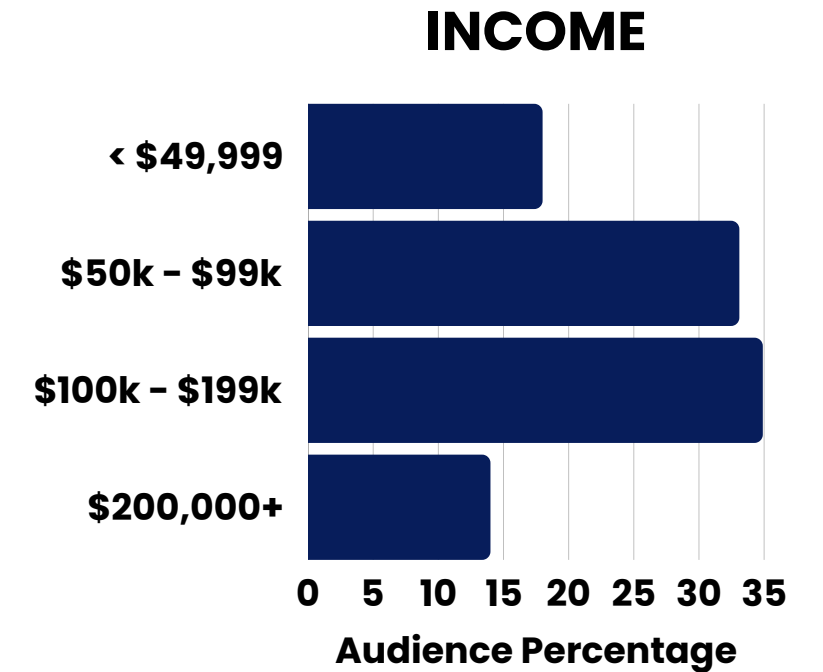
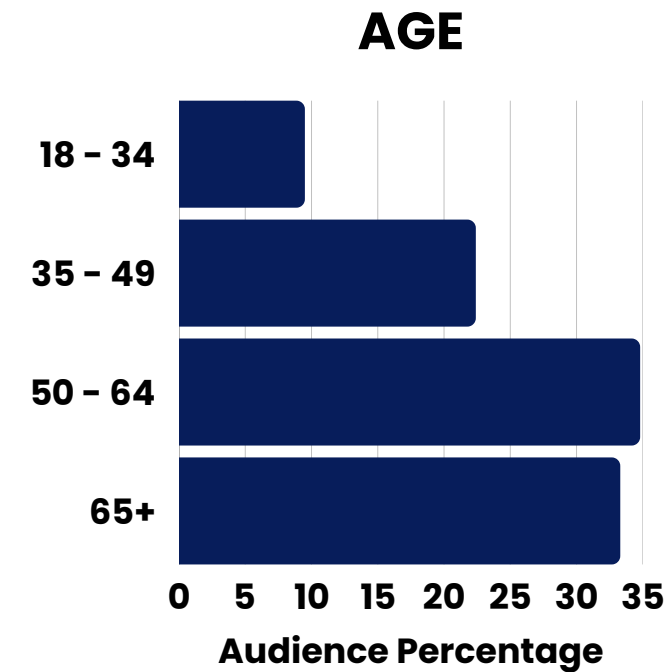


# 2025 AUDIENCE



**82%** OF SURVEY RESPONDENTS GAVE US A PERFECT RATING

**20%** OF SURVEY RESPONDENTS HAVE MADE 5+ PRIOR VISITS



# 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 special when audiences can come and support 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 a valuable platform to share their talents, 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 free arts & cultural programming have **better outcomes in health, security, and schooling, plus higher overall quality-of-life\***.

\*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

Whether you're looking to have a unique festival experience, make an impression with thousands of attendees, or just give back to the culture you love - you can make a difference!

## 1. JOIN POPS' CIRCLE (\$250 - \$500)

Inspired by the generosity and opportunities he received throughout his life, Louis "Pops" Armstrong believed deeply in giving back. Carry that spirit forward by making a gift of \$250-\$500, and you'll become part of a community of music lovers helping make extraordinary performances possible at Satchmo SummerFest. Pops' Circle donors will be recognized as the official presenter of one or more featured festival performances - which ones and how many? That's up to you!

## 2. PRESENT A FULL FESTIVAL SET! (\$1,000 AND UP)

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

\*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.

# 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.





**THANK YOU!**

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