

SPONSORSHIP OPPORTUNITIES



**SPIRIT** of **LOUISIANA**<sup>SM</sup>  
JAZZ FUNERAL AND SECOND LINE

MAY 25, 2024 · NEW ORLEANS CITY PARK FESTIVAL GROUNDS



*Commemorating loved ones lost and  
honoring the pandemic and hurricane heroes  
who carried us through these challenging times.*

PRESENTED BY THE KREWE OF BLACK AND GOLD

# Respect. Resilience. Recovery. It's the Spirit of Louisiana.

*An authentic New Orleans jazz funeral and second line featuring:*



*Young Men Olympian Junior Benevolent Association*



*Big Chief Bo Dollis, Jr. and the Wild Magnolias Mardi Gras Indians*



*TBC Brass Band*

When the Krewe of Black & Gold took roots in 2019, the goal was to celebrate New Orleans' favorite football team while also celebrating the city's culture, traditions and culture bearers. Those plans were quickly derailed when COVID-19 led to shutdowns and event cancellations, and tragic losses of so many lives.

Collectively, the world mastered the art of the pivot; so, too, did the Krewe of Black & Gold with the plans for our inaugural event.

Given the heartbreaking losses due to the pandemic plus recent, catastrophic hurricanes, The Krewe of Black & Gold will present *The Spirit of Louisiana Jazz Funeral and Second Line*, honoring those who have perished when funerals were restricted due to COVID-19 shutdowns. The event is scheduled to take place on Saturday, May 25, 2024 at 4 pm amidst the beautiful moss-draped oaks at New Orleans City Park's Festival Grounds. The event is free and open to the public for viewing and participation.

## ***An authentic jazz funeral and second line.***

The *Spirit of Louisiana* is a very special way to bid farewell to loved ones lost. Participants are welcome to carry photos or mementos of the people they wish to honor, and may opt to wear custom t-shirts paying homage to those lost. It's also an opportunity to witness an authentic New Orleans jazz funeral and second line procession and to learn about this revered and deeply-rooted cultural tradition.

## ***An opportunity to show gratitude to front line and recovery workers.***

The *Spirit of Louisiana Jazz Funeral and Second Line* provides the community a way to show respect for all of the front line workers and essential personnel whose dedication brought us through the pandemic and catastrophic hurricanes. This includes healthcare workers and supporting staff, first responders, law enforcement, firefighters, elected officials and government employees, waste management, utility linemen and other essential employees, faith-based and service organizations and volunteers, and the media who worked tirelessly to keep us informed. Collectively, they represent the courage, selflessness and heroism that helped bring all of us through incredibly challenging times. These workers are all invited to come together to be part of the second line procession to experience the outpouring of community gratitude.

## ***A celebration of our culture and culture bearers.***

The *Spirit of Louisiana Jazz Funeral and Second Line* will also shine a spotlight on our local culture bearers, including New Orleans brass bands, Social Aid & Pleasure Clubs and Mardi Gras Indians, with Young Men Olympians Benevolent Society's President Norman Dixon serving as an authenticity advisor to ensure that the event remains true to the rich heritage and culture of jazz funeral and second line traditions.





## SPONSORSHIP PACKAGES

EVENT SPONSORSHIP LEVELS & BENEFITS (ONLY TWO TITLE SPONSORS)	\$25,000 Title Sponsor	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Recognition on event web page	Logo	Logo	Logo	Name	Name	Name
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Recognition on event banners	Logo	Logo	Logo	Name	Name	Name
Inclusion on official event second line handkerchief	✓	✓	Name			
Artist-created second line umbrella	✓					
Limited edition, signed and framed event poster by Adam Sambola	✓					
Limited edition, signed event poster by Adam Sambola		✓	✓	✓	✓	✓
Event Second Line handkerchiefs	25	10	6	4	2	1

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*The Krewe of Black & Gold is a 501(c)(3) organization founded exclusively for charitable and educational purposes to honor the rich culture and traditions of New Orleans.*

*The Spirit of Louisiana Jazz Funeral and Second Line is presented in partnership with New Orleans Tourism and Culture Fund. This project is supported by a grant from the New Orleans Jazz & Heritage Foundation's Community Partnership Grant program.*

*The Spirit of Louisiana Jazz Funeral and Second Line is presented with the support of New Orleans Entertainment Coalition. The mission of NOEC is to promote global awareness, education and celebration of the arts and culture as a means to enhance quality of life, support tourism and strengthen the economy.*



## EVENT SPONSORSHIP REGISTRATION

Thank you for your interest in sponsoring the *Spirit of Louisiana Jazz Funeral and Second Line*, presented by the Krewe of Black & Gold. Please indicate your preferred sponsorship level and complete the registration form. Sponsors at levels of \$5,000 and up should provide a high resolution vector graphic logo (.ai, .svg, or .eps) for use on the event website, social media page and event signage. Please email the logo to [Info@KreweOfBlackAndGold.com](mailto:Info@KreweOfBlackAndGold.com).

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| <input type="checkbox"/> \$25,000 Title Sponsor (two available) | <input type="checkbox"/> \$2,500 First Line Sponsor  |
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Please make checks payable to Krewe of Black & Gold, Inc. and mail to Box 3343, Slidell, LA 70459. For your convenience, you may also register and pay online at [www.KreweOfBlackAndGold.com/Sponsor](http://www.KreweOfBlackAndGold.com/Sponsor). Questions? Contact Kim Bergeron, 985.640.0169 or email [Info@KreweOfBlackAndGold.com](mailto:Info@KreweOfBlackAndGold.com).

***Thank you for your support of this commemorative event.***