

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 120,000 visitors in 2023, 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.



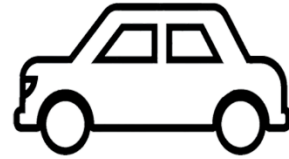
WHY IS CELEBRATION IN THE OAKS IMPORTANT?

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



**37
DAYS**



**18,760
VEHICLES**



**120,236
PEOPLE**



**3,206,069
RAISED**

YOUR DONATIONS AT WORK



Landscaping
and mowing of
our 1,300 acres



Care for our
expansive tree
collection



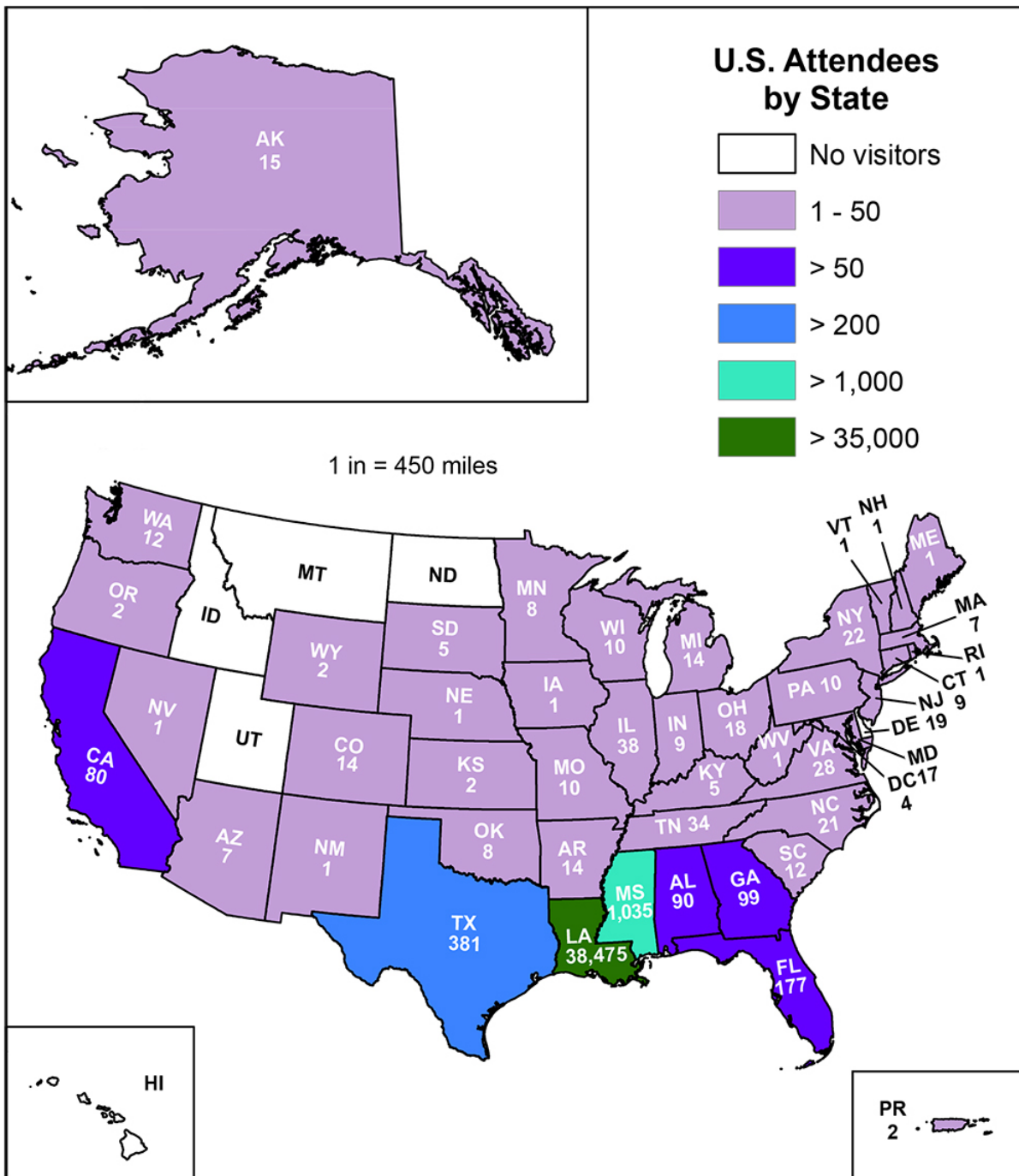
Park sanitation,
such as garbage
collection



