

NEW ORLEANS CITY PARK'S

CELEBRATION IN THE OAKS



BECOME
A MERRY
MAKER

BE PART OF THE NEW ORLEANS HOLIDAY TRADITION

City Park is as magical and unique as the city of New Orleans. For over 170 years, City Park has provided access to abundant natural and cultural resources to residents of the region and tourists from around the world. Parks are vital to our physical, mental, and emotional well-being and City Park continues to be a respite for our community.

The Park's premier holiday event, Celebration in the Oaks, garnered over 130,000 visitors in 2021, celebrating what has become the New Orleans holiday family tradition. Become a sponsor and be one of our **MERRY MAKERS** in bringing this incredible light show to life for our region.



WHY IS CELEBRATION IN THE OAKS IMPORTANT?

City Park's annual operating budget is largely self-generated and derived through on-premises, weather dependent programming. Celebration in the Oaks plays a key role in funding the Park's continued maintenance and beautification. The success of this event and **YOUR SUPPORT** are vital to the Park's day-to-day operations.

CELEBRATION IN THE OAKS 2021 BY THE NUMBERS



**37
DAYS**



**24,605
VEHICLES**



**131,015
PEOPLE**



**\$2,608,000
RAISED**

YOUR DONATIONS AT WORK



Landscaping
and mowing of
our 1,300 acres



Care for our
expansive tree
collection



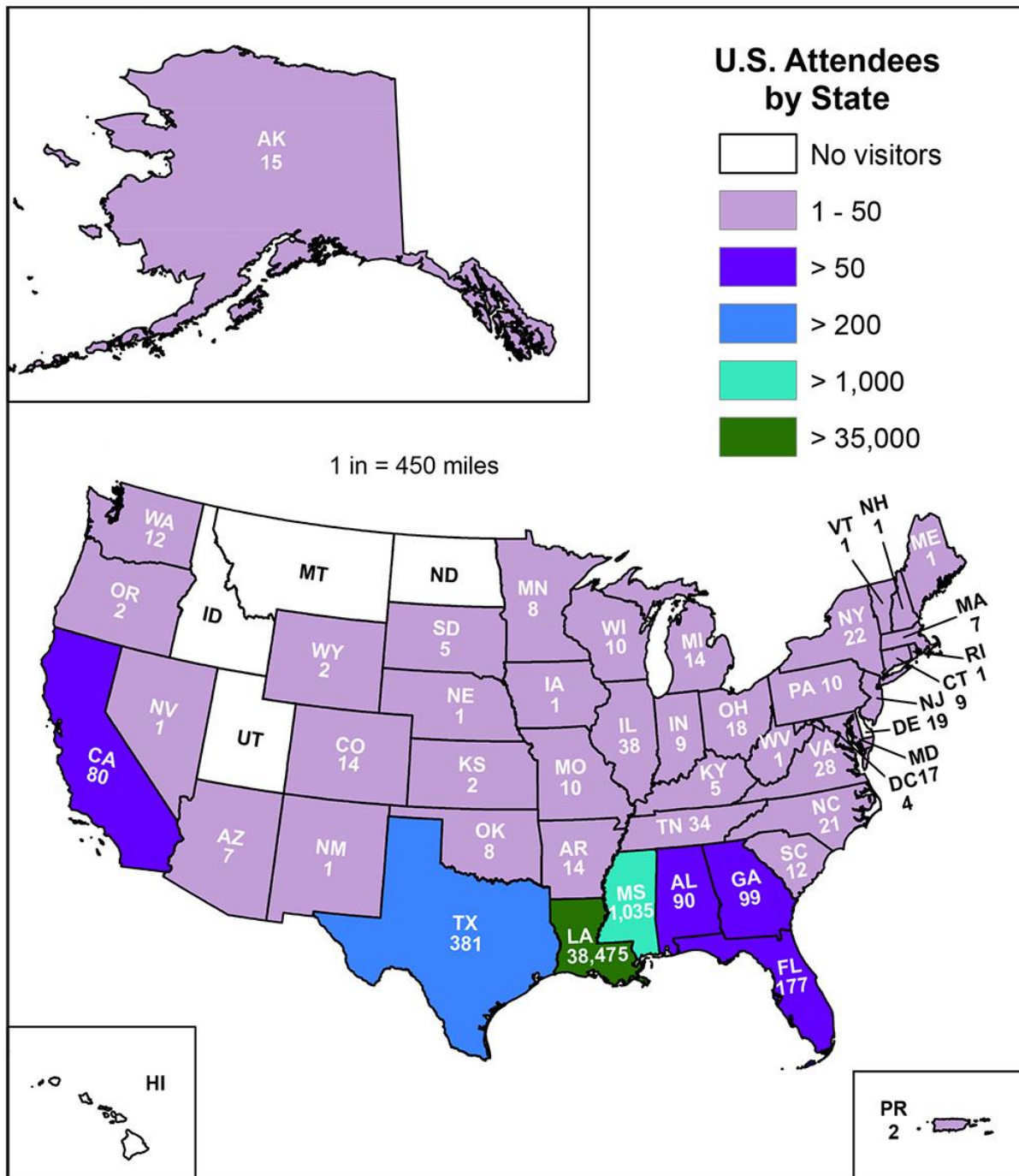
Park sanitation,
such as garbage
collection



