



## 2023 SPONSORSHIP OPPORTUNITIES

*Southern Louisiana's largest cultural festival.*



## OVERVIEW

For almost 50 years, the New Orleans Greek Festival has been embraced by southern Louisiana as one of the top 10 cultural festivals in the region.

The small Greek community has proudly hosted the event that attracts upwards of 20,000 people over the 3-day event, which has become a staple of Memorial Day Weekend in New Orleans.

Due to its longevity and popularity, the Festival has secured a notable and influential place in the city and state's character and history. It has grown into one of the premier events in the region, offering a unique opportunity to share and experience the pride and strength of Greek culture.





## THE GREEK FEST DIFFERENCE

There are few festivals in the region that are as deep-rooted as a part of the greater New Orleans community, and even fewer that have an established audience with a broad range in age, gender, occupation, cultural background, and family status.

Beyond the Greater New Orleans area, the Festival attracts annual visitors from Louisiana, Texas, and Mississippi, also positioning the event as an economic driver for the city and community.



# MARKETING

New Orleans Greek Festival gains substantial media recognition each year through a strong relationship with media outlets, a targeted advertising and marketing campaign, and a concentrated push into the social media sphere. Our marketing campaign includes, but is not limited to:

- Television
  - Major network affiliates (ABC, NBC, CBS, FOX) each attend with crews to tap into festival news and the rich source of colorful stories emanating from the event.
  - A TV advertising campaign is run for 4 weeks prior to the event.
- Digital
  - The New Orleans Greek Festival website is an important vehicle of communication for news and festival updates, sponsorship information and links, and is cross promoted through online event guides and partner's websites.
- Social Media
  - The Festival's Facebook page enjoys a following of just under 10,000, and its Instagram page is building on almost 2,000 followers. Both provide an effective platform to convey sponsor's logos and messages. The Festival is actively engaged in advertising and marketing via social media.



# SPONSORSHIP OPPORTUNITIES

BENEFITS	Presenting Sponsor \$25,000	Stage \$7,500	Race \$7,500	Kid's Area & Activities \$5,000	Greek Grill \$5,000
Listed as Festival Presenter	X				
Included on all advertising	X	X	X	X	X
Designated Social Media post	4	1	1		
Recognition on website & social media	X	X	X	X	X
Included in emails to festival database	X	X	X	X	X
Use of Greek Festival logo	X				
Logo on printed tickets	X				
Name on stage signage		X			
Signage at event	X		X	X	X
Access to VIP area	X				
Festival Tickets	250	74	74	50	50
Parking & Shuttle Passes	20	15	15	5	5
Festival program (10,000 copies)	X	X	X	X	X



# SPONSORSHIP OPPORTUNITIES

BENEFITS	Fence Sponsor \$1,000	Supporting Sponsor \$500			
6' x 3' branded banner	X				
Festival Tickets	10	4			
Parking & Shuttle Passes	2	1			
Festival Program (10,000 copies)	X	X			

For more information, please contact Christina Kogos at (504) 390-1768 or via email at [cmkogos2@gmail.com](mailto:cmkogos2@gmail.com).

To partner with the 2023 New Orleans Greek Festival, please [complete this form](#) to confirm your commitment.\*

***Deadline for commitment: March 10, 2023***

Checks made payable to New Orleans Greek Festival  
1200 Allen Toussaint Blvd, New Orleans, LA 70122

*Please contact us to pay via credit card.*

***Deadline to submit payment: March 31, 2023***



\* As a part of Holy Trinity Cathedral of New Orleans, a portion of your sponsorship may be tax deductible. Sponsors will receive a letter of recognition for tax purposes.