

NEW ORLEANS CITY PARK'S

# CELEBRATION IN THE OAKS



**BECOME  
A MERRY  
MAKER**

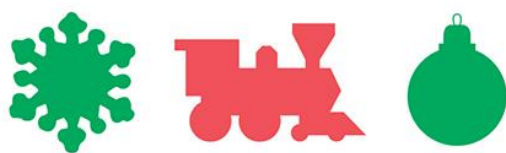


**CITY PARK**  
CONSERVANCY

# 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 2022, 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 BY THE NUMBERS



35  
DAYS



24,605  
VEHICLES



131,015  
PEOPLE



2,938,500  
RAISED

## YOUR DONATIONS AT WORK



Landscaping  
and mowing of  
our 1,300 acres



Care for our  
expansive tree  
collection



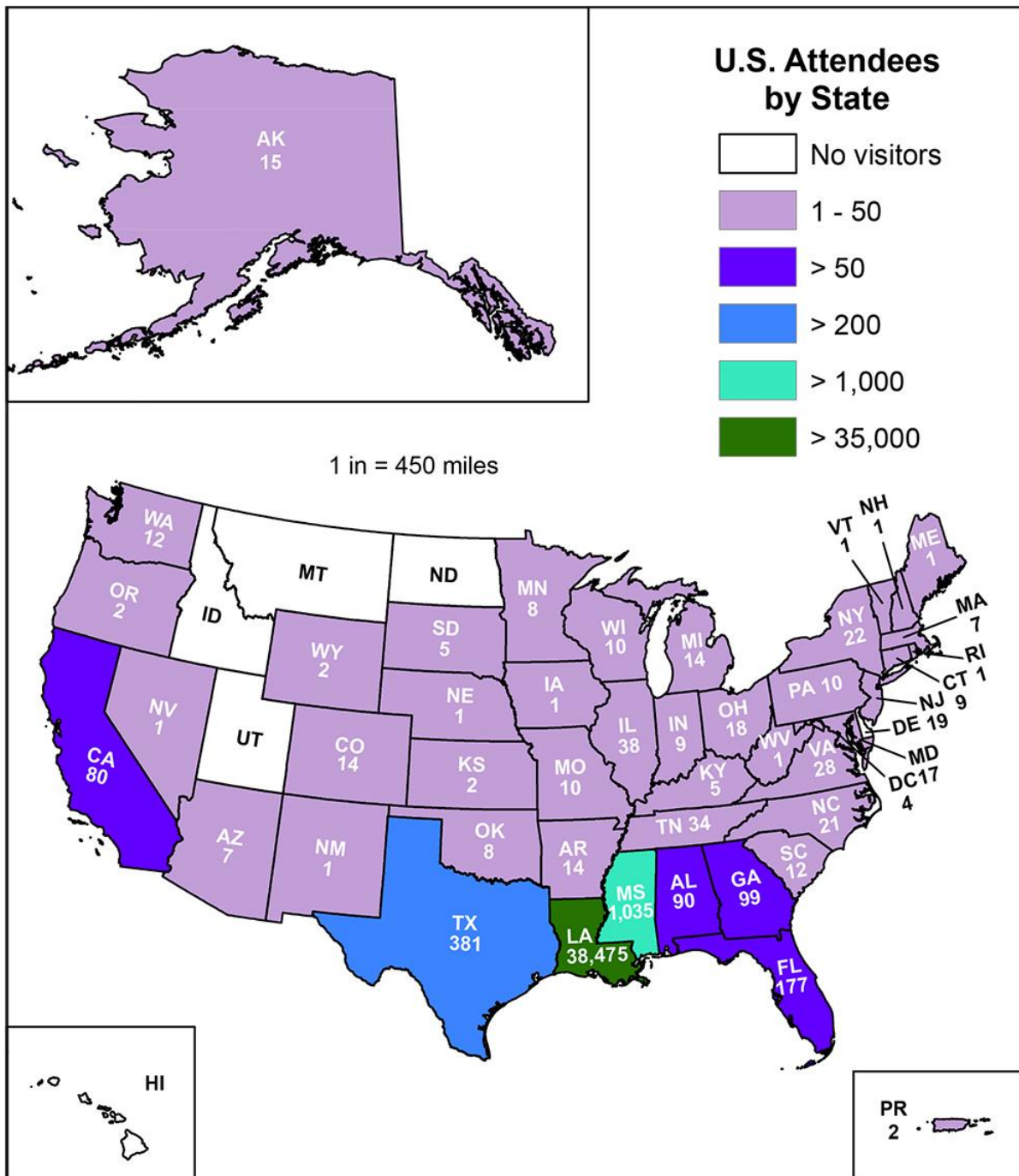
Park sanitation,  
such as garbage  
collection



