

NEW ORLEANS'



2024

New Orleans' Pride team includes a collaboration of local business managers, owners and personalities from the LGBTQIA+ community.

As a team we want to thank everyone who participated in last year's event. We are humbled and gracious by everyone's assistance in making sure we could all get together and celebrate this beautiful community.

Our goal is for every one of our events to be completely inclusive where not a single person feels left out or out of place.

We start the month at 7PM on June 1st 2024 with the New Orleans Pride Gala at the historic Lagrange House. Tickets are now on sale through our website: <https://neworleanspride.org/events/2024-new-orleans-pride-gala>

The parade will line up at 6pm on June 8th in the Marigny on Elysian Fields. The route is as follows:

- Right on Decatur
- Right on St Louis
- Right on Rampart
- Right on St Ann

The parade will end on Bourbon St between St Ann and Dumaine.

Whether you are able to be a full sponsor or would just like to donate we thank you for your time and cannot wait to see you June 8th, 2024, for the Official New Orleans' Pride Parade.

SPONSORSHIPS

Parade Sponsor (Two Available)

\$20,000 Monetary Donation or \$15,000 Monetary Donation and \$5,000 In-kind Donation

- Recognition as Parade Sponsor on all marketing
- Logo Placement on New Orleans Pride Website from time of sponsorship until December 1, 2024
- Logo Placement on New Orleans Pride Print Marketing
- Logo Placement on New Orleans Pride Parade Tractor Signs
- One New Orleans Pride Parade Float Rental
- Up to 250 Walker Wristbands
- Prime Location in New Orleans Pride Parade

Parade Line Up Sponsor (~~Two Available~~) (SOLD OUT)

\$7,500 Monetary Donation

- Recognition as Parade Lineup Sponsor
- Logo Placement on New Orleans Pride Website from time of sponsorship until December 1, 2024
- Logo Placement on New Orleans Pride Print Marketing
- Sponsor Billing on Press Releases
- Banner Space at Parade Line Up (Sponsor to provide banners)
- One New Orleans Pride Parade Float Rental
- Up to 75 Walker Wristbands

Parade Tent Sponsor (One Available)

\$5000 Monetary Donation

- Recognition as Tent Sponsor
- Logo Placement on New Orleans Pride Website from time of sponsorship until December 1, 2024
- Logo Placement on New Orleans Pride Print Marketing
- Sponsor Billing on Press Releases
- Check-in Tent with Banners (Sponsor to provide banners)
- Up to 50 Walker Wristbands

Platinum Donor

\$2000 Monetary Donation

- Recognition on Website and social media
- 4 Float Passes
- Up to 10 Walker Wristbands

Gold Donor

\$1000 Monetary Donation

- Recognition on Website and social media
- 2 Float Passes
- Up to 10 Walker Wristbands

Silver Donor

\$500 Monetary Donation

- Recognition on Website and social media
- Up to 10 Walker Wristbands

WHERE WILL YOU BE SEEN?

In 2023:

- 89k website page views
- 3000 active parade participants
- Uncountable number of parade goers
- Live parade coverage by 7 major outlets
- 127 businesses with over 500k visitors in June alone
- 35 social media accounts with a combined viewership of 45k
- 24 Tractor Signs. They are 3.5625 feet by 2.66667. They are huge! See our 2023 sign:



Initial:

Float Rental

This is not sponsorship or donation, all money goes to the cost of the float.

Large \$3,600 (~~Nineteen Available~~) (Twelve Available)

- Float
- Tractor
- Driver
- Tractor Sign
- 16 Rider Wristbands
- 15 Additional Walker Wristbands

Medium \$2,800 (~~Five Available~~) **SOLD OUT**

- Float
- Tractor
- Driver
- Tractor Sign
- 12 Rider Wristbands
- 10 Additional Walker Wristbands

SPONSORSHIP: New Orleans Pride “NOLA Pride” will furnish Sponsor with the sponsorship rights and amenities for the 2024 New Orleans Pride Parade according to the Sponsorship Level selected and paid for by Sponsor.

TERM: The term of this Sponsorship Agreement begins on the date signed and accepted and terminates on Dec 1, 2024.

PAYMENT: Invoices will be issued at the time completed applications are received. Sponsor will pay the agreed upon rate (less the value of any in-kind contribution) within thirty (30) days of receipt of an invoice from NOLA Pride or December 31st, 2024, whichever is soonest. All payments must be received before any benefits (i.e., banners, print media, on-site space) can be conveyed, unless otherwise waived by NOLA Pride. Float deposit of \$500 must be paid to guarantee float rental.

TRADEMARKS & COPYRIGHTS USE OF EVENT MARKS: NOLA Pride grants sponsor, during the term and for ninety (90) calendar days thereafter, a nonexclusive license to use “New Orleans Pride 2024” and its variations in the same form they are provided by NOLA Pride in connection with the Sponsor’s 2024 parade activities in a manner consistent with NOLA Pride’s guidelines for use of the event marks, this sponsorship agreement, and the sponsor’s sponsorship Level. sponsor will comply with NOLA Pride’s reasonable requests regarding the use of the event marks.