Beautification,
annual
plantings, and
mulching

CELEBRATION IN THE OAKS BY THE NUMBERS

BASED ON ZIP CODE INFORMATION





IN THE MEDIA

MARKETING REACH

DIGITAL IMPRESSIONS: 1,740,604

SOCIAL MEDIA: 217,558

EMAIL CAMPAIGNS: 109,600



"This is the season of love, this is the season of family, and this is the season where we can just be grateful for what we have." – Sally-Ann Roberts on CBS This Morning



CELEBRATION IN THE OAKS PREVIEW PARTY

FRIDAY, NOVEMBER 18

Preview Party / \$125 pp

VIP (sponsors) / 7pm – 8pm

General Admission / 8pm – 11pm

2022 CHAIRS:

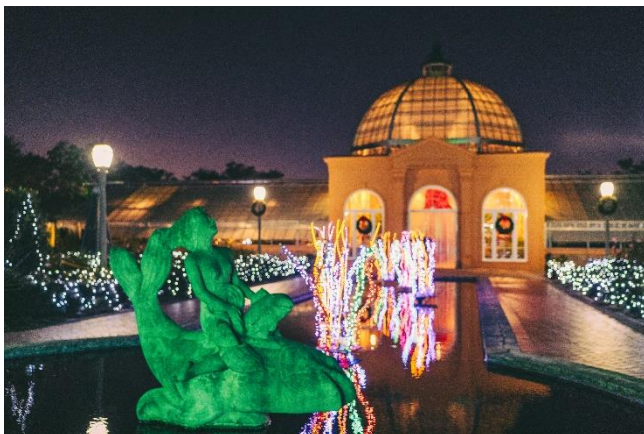
Damon Carraby

Mindy Nunez Airhart

One of the premier parties of the holiday season in New Orleans, this dazzling soiree kicks off the annual lights display. Guests get the first glimpse of the Celebration in the Oaks Experience and are given exclusive access to the Botanical Garden.

Naturally, because this is New Orleans, food, music, and a *Celebration of Cocktails* are available in abundance. Guests will jingle with immersive live music by the best local musicians, tantalizing array of foods from local restaurants, and uniquely crafted cocktails curated by Republic National Distributing Company.

Must be 21 or over to attend.



PRESENTING SPONSOR

\$150,000

- o Exclusive event naming rights: "Celebration in the Oaks presented by _____".
- o 24 Preview Party tickets + VIP hour
- o 16 Merry Maker Badges
 - o Unlimited Driving Tour + Walking Tour access during 2022 season
- o 60 all-access one-time-use CITO Experience
 - o Includes Driving Tour and Walking Tour for up to 8 ppl per tour
 - o Unlimited rides + one hot chocolate + marshmallow to roast per person (8)
- o Logo on FOX8 television commercial (\$80k value)
- o Custom on-site exhibit recognition
- o Driving Tour radio commercial opportunity
- o Name included on event signage
- o Recognition on all CITO materials:
 - o CITO website (year-long)
 - o Event Program (50,000 distribution)
 - o Promotional e-blasts (109k individuals)
 - o Social media outlets (217k followers)
 - o Inclusion in press release to all media outlets

PREVIEW PARTY SPONSOR

\$75,000

- o Exclusive event naming rights: "Celebration in the Oaks Preview Party presented by _____".
- o 16 Preview Party tickets + VIP hour
- o 10 Merry Maker Badges
 - o Unlimited Driving Tour + Walking Tour access during 2022 season
- o 20 all-access one-time-use CITO Experience
 - o Includes Driving Tour and Walking Tour for up to 8 ppl per tour
 - o Unlimited rides + one hot chocolate + marshmallow to roast per person (8)
- o Driving Tour radio commercial opportunity
- o Name included on event signage
- o Recognition on all CITO materials:
 - o CITO website (year-long)
 - o Event Program (50,000 distribution)
 - o Promotional e-blasts (109k individuals)
 - o Social media outlets (217k followers)
 - o Inclusion in press release to all media outlets

GLEAMING STARS

\$25,000

- o 12 Preview Party tickets + VIP hour
- o 6 Merry Maker Badges
 - o Unlimited Driving Tour + Walking Tour access during 2022 season
- o 10 all-access one-time-use CITO Experience
 - o Includes Driving Tour and Walking Tour for up to 8 ppl per tour
 - o Unlimited rides + one hot chocolate + marshmallow to roast per person (8)
- o Driving Tour radio commercial opportunity
- o Name included on event signage
- o Recognition on all CITO materials:
 - o CITO website (year-long)
 - o Event Program (50,000 distribution)
 - o Promotional e-blasts (109k individuals)
 - o Social media outlets (217k followers)

