

HALLOWEEN NEW ORLEANS

501(c)(3)

HNO 36

A BENEFIT FOR **project lazarus**   
Living in the Positive

OCTOBER 25-27, 2019

SPONSORSHIP OPPORTUNITIES





The **mission** of the Halloween New Orleans is to provide funding for Project Lazarus, a home in New Orleans for men and women with HIV/AIDS, so that they may provide healthcare and support services for their residents. Project Lazarus, which provides direct HIV/AIDS services, is the sole beneficiary of all funds, which are raised.

## Overview

Halloween New Orleans is one of the longest-running and most respected fundraising events in the country. Started in 1984 by a small group who decided to throw a costume party for out-of-town friends, the event quickly grew and became a major AIDS fundraiser.

Project Lazarus is the oldest and largest residential facility providing assisted living to people with HIV/AIDS in the Gulf Coast region. Project Lazarus was founded by a group of clergy and lay people who were asked to help a person with AIDS who was being discharged from the hospital, but had nowhere to live.

In our 35-year history,  
we have raised over  
**\$4.7 MILLION**  
for Project Lazarus.

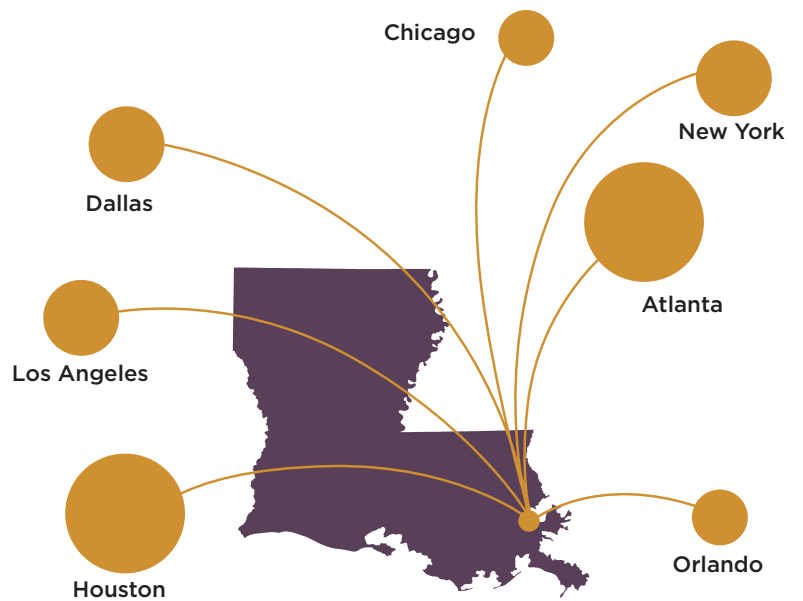
We are one of the only  
**100% donation/volunteer**  
event weekends left  
in the US.



## Participants

**Halloween guests** are primarily gays and lesbians. About half of them live in the New Orleans Metropolitan area or other parts of Louisiana. Although attendees fly in from all over the country, most of these guests live within a short drive or flight having connections to the city or state and return several times a year.

**Our Hosts and Patrons** are a group of over 300 men and women. Approximately 2/3 reside in the New Orleans metro area, while many others come from Houston, Dallas, Atlanta, New York, Los Angeles and Chicago. The Hosts represent a wide array of professions including physicians, attorneys, accountants, nurses, convention planners, real estate agents, sales people, educators, fashion and style professionals and small business owners.



### FRIDAY

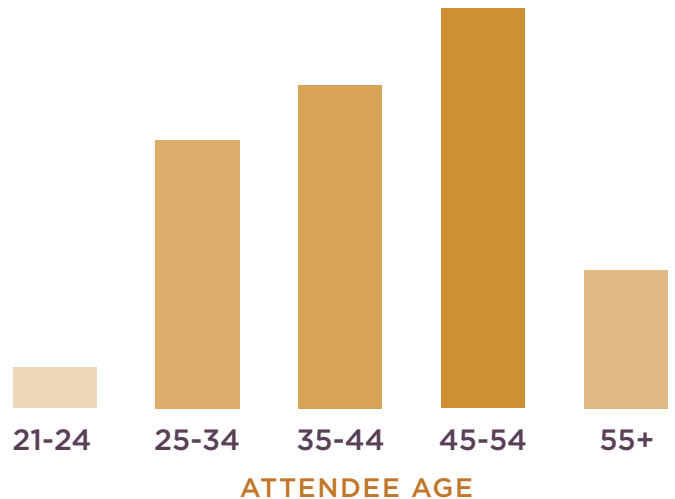
**350-500** Attendees

### SATURDAY

**1500-1800** Attendees

### SUNDAY

**600-700** Attendees



## LGBT Market Statistics

# \$920 Billion

is the estimated buying power of the U.S. LGBT market.