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: 228,120

EMAIL CAMPAIGNS: 120,566



"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



# CELEBRATION IN THE OAKS PREVIEW PARTY

**SATURDAY, NOVEMBER 18**

Jingle Bells & Beer / \$40 pp

*(\$65 pp week of)*

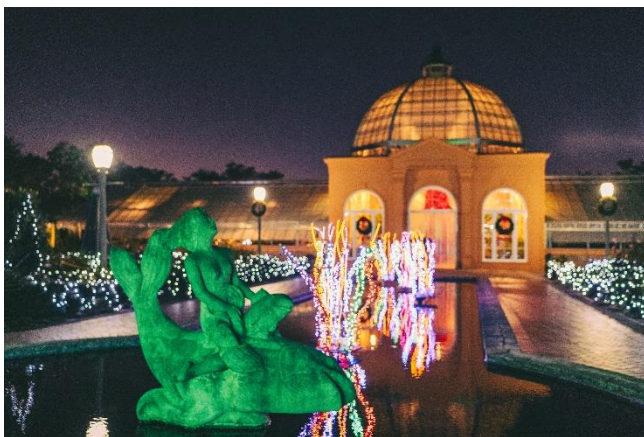
VIP Party / \$100 pp

*(\$125 pp week of)*

7:00 pm – 10:30 pm

Everyone's favorite holiday party just got a little bit more festive! Celebration in the Oaks Preview Party and Jingle Bells & Beer have been combined into one event *yule* does not want to miss. Our holiday annual fundraiser in the Botanical Gardens will be the same dazzling time you've come to know and love – complete with a full bar, specialty cocktails, delicious dishes, and a Botanical Garden sneak peek – but the party now extends into the Carousel Gardens Amusement Park for a beer-filled time - complete with more entertainment, rides, and all-you-can-imbibe brew. Naturally, because this is New Orleans, food, music, and a *Celebration of Cocktails* are available in abundance. Make the most of your merriment by booking for both!

*Must be 21 or over to attend.*





## PRESENTING SPONSOR

\$150,000

- Exclusive event naming rights: "Celebration in the Oaks presented by \_\_\_\_\_".
- 24 Preview Party tickets + VIP hour
- 16 Merry Maker Badges
  - Unlimited Driving Tour + Walking Tour access during 2023 season
- 60 all-access one-time-use CITO Experience
  - Includes Driving Tour and Walking Tour for up to 8 ppl per tour
  - Unlimited rides + one hot chocolate + marshmallow to roast per person (8)
- Logo on FOX8 television commercial (\$80k value)
- Custom on-site exhibit recognition
- Driving Tour radio commercial opportunity
- Name included on event signage
- Recognition on all CITO materials:
  - CITO website (year-long)
  - Event Program (50,000 distribution)
  - Promotional e-blasts (120k individuals)
  - Social media outlets (228k followers)
  - Inclusion in press release to all media outlets

