

I M P R O V I S A T I O N S

THE NEW ORLEANS JAZZ MUSEUM GALA

EXPERIENCE A NIGHT OF IMPROVISATIONS OUT OF THIS WORLD

DECEMBER 2, 2023

[NOLAJAZZMUSEUM.ORG/GALA](https://nolajazzmuseum.org/gala)

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The New Orleans Jazz Museum requests your support for its annual Improvisations Gala, a thrilling evening of jazz, food, and local culture. Last year's Gala brought more than 1,000 people together for 15 performances across five stages, and this year promises an even larger celebration. A true destination event, the 2023 Gala is headlined by the Jason Neville Funky Soul Band and Special Guest Mr. P Funk "George Clinton", and it will draw attendees from around the country and beyond.

The New Orleans Jazz Museum promotes the origins, evolution, and future of New Orleans music. The Improvisations Gala, presented by the Herb Alpert Foundation, is the greatest celebration of this mission. Attendees will be immersed in an interdisciplinary experience, featuring highlights from every aspect of New Orleans culture. The night will mix the most exciting local musical talents with internationally acclaimed artists, and it will feature the best of New Orleans cuisine. The Gala will coincide with the opening of Sound Collage, an interactive light installation, focusing on our collective thoughts about outer space.

The entire event will take place throughout the historic Museum complex in the Old US Mint, an epicenter of live music at the edge of the French Quarter.

All proceeds from the Improvisations Gala will support the Jazz Museum's Education Center and related programming. The Jazz Museum engages in educational outreach at all levels, offering teacher training, providing space for student performances, and implementing opportunities for professional development for musicians. Our Education Center meets its goals through classes, exhibitions, audio preservation and more.

Gala sponsorship levels are available at levels suitable for any charitable budget. Donors can also participate in an online auction to further the Museum's goal of encouraging education and improvisation for a new generation of musicians. Your donation will directly benefit the greater New Orleans community: not only the Museum but musicians, students, and educators, working together to share the history of Jazz and to secure its future growth and development.

For details about exhibits, events and programming, visit www.nolajazzmuseum.org and our latest annual report. For a glimpse of last year's Improvisations Gala, [click here](#).

The Louisiana Museum Foundation (EIN 72-0954712) processes all charitable donations for the New Orleans Jazz Museum.

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THE NEW ORLEANS JAZZ MUSEUM GALA

\$100,000 - Presenting Sponsor

- Category exclusivity
- Branded as “2023 Improvisations Gala Presented By [COMPANY NAME]” on all printed materials, event program, event signage, digital platforms, and
- PR mentions
- Premium acknowledgment with link to the corporate page on the event website, recognition on social media, email blasts, press release, and all PR efforts
- Projection of sponsor logo onto the building exterior during Patron Party and Gala
- Speaking opportunity from the Main Stage on the evening of the Gala
- Verbal recognition on all stages throughout the evening
- 20 Patron Party tickets with Access to VIP Backstage Experience
- Reserved four-top seating in choice of performance areas (Outdoor Main Tent, Performance Center, Improv Lounge, Esplanade Tent)
- Opportunity to utilize the Performance Venue and Green Room for a meeting or private event at the New Orleans Jazz Museum
- Time-specific meet & greet with the headliner in the Green Room
- Listing on the 2023 Annual Report
- First right of refusal for 2023 Gala



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\$50,000 - Entertainment Sponsor

- Category exclusivity
- Branded as “Entertainment Presented By [COMPANY NAME]” on all printed materials, event program, event signage, digital platforms, and PR mentions
- Premium acknowledgment with link to the corporate page on the event website, recognition on social media, email blasts, press release, and all PR efforts
- Speaking opportunity from the Main Stage on the evening of the Gala
- Verbal recognition on all stages throughout the evening
- 12 Patron Party tickets with Access to VIP Backstage Experience
- Reserved four-top seating in choice of performance areas (Outdoor Main Tent, Performance Center, Improv Lounge, Esplanade Tent)
- Listing on the 2023 Annual Report
- First right of refusal for 2023 Gala

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\$30,000 - Main Stage Sponsor (Outdoor Tent)

- Category exclusivity
- Branded as [COMPANY NAME] Main Stage on all printed materials, event signage, event program, digital platforms, and PR mentions
- Acknowledgment with link to the corporate page on the event website, recognition on social media, email blasts, press release, and all PR efforts
- Signage on Main Stage
- Opportunity to introduce the opening band on Main Stage
- Verbal recognition on Main Stage throughout the evening
- 8 Patron Party tickets with Access to VIP Backstage Experience
- Reserved 4-top seating in Main Stage Tent
- Listing on the 2023 Annual Report

\$25,000 - Performance Center Sponsor

- Category exclusivity
- Branded as [COMPANY NAME] Stage on all printed materials, event signage, event program, digital platforms, and PR mentions
- Acknowledgment with link to the corporate page on the event website, recognition on social media, email blasts, press release, and all PR efforts
- Signage on sponsored stage
- Opportunity to introduce the opening band on sponsored stage
- Verbal recognition on sponsored stage throughout the evening
- 8 Patron Party tickets with Access to VIP Backstage Experience
- Reserved 2-top table seating in sponsored stage area
- Listing on the 2023 Annual Report