# 85%

of gays and lesbians prefer to buy from companies that market to them.

# 80%

of lesbians and gays report that they have changed brands based on a company's positive stance toward the gay community.



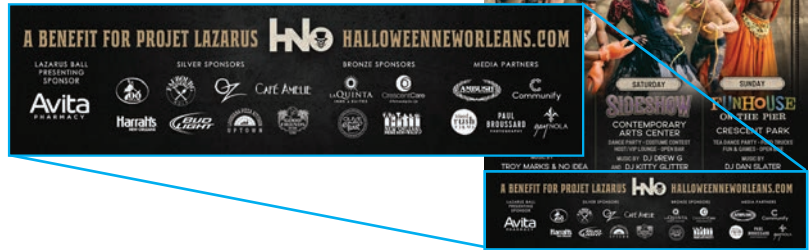


Product/Brand Placement During Events

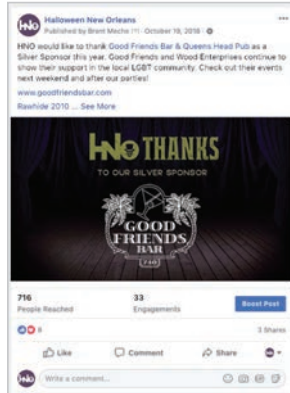
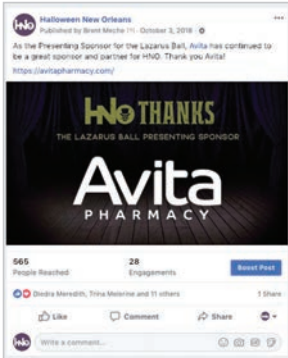
## Event Signage



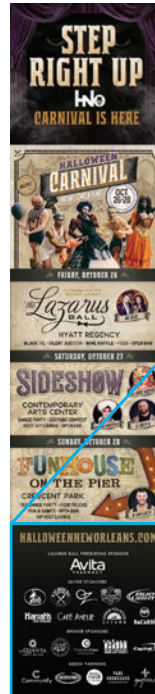
## Print Ad



## Facebook Posts



## Email Blast



## Social Media Following

Facebook: **7,688 likes** @halloweenneworleans

Instagram: **2,713 followers** @halloweennola

Email Newsletter reach: **2,139/send**

# Sponsorship Levels



## Presenting Sponsor: \$25,000

- Website: Your logo on homepage listed as Presenting Sponsor + top of sponsor page with link to your website
- Email: Your logo included in all email blasts with link
- Facebook: 2 custom social posts every month with link
- Print ads/flyers: Your logo included and marked as "Presenting Sponsor"
- On site: Your logo on top of 'Thank You' sponsor board
- Host gift bags: Inclusion of an approved item (500 quantity)
- 10 Host Passes for the weekend (10 VIP entries to all events)
- First right of refusal for HNO 2020 as "Presenting Sponsor"
- This is a "presented by" billing - HNO Theme appears first

## Platinum Sponsor: \$10,000 (3 max)

- Website: Your logo on sponsor page with link to your website
- Email: Your logo included in all email blasts with link
- Facebook: Your logo included in 1 social posts every month with link
- Print ads/flyers: Your logo included
- On site: Inclusion on 'Thank You' sponsor board
- Host gift bags: Inclusion of an approved item (500 quantity)
- 4 Host Passes for the weekend (4 VIP entries to all events)



## Gold Sponsor: \$5,000

- Website: Your logo on sponsor page with link
- Email: Your logo included in all email blasts with link
- Facebook: Your logo included in 1 post/month with link
- Print ads/flyers: Your logo included
- On site: Inclusion on 'Thank You' sponsor board
- Host gift bags: Inclusion of an approved item (500 qty)
- 2 Host Passes (2 VIP entries to all events)

## Silver Sponsor: \$2,500

- Website: Your logo on sponsor page with link
- Email: Your logo included in 3 email blasts with link
- Facebook: Your logo included in 3 posts with link
- On site: Inclusion on 'Thank You' sponsor board
- 1 Host Pass (one VIP entry to all events)

## Bronze Sponsor: \$1,000

- Website: Your logo on sponsor page with link
- Email: Your logo included in 2 email blasts with link
- Facebook: Your logo included in 2 post with link
- 2 VIP passes to Saturday event

## Digital Sponsor: \$500

- Website: your logo on sponsor page with link
- Email: your logo included in 1 email blast with link
- Facebook: your logo included in 1 post with link

**For more information on sponsorship opportunities, please contact**

LOCAL SPONSORSHIPS

**Aaron Rusich**

**[sponsorship@halloweenneworleans.com](mailto:sponsorship@halloweenneworleans.com)**