## PREVIEW PARTY SPONSOR

\$75,000

- Exclusive event naming rights: "Celebration in the Oaks Preview Party presented by \_\_\_\_\_".
- 16 Preview Party tickets + VIP hour
- 10 Merry Maker Badges
  - Unlimited Driving Tour + Walking Tour access during 2023 season
- 20 all-access one-time-use CITO Experience
  - Includes Driving Tour and Walking Tour for up to 8 ppl per tour
  - Unlimited rides + one hot chocolate + marshmallow to roast per person (8)
- Driving Tour radio commercial opportunity
- Name included on event signage
- Recognition on all CITO materials:
  - CITO website (year-long)
  - Event Program (50,000 distribution)
  - Promotional e-blasts (120k individuals)
  - Social media outlets (228k followers)
  - Inclusion in press release to all media outlets

## GLEAMING STARS

\$25,000

- 12 Preview Party tickets + VIP hour
- 6 Merry Maker Badges
  - Unlimited Driving Tour + Walking Tour access during 2023 season
- 10 all-access one-time-use CITO Experience
  - Includes Driving Tour and Walking Tour for up to 8 ppl per tour
  - Unlimited rides + one hot chocolate + marshmallow to roast per person (8)
- Driving Tour radio commercial opportunity
- Name included on event signage
- Recognition on all CITO materials:
  - CITO website (year-long)
  - Event Program (50,000 distribution)
  - Promotional e-blasts (120k individuals)
  - Social media outlets (228k followers)

## SPARKLING STARS

\$10,000

- 10 Preview Party tickets + VIP hour
- 4 Merry Maker Badges
  - Unlimited Driving Tour + Walking Tour access during 2023 season
- 6 all-access one-time-use CITO Experience
  - Includes Driving Tour and Walking Tour for up to 8 ppl per tour
  - Unlimited rides + one hot chocolate + marshmallow to roast per person (8)
- Driving Tour radio commercial opportunity
- Name included on event signage
- Recognition on all CITO materials:
  - CITO website (year-long)
  - Event Program (50,000 distribution)
  - Promotional e-blasts (120k individuals)

## STARBURSTS

\$5,000

- 8 Preview Party tickets + VIP hour
- 2 Merry Maker Badges
  - Unlimited Driving Tour + Walking Tour access during 2023 season
- 4 all-access one-time-use CITO Experience
  - Includes Driving Tour and Walking Tour for up to 8 ppl per tour
  - Unlimited rides + one hot chocolate + marshmallow to roast per person (8)
- Name included on event signage
- Recognition on all CITO materials:
  - CITO website (year-long)
  - Event Program (50,000 distribution)
  - Promotional e-blasts (120k individuals)

## TWINKLING STARS

\$3,000

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

## RISING STARS

\$1,500

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

## CHANDELIER OAKS

\$500

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



# BE PART OF THE NEW ORLEANS HOLIDAY TRADITION

**November 23, 2023 – December 31, 2023**

*closed December 24*

## Hours

<b>Sunday – Thursday</b>	Driving Tour	6:00 pm – 10:00 pm
	Walking Tour	6:00 pm – 10:00 pm
<b>Friday – Saturday</b>	Driving Tour	5:00 pm – 11:00 pm
	Walking Tour	5:00 pm – 11:00 pm
<b>Christmas Day Hours</b>	Driving Tour	6:00 pm – 9:00 pm
	Walking Tour	6:00 pm – 9:00 pm

*Bike Nights are Tuesday, November 28, December 5, and December 12 from 6:00 – 9:00 pm with the last admission at 8:45 pm.*

## General Admission Price

### **Driving Tour**

- Bikes \$5 (pp)
- Sedans/SUVs \$40
- Limos \$150
- Sprinter Vans \$225

### **Walking Tour**

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

or more information and for online tickets visit [celebrationintheoaks.com](https://celebrationintheoaks.com).



# SPONSORSHIP FORM

Deadline for inclusion in the Celebration in the Oaks materials:  
**November 7, 2023.** 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 \_\_\_\_\_



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



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# CITY PARK

CONSERVANCY

City Park Conservancy is a 501(c)3 non-profit whose mission is to preserve and improve Park spaces for recreational, educational, cultural and beautification purposes. The Conservancy works year-round to care for the Park's historic oaks, beautiful gardens, family-friendly playgrounds, nature trails, cultural and recreational amenities.