



What is 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.

Why does French Quarter Festival need Musician Sponsors?

French Quarter Festivals, Inc (FQFI) is a non-profit 501(c)(3) arts organization established in 1984 whose mission is to promote the French Quarter and the City of New Orleans through high quality music and special events that showcase the culture and heritage of this unique city, contribute to the economic impact and well being of the community, and instill increased pride in the people of New Orleans. The most well-known of FQFI's festivals is French Quarter Festival (FQF). Held annually each April, FQF is the largest free music festival in the South, showcasing the music, food, and culture that make New Orleans unique. In its 29th year, FQF 2012 (April 12-15) will include four days of free, live music, including 20 stages, over 200 musical acts, employing over 850 musicians and programming 300+ hours of free music located all over the historic French Quarter neighborhood. Local musicians make up an enormous segment of the artist population in New Orleans and are one of the largest attractions to our city. However, as a festival that charges no admission and receives no City or State funding, FQFI still needs support in order to pay the extensive costs of producing a festival. In years past, the Music Performance Fund (MPF), administered by the American Federation of Musicians and financed by a percentage of record company sales, paid a large portion of the musician fees for FQF. However, with the digital age in full swing and CD sales declining, the MPF now provides only 5% of the funding that it did 10 years ago. FQFI is seeking entertainment sponsors to pay musician fees for FQF 2012.

French Quarter Festival is good for our community, proudly boasting the third largest economic impact for the city and state (*Mardi Gras is number one, and the Super Bowl – when in New Orleans – is number two.*) Please consider supporting this great community event.

French Quarter Festival, Inc. is actively seeking Music Sponsorships for the 2012 Festival. The Festival provides benefits to sponsors which are outlined in 'Entertainment Sponsor Benefits'. Musician Sponsorships are also tax deductible to the full extent of the law. Please contact Georgia Rhody, Musician Sponsorship Manager, if you are interested in more information on sponsoring a musical performance at the Festival [georgia@fqfi.org or (504) 227-3127].