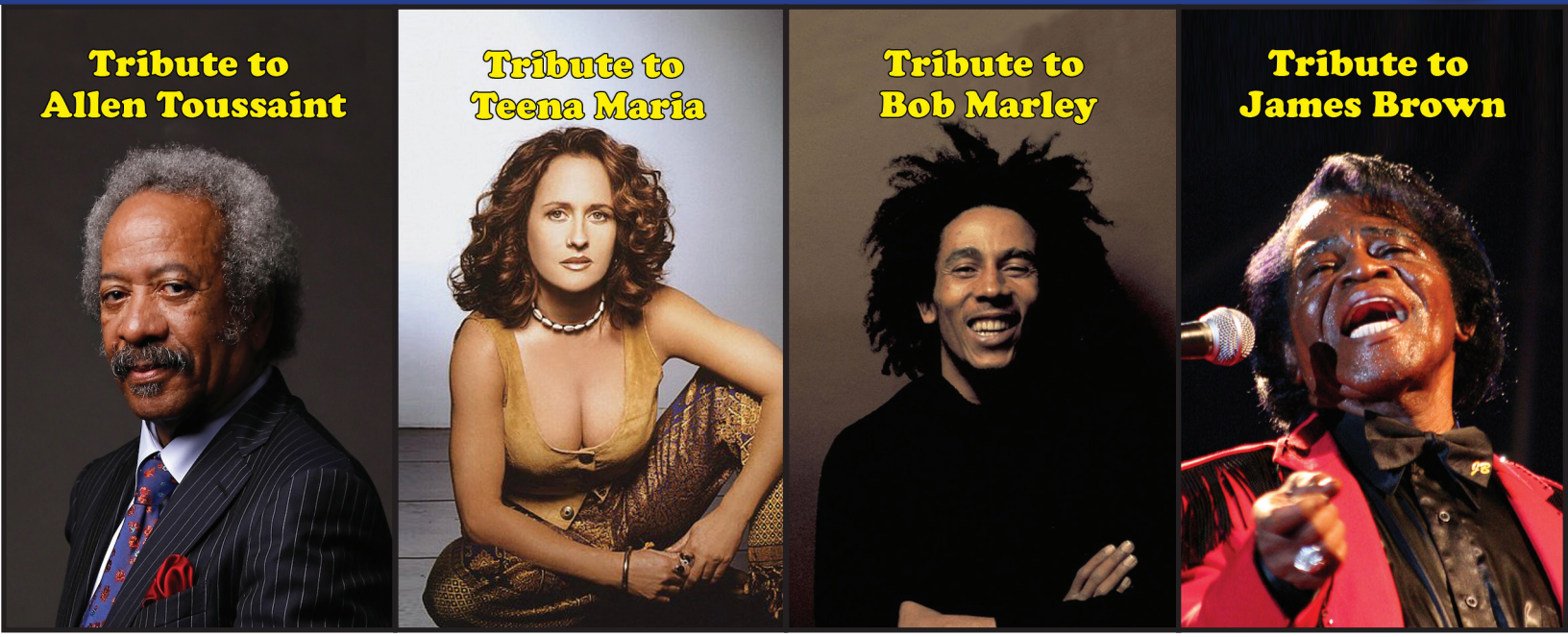
The 2018 Washington Square Park Music Festival Sponsorship Proposal



CONCEPT

The heart of New Orleans beats to the sound of music and rejoices to the smell of great cooking. The Washington Square Park Music Festival, is an outdoor concert series that will appeal to all of the senses by featuring local and national artists paying tribute to the music of such legendary artists as **Allen Toussaint, Teena Marie, Bob Marley** and **James Brown**.

Our inaugural season last year paid tribute to two iconic personalities - **Ray Charles** featuring Davell Crawford and **Al Jarreau** featuring Chris Walker. Both of those shows were received very well by over 2800 locals, tourists, neighbors and businesses surrounding Washington Square Park. This year we will continue that success with Tributes to **Allen Toussaint**, **Teena Marie**, **Bob Marley** and **James Brown**.

Each concert will begin at 3pm with performances by local artists and will be held in Washington Square Park, 700 Elysian Fields Avenue at Frenchmen and Royal Street, in the heart of the historic Faubourg Marigny neighborhood in New Orleans. As the music of New Orleans traveled the world, legendary artists like **Louis Armstrong, Fats Domino, Jelly Roll Morton** and **Mahalia Jackson** had a profound influence on people because they were conservators and innovators at the same time in the New Orleans tradition.

The Washington Square Park Music Festival elevates the festival event value by offering attendees a free, family-friendly festival experience on Tuesday afternoons in the heart of the Faubourg Marigny. The festival is produced by the Washington Square Park Foundation for the Arts, LLC. and the The Muzart World Foundation, a 501(c)3 organization.

FESTIVAL OBJECTIVES

- Create a unique event identified as the "2018 WASHINGTON SQUARE PARK MUSIC FESTIVAL"
- Create and professionally manage an annual unique and memorable food and music festival experience.
- Enhance positive marketing exposure to Washington Square Park.
- Ensure protection of event location, maintaining superior crowd and traffic control and safety for all.
- Maintain good community relations, obeying laws and using ethical business practices.
- Establish operational capacity worthy of a world-class festival.
- Train children and adults in event management, stage management and festival productions.
- Establish branding opportunities for our sponsors and vendors.

SPONSORSHIP OPPORTUNITIES

DIAMOND (Title Sponsor) - $25,000

- Title Sponsor enjoys "Presented By" distinction on the 2018 music festival
- Prominent Logo presence on the main stage
- Verbal on-stage recognition during event by the MC or event organizers
- 1 exhibit space (located on park site)
- Company materials included within info packets on site
- Logo + link on event home web page
- Logo + link on sponsorship web page
- Logo on all email blasts
- Logo on all printed advertising including posters, flyers and letters
- Logo on all television ads
- Logo on all social media ads, blogs and pages
- Company mention on all radio ads
- 30 Sponsor wristbands includes complimentary buffet and open bar in Sponsor tent

2018 Sponsors

FICKEWIRTH BENEFITS ADVISORS

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PLATINUM - $10,000

- Logo presence displayed at main stage
- Verbal on-stage recognition during event by the MC or event organizers
- 1 exhibit space (located on park site)
- Company materials included within info packets on site
- Logo + link on event home web page
- Logo + link on sponsorship web page
- Logo on all email blasts
- Logo on all printed advertising including posters, flyers and letters
- Logo on all social media ads, blogs and pages
- Logo on all television ads
- 15 Sponsor wristbands includes complimentary buffet and open bar in Sponsor tent

GOLD - $5,000

- Verbal on-stage recognition during event by the MC or event organizers
- 1 exhibit space (located on park site)
- Company materials included within info packets on site
- Logo + link on sponsorship web page
- Logo on all email blasts
- Logo on all printed advertising including posters, flyers and letters
- 10 VIP wristbands includes VIP Front of Stage Access and complimentary wine and champagne

SILVER - $2,500

- 1 exhibit space (located on park site)
- Company materials included within info packets on site
- Logo + link on sponsorship web page
- Logo on all printed advertising including posters, flyers and letters
- 2 VIP wristbands includes VIP Front of Stage Access and complimentary wine and champagne

For all sponsor inquiries contact:
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