

SPONSORSHIP OPPORTUNITIES



Resilience

*Recovery*

REBIRTH

AUGUST 30, 2025 ■ OLDE TOWNE SLIDELL



# *20 years of resilience, recovery and rebirth. It's the Spirit of Louisiana.*

When the Krewe of Black & Gold was created in 2019, the goal was to celebrate New Orleans' favorite football team while also celebrating the city's culture, traditions and culture bearers. In 2024, the Krewe presented the Spirit of Louisiana Jazz Funeral and Second Line in New Orleans' City Park in memory of those who passed during the pandemic when funerals were restricted, providing much-needed catharsis and closure for the loved ones who mourned their passing.

In 2025, The Krewe of Black & Gold and Northshore Cultural Economy Coalition, in partnership with the City of Slidell, will present The Spirit of Louisiana Katrina 20th Anniversary Commemorative Events in recognition of how far we have come after what then seemed like an insurmountable catastrophe.

It's a testimony of resilience, recovery and rebirth.

## *The Community Gathering - 4 pm*

The commemorative events will begin with a community gathering in the Slidell Municipal Auditorium, featuring elected officials from the State of Louisiana, Parish of St. Tammany and City of Slidell in recognition of the many recovery teams and volunteers who played critical roles prior to, during and following Hurricane Katrina. The event is free and open to the public.



## *The Spirit of Louisiana Second Line - 5 pm*

The Spirit of Louisiana Second Line will honor the many selfless individuals who have been part of the recovery and rebuilding. This includes city, parish, state and national government employees, elected officials, law enforcement, firefighters, EMS and healthcare workers, utility linemen, waste management teams, faith-based and community service organizations and volunteers, plus the media that worked around the clock to keep us informed. It's an opportunity for the public to come out and show gratitude for these individuals' and organizations' service.

The second line, to be led by the **Storyville Stompers**, will begin at 5 pm. The procession will begin at City Hall, circle Municipal Square block and return to the auditorium. The community is welcome to join in the procession or cheer from the sidelines for the honorees. Free and open to the public.

## *The Spirit of Louisiana Community Concert - 6 pm*

Following the second line procession, a concert will be held in the Slidell Municipal Auditorium, which was the last of the municipal structures to be rebuilt following the original auditorium's post-Katrina demolition. The concert will

feature the **Bucktown All-Stars**, which was the first band to perform in the City of Slidell's Bayou Jam Concert Series in the months following Katrina. The concert will also include a special appearance by **Vince Vance**, whose band performed the second post-Katrina Bayou Jam concert.

The concert will be free and open to the public, with free tickets to be offered via an online ticketing service prior to the event.





# SPONSORSHIP PACKAGES

EVENT SPONSORSHIP LEVELS & BENEFITS	\$7,500 Title Sponsor	\$5,000	\$2,500	\$1,000	\$500	\$250
Recognition on event web page	Title Sponsor Logo	Logo	Logo	Name	Name	Name
Recognition in promotional materials/collateral	Logo	Logo	Logo	Name on large format ads		
Recognition on event signage	Logo	Logo	Logo	Name		
Artist created second line umbrella	✓	✓				
Dedicated sponsor post on Facebook	✓	✓	✓			
Ltd ed, signed and framed poster by Adam Sambola	✓	✓	✓			
Ltd ed, signed poster by Adam Sambola				✓	✓	
Event Second Line handkerchiefs	100 with your logo	50	20	10	5	2
VIP tickets/seating for event concert	16	12	10	8	5	2

## PRESENTED BY



The City of Slidell was the Louisiana city hardest-hit by Katrina, with the eye passing directly over the small city. More than 40% of the city was flooded, with damage to more than 95% of homes and businesses.

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.

Founded in 2009, the mission of the Northshore Cultural Economy Coalition is to facilitate growth, development and increased awareness of the cultural economy and its impact by focusing on coalition building, public policy, business support, outreach, advocacy and arts education.



The Spirit of Louisiana Katrina 20-Year Commemoration is supported by a grant from the New Orleans Jazz & Heritage Foundation's Community Partnership Grant program. Funding has also been provided by the St. Tammany Commission on Cultural Affairs, an agency of the St. Tammany Parish Department of Culture, Recreation and Tourism and is supported by a grant from the Louisiana Division of the Arts, Office of Cultural Development, Department of Culture, Recreation and Tourism, in cooperation with the Louisiana State Arts Council. Funding has also been provided by the National Endowment for the Arts, Art Works.



## EVENT SPONSORSHIP REGISTRATION

Thank you for your interest in sponsoring the *Spirit of Louisiana Katrina 20-Year Commemoration*, presented by the Krewe of Black & Gold in partnership with the City of Slidell. 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, .png 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"/> \$7,500 Rebirth Title Sponsor (one available) | <input type="checkbox"/> \$1,000 Second 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.*