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\$25,000 - Patron Party

- Branded as [COMPANY NAME] Patron Party on all printed materials, event signage, event program, digital platforms, and PR mentions
- Branded opportunity on Patron wristband
- Introduction as Patron Party Sponsor from the Balcony by Executive Director
- Acknowledgment with link to the corporate page on the event website (pending timely commitment)
- Recognition on social media, email blasts, press releases, and PR efforts
- Signage on Main Stage in Outdoor Tent during Patron Party
- Verbal recognition on all stages throughout the evening
- 8 Patron Party tickets with Access to VIP Backstage Experience
- Reserved 4-top table seating in the courtyard throughout the evening where the Patron Party is held
- Listing on the 2023 Annual Report

\$20,000 - Patron “Backstage Experience”

- Industry exclusivity as Title sponsor for selected area
- Branded as [COMPANY NAME] on all promotional and printed materials, event signage, event program, digital platforms, and PR mentions associated with selected area
- Premium acknowledgment with link to the corporate page on the event website, recognition on social media, email blasts, press release, and all PR efforts
- Verbal recognition on all stages throughout the evening
- 6 Patron Party tickets with Access to VIP Backstage Experience
- Reserved 4-top table seating inside the VIP Experience area
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\$10,000 - Sustaining Sponsor Options

Auction:

- Industry exclusivity as named online auction sponsor, branded as [COMPANY NAME] on all promotional and printed materials, event signage, event program, digital platforms, and PR mentions associated with the Online Auction.
- Premium acknowledgment with link to the corporate page on the event website, recognition on social media, email blasts, press release, and PR efforts
- Presenting sponsor logo on auction page of printed event program and bidder communications
- Verbal recognition on all stages throughout the evening
- 6 Patron Party tickets with Access to VIP Backstage Experience
- Reserved 2-top table seating in choice of Performance Center or Outdoor Main Tent
- Listing on the 2023 Annual Report

Printed Program:

- Industry exclusivity as named program sponsor, branded as [COMPANY NAME] on all promotional and printed materials, event signage, event program, digital platforms, and PR mentions associated with the program
- Premium acknowledgment with link to the corporate page on the event website, recognition on social media, email blasts, press release, and PR efforts
- One-third page advertisement in the printed Gala Program
- Verbal recognition on all stages throughout the evening
- 6 Patron Party tickets with Access to VIP Backstage Experience
- Reserved 2-top table seating in choice of Performance Center or Outdoor Main Tent
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\$10,000 - Sustaining Sponsor Options

Auction:

- Industry exclusivity as named online auction sponsor, branded as [COMPANY NAME] on all promotional and printed materials, event signage, event program, digital platforms, and PR mentions associated with the Online Auction.
- Premium acknowledgment with link to the corporate page on the event website, recognition on social media, email blasts, press release, and PR efforts
- Presenting sponsor logo on auction page of printed event program and bidder communications
- Verbal recognition on all stages throughout the evening
- 6 Patron Party tickets with Access to VIP Backstage Experience
- Reserved 2-top table seating in choice of Performance Center or Outdoor Main Tent
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Printed Program:

- Industry exclusivity as named program sponsor, branded as [COMPANY NAME] on all promotional and printed materials, event signage, event program, digital platforms, and PR mentions associated with the program
- Premium acknowledgment with link to the corporate page on the event website, recognition on social media, email blasts, press release, and PR efforts
- One-third page advertisement in the printed Gala Program
- Verbal recognition on all stages throughout the evening
- 6 Patron Party tickets with Access to VIP Backstage Experience
- Reserved 2-top table seating in choice of Performance Center or Outdoor Main Tent
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\$5,000 (monetary contribution) - Intergalactic Green Room Sponsor

- Opportunity to display product in the artist green room,
- Acknowledgment with link to the corporate page on the event website,
- Recognition on printed materials, event program, email blasts, press releases, and PR efforts,
- 6 Patron Party tickets with Access to VIP Backstage Experience,
- Listing on the 2023 Annual Report.

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\$5,000 - Buddy Bolden Level

- Acknowledgment with link to the corporate page on the event website
- Recognition on printed materials, event program email blasts, press releases, and PR efforts
- 6 Patron Party tickets with Access to VIP Backstage Experience
- Listing on the 2023 Annual Report

\$2,500 - Sweet Emma Level

- Acknowledgment with link to the corporate page on the event website
- Recognition on printed materials, event program email blasts, press releases, and PR efforts
- 4 Patron Party tickets with Access to VIP Backstage Experience
- Listing on the 2023 Annual Report

\$1,500 - Ellis Marsalis Level (for first-time sponsors)

- Acknowledgment with link to the corporate page on the event website
- Recognition on printed materials, event program email blasts, press releases, and PR efforts
- 2 Patron party tickets with Access to VIP Backstage Experience
- Listing on the 2023 Annual Report

DECEMBER 2, 2023

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ENCOURAGING EDUCATION AND IMPROVISATION
FOR A NEW GENERATION OF MUSICIANS

NOLAJAZZMUSEUM.ORG/GALA

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