SPARKLING STARS

\$10,000

- o 10 Preview Party tickets + VIP hour
- o 4 Merry Maker Badges
 - o Unlimited Driving Tour + Walking Tour access during 2022 season
- o 6 all-access one-time-use CITO Experience
 - o Includes Driving Tour and Walking Tour for up to 8 ppl per tour
 - o Unlimited rides + one hot chocolate + marshmallow to roast per person (8)
- o Driving Tour radio commercial opportunity
- o Name included on event signage
- o Recognition on all CITO materials:
 - o CITO website (year-long)
 - o Event Program (50,000 distribution)
 - o Promotional e-blasts (109k individuals)

STARBURSTS

\$5,000

- o 8 Preview Party tickets + VIP hour
- o 2 Merry Maker Badges
 - o Unlimited Driving Tour + Walking Tour access during 2022 season
- o 4 all-access one-time-use CITO Experience
 - o Includes Driving Tour and Walking Tour for up to 8 ppl per tour
 - o Unlimited rides + one hot chocolate + marshmallow to roast per person (8)
- o Name included on event signage
- o Recognition on all CITO materials:
 - o CITO website (year-long)
 - o Event Program (50,000 distribution)
 - o Promotional e-blasts (109k individuals)

TWINKLING STARS

\$3,000

- o 6 Preview Party tickets + VIP hour
- o 4 all-access one-time-use CITO Experience
 - o Includes Driving Tour and Walking Tour for up to 8 ppl per tour
 - o Unlimited rides + one hot chocolate + marshmallow to roast per person (8)
- o Name included on event signage
- o Recognition on all CITO materials:
 - o CITO website (year-long)
 - o Event Program (50,000 distribution)

RISING STARS

\$1,500

- o 4 Preview Party tickets + VIP hour
- o 2 all-access one-time-use CITO Experience
 - o Includes Driving Tour and Walking Tour for up to 8 ppl per tour
 - o Unlimited rides + one hot chocolate + marshmallow to roast per person (8)
- o Name included on event signage
- o Recognition on all CITO materials:
 - o CITO website (year-long)
 - o Event Program (50,000 distribution)

CHANDELIER OAKS

\$500

- o 2 Preview Party tickets + VIP hour
- o 1 all-access one-time-use CITO Experience
 - o Includes Driving Tour and Walking Tour for up to 8 ppl per tour
 - o Unlimited rides + one hot chocolate + marshmallow to roast per person (8)
- o Name included on event signage
- o Recognition on all CITO materials:
 - o CITO website (year-long)
 - o Event Program (50,000 distribution)

CELEBRATION IN THE OAKS 2022 EVENT DATES

November 24, 2022 – January 1, 2023
closed December 24 and 31

Hours

Sunday – Thursday	Driving Tour	6:00 pm – 10:00 pm <i>(8:30 pm cut off for add-on)</i>
	Walking Tour	6:00 pm – 11:00 pm
Friday – Saturday	Driving Tour	5:00 pm – 11:00 pm <i>(9:30 pm cut off for add-on)</i>
	Walking Tour	5:00 pm – 12:00 am

General Admission Price

Driving Tour

- Sedans/SUVs \$39.99
- Limos \$150
- Sprinter Vans \$225

Walking Tour

- Amusement Park + Botanical Garden \$35 per person
- Add-On with Driving Tour \$25 per person

For more information and for online tickets visit celebrationintheoaks.com.



SPONSORSHIP FORM

Deadline for inclusion in the Celebration in the Oaks materials:

November 7, 2022. Please make checks payable to City Park Conservancy | 1 Palm Drive | New Orleans, LA 70124 | Memo: Celebration in the Oaks.

Print as you would like to be listed on all materials:

company/individual _____

do not list _____ anonymous _____ decline benefits _____ employer matching _____

CONTACT INFORMATION:

name _____ phone _____

email _____

address _____

city/state/zip _____

PAYMENT INFORMATION

check enclosed _____ send invoice _____

credit card number _____

city/state/zip _____

exp. date _____ cvc _____ zip _____



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|--|--|---|
| <input type="radio"/> PRESENTING SPONSOR
\$150,000 | <input type="radio"/> SPARKLING STARS
\$10,000 | <input type="radio"/> RIISING STARS
\$1,500 |
| <input type="radio"/> PREVIEW SPONSOR
\$75,000 | <input type="radio"/> STARBURSTS
\$5,000 | <input type="radio"/> CHANDELIER OAKS
\$500 |
| <input type="radio"/> GLEAMING STARS
\$25,000 | <input type="radio"/> TWINKLING STARS
\$3,000 | |

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