USE OF SPONSOR MARKS: Sponsor grants to NOLA Pride a non-exclusive, royalty-free license to use the Sponsor marks in camera-ready format: (i) during the Term in connection with NOLA Pride’s promotional and publicity activities, including print, video, and electronic materials, for 2024 Pride; and (ii) after the Term in reference to Sponsor’s sponsorship of the New Orleans Pride.

LIABILITY: Neither NOLA Pride nor its representatives will be responsible for any injury, loss, harm or damage that may occur to the Sponsor from any cause whatsoever. Under no circumstances will NOLA Pride be liable for lost profits or other special or consequential damage. The foregoing will apply regardless of how any claim is brought or how damages are characterized, including whether brought in contract, tort or otherwise.

EVENT CONTENTS: Sponsor may photograph or otherwise record its presence at the New Orleans Pride Parade 2024 but will not otherwise record or reproduce any portion of the New Orleans Pride Parade, including the marks or presence of other sponsors, the entertainment, or the attendees, in any format, without NOLA Pride's prior written consent. Sponsor's actions to photograph or otherwise record its presence will take place only in the public access areas of the NOLA Pride and may not interfere with the normal operations of the event.

RESCHEDULE OR CANCELLATION: The New Orleans Pride Parade 2024 is scheduled to take place on June 11th, 2024 with lineup at 5pm. NOLA Pride reserves the right to reschedule or cancel the parade or any individual events comprising it if necessary for any reason, including: (i) weather; (ii) failure to receive commitments from the necessary number of sponsors; (iii) failure to reach agreement with the applicable authorities on any issue related to the New Orleans Pride Parade 2024; or (iv) acts of God or any other cause beyond NOLA Pride's reasonable control, e.g. war, fire, strike, change of law or regulation, public catastrophe. If the New Orleans Pride Parade 2024 is canceled in whole, NOLA Pride will issue refunds at pro-rata amounts of the total sponsorship fees received less the expenses incurred by NOLA Pride. No further refunds or other amounts will be due from NOLA Pride for any reason. In no case will the amount of refund to a Sponsor exceed the amount of the sponsorship fee actually paid.

TERMINATION: NOLA Pride reserves the right to accept or reject sponsors at its sole discretion. NOLA Pride may terminate this sponsorship agreement at any time, in which case sponsor's rights to use the event marks will terminate immediately, and NOLA Pride will refund to sponsor any sponsorship fees paid to Pride less any out-of-pocket expenses incurred, and return any unused in-kind contribution received, under this sponsorship agreement.

TAX STATUS: New Orleans Pride is a 501(c)(3) nonprofit corporation registered with the Internal Revenue Service. Our non-profit determination letter is available upon request.

MISCELLANEOUS: This sponsorship agreement represents the entire agreement between New Orleans Pride organization and sponsor, and there is no other agreement or warranty between the Sponsor and New Orleans Pride. This sponsorship agreement establishes a non-exclusive relationship between sponsor and New Orleans Pride, and New Orleans Pride retains the right to enter into other sponsorship agreements at its discretion. All legal matters pertaining to the New Orleans Pride and this sponsorship agreement will be governed by and construed under the laws of the state of Louisiana without regard to any provision of Louisiana law that would require or permit the application of the substantive law of another jurisdiction. Sponsor irrevocably consents and submits to the personal jurisdiction of the courts in and for Louisiana for any actions arising out of or relating to this sponsorship agreement. This sponsorship agreement may be executed in multiple counterparts, each of which will be considered an original and all or any one of which constitute one and the same agreement. Facsimile or email copies will be treated as originals for these purposes. This sponsorship agreement is personal to the parties and neither party may assign it without the prior written consent of the other party.

Name:		
Address:		
City:	State:	Zip:
Phone:	Email:	
Website:		
Contact Name:		

I want to sponsor the Official New Orleans Pride 2024

Parade Sponsor

\$20,000

\$15,000/ \$5,000 Monetary Donation/ In-kind Donation

\$2,000 Platinum

\$1,000 Gold

\$500 Silver Platinum

~~_____ Parade Line-Up Sponsor~~

Parade Tent Sponsor

\$3600 Large Float Rental

\$2800 Medium Float Rental

2024 New Orleans Pride Sponsor Agreement

Sponsor agrees to indemnify, hold harmless, and defend Official New Orleans Pride, its directors, employees, agents, sponsors, contractors, subcontractors or volunteers from and against any and all loss claims, suits, actions, payments, judgments, and any other liability including legal fees and expenses resulting either directly or indirectly to Sponsors participation.

Neither party shall be liable for failure to perform their obligations due to acts beyond their control, including, but not limited to, acts of God, acts of government, acts of the public enemy, civil disobedience, lock out of freight embargos, or any other cause or condition beyond New Orleans Pride's and the Sponsor's control.

If any controversy or breach should arise out of this agreement or its performance, and the parties are unable to settle the dispute between them, the dispute shall be submitted to arbitration in New Orleans, Louisiana in accordance with the Uniform Arbitration Act. The decision of the Arbiter shall be binding to both parties.

No cash payments will be accepted by anyone. Checks, money orders, Venmo or credit cards are acceptable forms of payment. All payment must be received by May 31st, 2024 to ensure participation.

The undersigned have the authority to execute this agreement on behalf of the above listed party.

Signature

Date

Initial: