



## 2012 FAQs

### French Quarter Festival Frequently Asked Questions

#### *Applying to Perform and Entertainment Sponsorships*

---

**How do I apply to perform at French Quarter Festival?** Applications should be submitted electronically by [clicking here](#) or visiting our website [www.fqfi.org](http://www.fqfi.org). A downloadable application is also available on our website. Applications may also be requested by emailing Greg Schatz, Entertainment Manager, [greg@fqfi.org](mailto:greg@fqfi.org). Completed hard copy applications may be mailed to: Entertainment Committee, French Quarter Festivals, Inc., 400 N. Peters Street, Suite 205, New Orleans, LA 70130.

**Do I need to send a press kit and recording to be considered?** It is not required, but advisable to do so, especially if your band is new or has never performed at French Quarter Festival. Anything that will showcase your musical act will help the Entertainment Committee make an informed decision. Your latest CD, or a few tracks and a one page press kit will suffice (please do not send too much material, as we will not be able to review it all). Submitting MP3 files in the online application or via e-mail, links to videos and websites are also acceptable.

**Can out-of-town bands play at French Quarter Festival?** As a general rule, French Quarter Festival does not book performances by out-of-town musical groups. Since French Quarter Festival's goal is to highlight local talent, all musicians either currently live in New Orleans or have some strong connection to the city (i.e. are natives or were a part of the New Orleans Musical community at one time).

There are two exceptions:

- The International Stage - Musicians from around the globe, outside the United States, perform Traditional Jazz.
- The Cajun Zydeco Showcase – Artists performing authentic Cajun and Zydeco music from around the State of Louisiana.

#### **What is an Entertainment Sponsorship?**

Entertainment sponsors are third parties who agree to pay musicians for their performance in exchange for publicity and various other sponsor benefits. For 2012, French Quarter Festival is introducing a new program in which it will serve as liaison between Artists and Sponsors, thus eliminating the Musician's responsibility in securing a Sponsor. Entertainment Sponsors may contract with either the Festival or the artist directly. The French Quarter Festival Entertainment Committee meets to review applications and determine the Festival schedule. The final decisions for accepting and scheduling bands are that of the Entertainment Committee and are not solely based on Sponsorship commitments or lack thereof. Artists accepted to perform at the French Quarter Festival are notified from mid-January through mid-March. Please contact Georgia Rhody, Musician Sponsorship Manager if you are interested in sponsoring a musical performance at the Festival, [georgia@fqfi.org](mailto:georgia@fqfi.org) or (504) 227-3121.



## 2012 FAQs

### French Quarter Festival Frequently Asked Questions

#### *Applying to Perform and Entertainment Sponsorships*

---

#### **What are the benefits of Entertainment Sponsorship?**

- Sponsorship donations are tax deductible and help keep the festival free.
- Sponsor name is included in Festival Schedules - 200,000+ printed & distributed in 2011 (The complete Festival Schedule is also on the festival website and some print ads)
- Sponsor Banner may be hung on stage during the sponsored performance (max. banner size: horizontal orientations for banners: 7' wide X 4' tall, grommets in at least all four corners)
- Sponsor may introduce the band on-stage
- Sponsor may participate in the Opening Parade (employees with logo wear, company vehicle, etc. – all details must be pre-arranged with FQFI, Inc.)
- For a complete list of benefits, please see the "Entertainment Sponsor Benefits" document on our website [www.fqfi.org](http://www.fqfi.org)

**How does a business become an Entertainment Sponsor?** An entertainment sponsor can be any third party willing to cover the performance fee of a musical act as long as they are not a business directly competing with one of the major festival sponsors (for example, but not limited to: Capital One Bank, Abita Brewing Company, Official Beverage Sponsors, Coca-Cola, Harrah's Foundation). Competing brand sponsorships are not advised. Music clubs often sponsor band's who frequently appear at their venue, but sponsors may also be local and national businesses, restaurants, bars, Doctors, law firms, retail outlets, etc. Bands sometimes sponsor themselves, using this opportunity to increase their profile and sell CD's at the Festival (past example: 'www.tromboneshorty.com presents Trombone Shorty and Orleans Avenue'). Please contact Georgia Rhody, Musician Sponsorship Manager if you are interested in sponsoring a musical performance at the Festival, [georgia@fqfi.org](mailto:georgia@fqfi.org) or (504) 227-3127.

**Does being in the Musician's Union guarantee that I will automatically be booked for French Quarter Festival?** No, being a member of the union, A.F.M. Local 174-496, does *not* guarantee that artists will automatically be awarded a slot at French Quarter Festival. There is a limited amount of union funding and the number of union groups is always balanced out with sponsored groups. The Entertainment Committee is responsible for selecting which artists will be included in the Festival line-up.

**Are Musicians able to sell CDs at French Quarter Festival?** Yes, during the band's set representatives from your organization can sell CDs and/or DVDs from the side of the stage, encouraging the audience to purchase CDs/DVDs. The group keeps 100% of the proceeds from sales. Other merchandise sales are strictly prohibited, especially T-shirts and Hats.

**When will I find out if I am accepted to perform at the French Quarter Festival?** Groups are notified from late January through mid-March.



## 2012 FAQs

### French Quarter Festival Frequently Asked Questions

*Applying to Perform and Entertainment Sponsorships*

---

**Do I need to submit an application if I have performed at French Quarter Festival in the past?** Yes, submitting an application shows that you are interested in performing at French Quarter Festival again. Submitting an application will ensure that we have your current contact information. Click here [www.fqfi.org](http://www.fqfi.org) (insert link when ready) to complete an online application until December 15, 2011 for the 2012 French Quarter Festival.

**Will calling and e-mailing French Quarter Festivals, Inc. frequently help my chances of being selected for French Quarter Festival?** No, if you are concerned about whether we received your application, one follow up call or email will suffice.

If you have additional questions contact Greg Schatz, [greg@fqfi.org](mailto:greg@fqfi.org) or (504) 227-7385.

**[Click here to apply to perform at the 2012 French Quarter Festival.](#)**