



PRESENTS



FIFTH ANNUAL
Honors Gala

2027 SPONSORSHIP DECK

WHY SPONSOR THE NOTCF HONORS GALA?

Your investment supports the people and cultural industries that power New Orleans.

NOTCF strengthens the cultural economy through:

- **Grantmaking & Economic Opportunity**
- **Business Capacity Building**
- **Workforce Development**
- **Youth Initiatives**
- **Strategic Partnerships**

Invest in culture. Strengthen the economy.



BENEFITS OF SPONSORSHIP

As a NOTCF Honors Gala sponsor, your organization will:

- **Invest in Culture & Economic Growth** – Support the cultural industry that drive New Orleans' cultural economy.
- **Create Community Impact** – Advance youth, workforce, and business capacity-building initiatives.
- **Elevate Your Brand** – Gain visibility across NOTCF's marketing, media, and network platforms.
- **Build Strategic Connections** – Engage with civic, business, tourism, philanthropic, and cultural leaders.
- **Celebrate Cultural Excellence** – Honor the people who make our culture unique.

Your investment strengthens the future of New Orleans and the State of Louisiana.



THE 5TH ANNUAL GALA



STEM NOLA



Koats For Kids



KID smART



Eternal Seeds Summer Camp



Be Loud Studios



Elz Elite School of Performing Arts

Last year, we launched a dedicated campaign to strengthen the Foundation's Youth Initiatives, an effort to expand access to arts education, mentorship, and creative career pathways for New Orleans youth.

This year, we build on that progress.

Since 2021, NOTCF has invested more than \$2.9 million in youth-centered arts and culture programming. With your support, we are continuing to grow this work—ensuring more young people can participate in and shape the future of New Orleans' cultural landscape.

Your sponsorship of the 5th Annual NOTCF Honors Gala helps sustain this momentum and strengthens the pipeline of emerging cultural leaders across our city.

All photos feature organizations supported through NOTCF Youth Initiatives

SPONSORSHIP CATALOGUE

CELEBRATE THE CULTURAL ARTISTS WHO MAKE NEW ORLEANS EXTRAORDINARY

CULTURE

\$35,000

- 20 Tickets with Prime Seating
- Logo Placement in all event Promotional Materials
- Logo on Patron Party signage and media
- Full Page Business Ad with Write-Up in gala program
- Logo on Event Program Video
- Patron Party access
- Verbal recognition from stage
- Dedicated social media feature post
- Meet & Greet with the Chefs
- Photo opportunity with the honorees

MARDIGRAS

\$20,000

- 10 Tickets with Prime Seating
- Logo Placement in all Event Promotional Materials
- Logo on Patron Party signage and media
- Logo on Event Program Video
- Patron Party access
- Half-page program ad
- Verbal recognition from stage
- Meet & Greet with the Chefs

FESTIVAL

\$10,000

- 10 Tickets with Prime Seating
- Logo Placement in all Event Promotional Materials
- Patron Party access
- Logo on patron party signage and media
- Half-page program ad
- Logo featured on event program video
- Group social media mention

GUMBO

\$5,000

- 10 Tickets with Prime Seating
- Logo Included in Program and Social Media Posts
- Patron Party access
- Logo on event signage at entrance or patron party
- Group social media thank-you post

2026 GALA MEDIA CAMPAIGN IMPRESSIONS

MEDIA TYPE	CHANNEL	IMPRESSIONS
Television	WWL	2,750,500
Radio	WWOZ	300,000
Billboard	Outfront	635,000
Billboard	Lamar	3,413,656
Digital/Print	Where Y'At: In News Spotlight, Reel, Editorial Pick of the Month, Eblasts, Social Media	704,400
Digital/Social	Biz Newsletter	9,352
Digital/Social	Bright Moments Eblasts	5,417

TOTAL IMPRESSIONS (Does not include impressions from news interviews)	7,818,325
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HONOREE SELECTION

The New Orleans Tourism and Cultural Foundation strengthens the city's cultural economy by supporting cultural workers, events, festivals, and digital resources that enrich tourism and promote a more sustainable hospitality industry.

NOTCF will recognize nine honorees across seven cultural sectors, including recipients of the Emerging Artist and Lifetime Achievement Awards.

The 7 Cultural Sectors

Culinary Arts – Food-related cultural products, specialty food products, local non-chain restaurants & cafés, culinary instructors, food manufacturers, specialty food shops, mobile vendors, farms & community gardens, chefs, and/or caterers.

Design – Individual designers and firms in the communication arts such as graphic designers, technology/game/product designers, web designers/programmers, fashion designers, costume designers, event designers, set designers, parade float designers, and advertising/PR.

Entertainment – Performing arts (music, theater, and dance), individual performers and the film industries: actors, comedians, dancers, Mardi Gras Indians, marching clubs, musicians, social aid & pleasure clubs, film production, recording studios, music instructors, and tour guides.

Literary Arts and Humanities – Individual writers/editors, books, periodicals, and newspaper publishing, print media, web-based media, creative writers, bloggers, spoken word performers, journalists, bookstores, libraries, and publishing.

