

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

THE NEW ORLEANS JAZZ MUSEUM GALA



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# 2022 Improvisations Gala Sponsor Benefits

**Experience an Evening of  
Variations**

Saturday, December 3rd  
at the New Orleans Jazz Museum

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THE NEW ORLEANS JAZZ MUSEUM GALA

# 5th Annual New Orleans Jazz Museum Improvisations Gala

**Saturday, December 3, 2022**

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Please join us as a sponsor of the New Orleans Jazz Museum's annual Improvisations Gala, an inspirational and fun evening of jazz, food, and local culture at the Jazz Museum. Last year's Gala brought more than 1,000 people together for a splendid, festive evening featuring 3 stages with 15 performances of jazz, dance, and New Orleans music.

The New Orleans Jazz Museum highlights the musical roots of our City and State, where the origins, evolution, and future of New Orleans music and culture are celebrated through education, performances, exhibitions, audio preservation, media, scholarship, and jazz-related art installations.

The 5th Annual Improvisations Gala will take place Saturday, December 3, throughout the historic Jazz Museum complex in the Old US Mint, located at 400 Esplanade, an epicenter of live music at the edge of the French Quarter.

The Improvisations Gala will feature an exciting mix of the finest local and national musical talents, New Orleans cuisine, an engaging Sound Collage lighting installation, plus an online auction to further the Museum's goal of encouraging education and improvisation for a new generation of musicians.

All proceeds from the Improvisations Gala will support the Jazz Museum's Education Center and related programming. The Jazz Museum provides educational outreach with local, regional, and national high school and university students and educators through interactive exhibits, online programming and exploration, professional classes and instrument lessons, student performances, and teacher training. Your participation will directly benefit the Museum, musicians, students, and educators – working together to share the history of Jazz and to secure its future growth and development.

Details about current exhibits, events and programming are available at [www.nolajazzmuseum.org](http://www.nolajazzmuseum.org). Gala sponsorship levels are available from \$2,500 to \$50,000; please see attached information to review benefits and levels.





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## PRESENTING SPONSOR

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**\$50,000 for one year; \$40,000 per year for two-year commitment (Limited to One)**

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- Branded as "2022 Improvisations Gala Presented By [COMPANY NAME]" on all printed materials, event program, event signage, digital platforms, and PR mentions
- Opportunity to join the Executive Director in welcoming attendees on stage and via live streaming
- Ability to introduce headliner act of choice
- Premium acknowledgment with a link to the corporate page on the event website
- Recognition on social media, email blasts, press releases, and all PR efforts
- Projection of sponsor logo onto the building exterior during Patron Party and Gala
- Verbal recognition on all stages throughout the evening
- VIP invitations for 10 to the Patron Party/Gala
- General admission tickets for 10 to the Gala only
- Reserved four-top seating in choice of performance area (Outdoor Main Tent, Performance Center, or Jazz Lounge)
- Time-specific meet & greet with the headliner in the Green Room
- Opportunity to utilize the Performance Center for a future meeting or private event at the New Orleans Jazz Museum, subject to availability
- Listing on the 2022 Annual Report
- First right of refusal for 2023 Gala at new rate (except for two-year commitment which remains constant)

# IMPROVISATIONS

THE NEW ORLEANS JAZZ MUSEUM GALA

## ENTERTAINMENT SPONSOR

\$30,000 (Limited to One)



- Branded as "Entertainment Presented By [COMPANY NAME]" on all printed materials, event programs, event signage, digital platforms, and PR mentions
- Opportunity to make welcome comments from the Balcony during the Patron Party
- Premium acknowledgment with a link to the corporate page on the event website, recognition on social media, email blasts, press releases, and PR efforts
- Verbal recognition on all stages throughout the evening
- VIP invitations for 8 to the Patron Party/Gala
- General admission tickets for 8 to the Gala only
- Reserved four-top seating in choice of performance area (Outdoor Main Tent, Performance Center, or Jazz Lounge)
- Listing on the 2022 Annual Report
- First right of refusal for 2023 Gala at the new rate

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## STAGE SPONSOR

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**\$20,000 (Choice of Main Stage in Outdoor Tent, Performance Center or Jazz Lounge - Limited to One per Stage)**

- 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 releases, and all PR efforts
- Signage on selected stage
- Opportunity to introduce a performance of your choice on your stage
- Verbal recognition on all stages throughout the evening
- VIP invitations for 6 to the Patron Party/Gala
- General admission tickets for 6 to the Gala only
- Reserved 2-top table seating in choice of Outdoor Main Tent, Performance Center, or Jazz Lounge
- Listing on the 2022 Annual Report

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## PATRON PARTY SPONSOR

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**\$20,000 (Limited to One)**

- 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
- 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
- VIP invitations for 6 to the Patron Party/Gala
- General admission tickets for 6 to the Gala only
- Reserved 2-top table seating in Outdoor Main Tent for Patron Party and throughout the evening
- Listing on the 2022 Annual Report



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## SUSTAINING SPONSOR

**\$10,000 (Limited to Three – Choice of Printed Program, Culinary Row, or Online Auction)**

- 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
- VIP invitations for 4 to the Patron Party/Gala
- General admission tickets for 4 to the Gala only
- Reserved 2-top table seating in choice of Performance Center or Outdoor Main Tent
- Listing on the 2022 Annual Report

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## DRUMSVILLE SPONSOR

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**\$5,000**

- Acknowledgment with link to the corporate page on the event website
- Recognition on printed materials, event program email blasts, press releases, and PR efforts
- VIP invitations for 6 to the Patron Party/Gala
- Listing on the 2022 Annual Report

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## GALLATIN STREET SPONSOR

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**\$2,500**

- Acknowledgment with link to the corporate page on the event website
- Recognition on printed materials, event program email blasts, press releases, and PR efforts
- VIP invitations for 4 to the Patron Party/Gala
- Listing on the 2022 Annual Report

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