



Musician Sponsor Benefits
2012 French Quarter Festival - 29th Anniversary
April 12 – 15, 2012

2012 Musician Sponsorship Program & Benefits

Join our Second-Line! Become a Musician Sponsor today

‘Adopt’ an artist and enjoy the benefits of sponsorship, a tax deductible contribution, and most importantly – help keep this event free for our community

The French Quarter Festival is actively seeking Sponsorships for 2012. French Quarter Festivals, Inc. provides benefits to sponsors which are outlined below. Please contact Georgia Rhody, Musician Sponsorship Manager, if you are interested in sponsoring a musical performance at the Festival [georgia@fqfi.org or (504) 227-3127].

\$500 ‘Shorty’ Sponsor This level of sponsorship will underwrite duos, trios or co-sponsor a smaller act at the Jackson Square, U.S. Mint or a French Quarter Street Stage (Royal or Bourbon).

\$1,000 ‘Slim’ Sponsor This level of sponsorship will underwrite up to a six-piece band on the Riverfront, Jackson Square, Old U.S. Mint or a Street Stage. Sponsor receives two tickets to the TGIF ‘Thank Goodness it’s Festival’ kickoff party.

\$2,500 ‘Professor’ Sponsor This level of sponsorship will underwrite multiple smaller acts or a larger group on the Riverfront, Jackson Square or Old U.S. Mint stages. Sponsor receives four tickets to the TGIF ‘Thank Goodness it’s Festival’ kickoff party, and a merchandise pack, including an official festival poster, signed and numbered by the artist.

\$5,000 ‘Fats’ Sponsor This level of sponsorship will underwrite a headlining artist on a Riverfront, Jackson Square or Old U.S. Mint stages. Sponsor receives six tickets to the TGIF ‘Thank Goodness it’s Festival’ kickoff party, VIP stage access for four during the sponsored performance, and a merchandise pack, including two official festival posters, signed and numbered by the artist.

\$10,000-\$20,000 ‘Pops’ Sponsor This level of sponsorship will underwrite a headlining artist on the Riverfront or on the Jackson Square stage. Sponsor receives ten tickets to the TGIF ‘Thank Goodness it’s Festival’ kickoff party, one reserved parking space all weekend during French Quarter Festival, VIP stage access for four during the sponsored performance and a merchandise pack, including ten official festival posters, signed and numbered by the artist.

In addition to the above listed benefits, Entertainment Sponsors also receive the following:

Sponsor Name Identification – Sponsor will be identified as the presenter of entertainment as follows: “XYZ presents the ABC Band”

Sponsor Publicity – Sponsor will be included in entertainment listings in 200,000+ official event schedules, the official festival website, print advertisements, the official iphone app, some media releases, and listings in various publications (at the discretion of individual publications). Scheduled entertainment may also be included in radio or television promotions, resulting in additional publicity.



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Sponsor On-Site Presence

- Sponsor will be identified as the Musician Sponsor via stage banner (optional banner may be supplied by the sponsor)
- Sponsor will be recognized on the Band Stage Sign (sign produced by French Quarter Festival)
- Announcements by the Featured Act during Performance (optional)
- Performance Introduction by Sponsor Representative (optional), or by Stage Manager (who will acknowledge sponsor)

Parade Participation – Sponsor Representatives are invited to participate in the Festival’s opening second-line parade through the French Quarter to Jackson Square representing with logo shirts, company umbrellas, etc. Sponsor must confirm parade participation with French Quarter Festivals, Inc. prior to event.

French Quarter Festival Inc.’s Mission Statement - French Quarter Festivals, Inc. (FQFI) is a non-profit 501(c)(3) corporation established in 1984. Our mission is to promote the French Quarter and the City of New Orleans through high quality special events and activities that showcase the culture and heritage of our unique city, contribute to the economic restoration and well being of the community, and instill increased pride in the people of New Orleans.

FQFI remains committed to this mission year round. In addition to French Quarter Festival, the organization also produces the *Satchmo SummerFest*, honoring the life, music, and legacy of Louis Armstrong every August and *Christmas New Orleans Style* a month-long festival in December that takes place throughout the French Quarter and Greater New Orleans region.

Background Information - In 1983, when World’s Fair street and sidewalk construction made access to the French Quarter virtually impossible and adversely affected local businesses, Mayor Ernest “Dutch” Morial brought together community and business leaders. Their charge was to present a uniquely New Orleans event that would attract both visitors and locals to the Vieux Carré and, subsequently, stimulate a healthy business environment. This volunteer committee was responsible for creating the first French Quarter Festival in 1984 as the ‘New Orleans Pavilion’ to the World’s Fair. Since that time, the annual festival has grown into a signature event for the city, attracting more than 533,000 festival-goers to the four-day event. French Quarter Festival is the largest free music festival in the South and continues to win awards each year ranging from ‘favorite festival’ to being named a ‘top twenty event’ by the Southeast Tourism Society.

Musician Sponsorship Contact Information:

French Quarter Festivals, Inc
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georgia@fqfi.org or (504) 227-3127