Preservation – Building arts and economic activities focused on the restoration and redevelopment of the built environment including architecture, landscape architecture, and a percentage of construction activity focused on preservation and renovation: building arts instructors, architects, interior designers, landscape architects, master/preservation craftsmen.

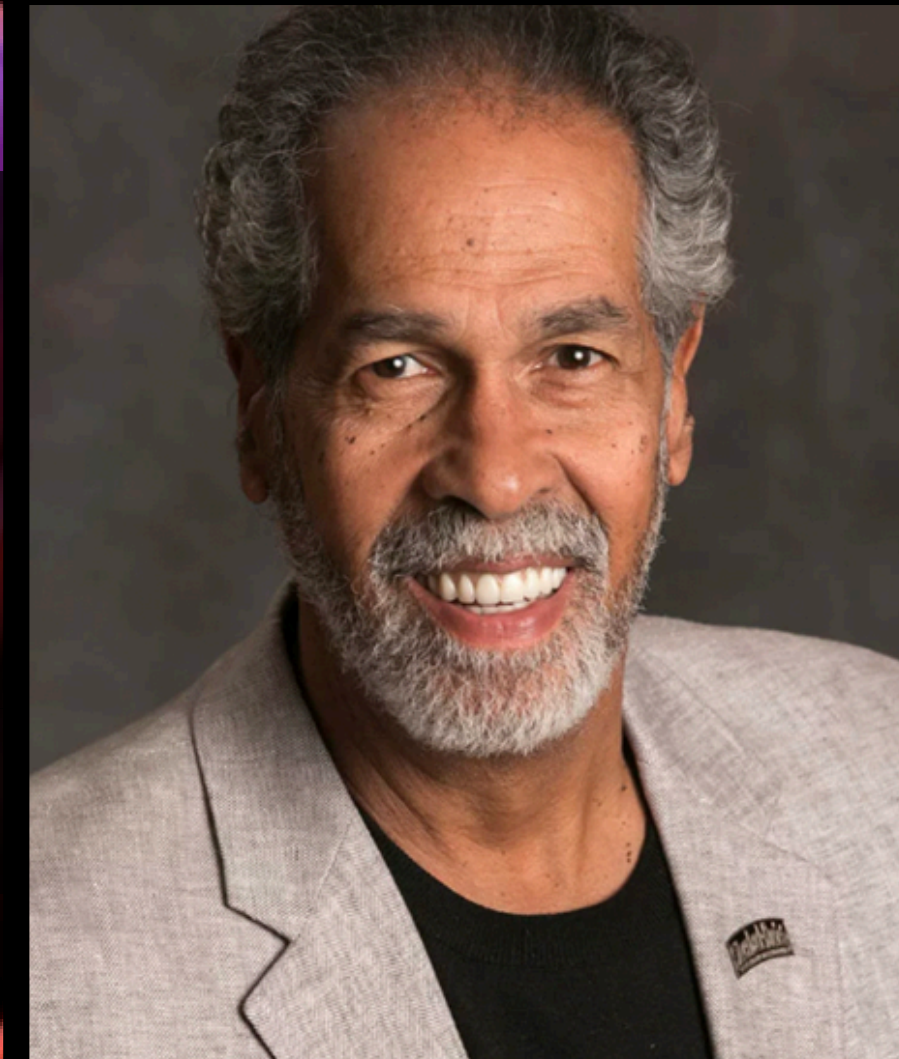
Visual Arts and Crafts – Individual artists and craftspeople as well as the galleries and museums that present cultural products: visual artists, photographers, craft or folk artists, jewelry makers, art instructors, art galleries, art museums, art markets & festivals, art suppliers.

Organization – Nonprofit cultural institutions, festivals, and community-based organizations that support, produce, and sustain cultural activity: arts service organizations, advocacy groups, presenting organizations, youth arts programs, creative incubators, cultural producers, and multidisciplinary institutions providing access, funding, training, and platforms for artists and culture bearers.

GREETINGS FROM OUR LEADERSHIP

Recent data shows that the creative economy is not only one of the most rapidly growing sectors but also transformative. NOTCF is an impactful system that creates a critical path for cultural artists to keep our community thriving. The NOTCF Honors Gala gives us the opportunity to honor those contributors while promoting culture as an essential industry to our city's foundation.

Lloyd Dennis
Board Chairman



Art and tradition define New Orleans. When we uplift the creators who keep our stories alive, we support our economy and nurture the heartbeat of a city that inspires the world. The NOTCF Honors Gala celebrates that spirit, uniting us in the shared mission to keep New Orleans shining on the global stage.

Lisa D. Alexis
CEO/President

ABOUT NOTCF

The mission of the New Orleans Tourism and Cultural Foundation is to support cultural industries, artists, and businesses of the City of New Orleans through partnerships, grants, and programs to advance sustainable tourism. Our non-profit economic development corporation is dedicated to strengthening New Orleans culture-bearers with resources that uplift the city's traditions and aid the evolution of skills, knowledge, and ideas into goods, services, and places that support our local cultural economy and tourism offerings.

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THANK YOU FOR YOUR CONSIDERATION

In Partnership With