Beautification,
annual
plantings, and
mulching

CELEBRATION IN THE OAKS BY THE NUMBERS

BASED ON ZIP CODE INFORMATION



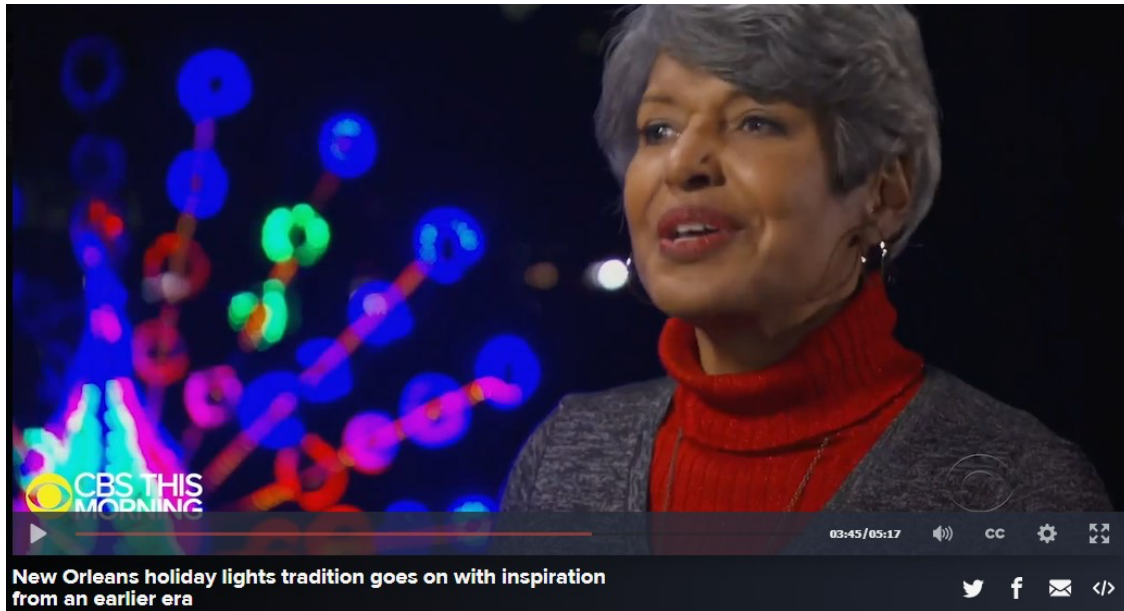


IN THE MEDIA MARKETING REACH

DIGITAL IMPRESSIONS: 1,740,604

SOCIAL MEDIA: 126,965

EMAIL CAMPAIGNS: 246,600



"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

SATURDAY, NOVEMBER 23

Jingle Bells & Beer / \$40 pp

(\$65 pp week of)

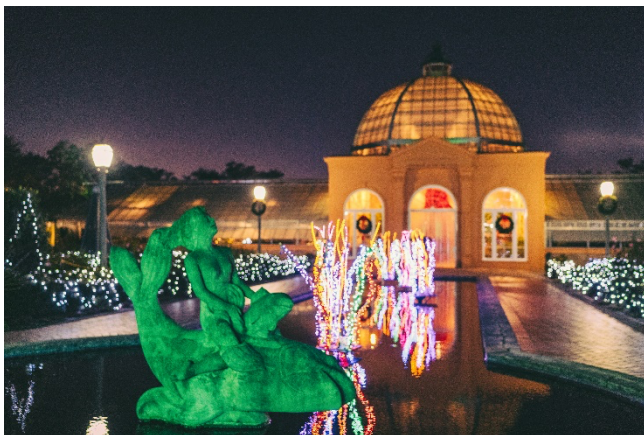
VIP Party / \$100 pp

(\$125 pp week of)

7:00 pm – 10:00 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* 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 (126k individuals)
 - Social media outlets (246k 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 (126k individuals)
 - Social media outlets (246k 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 (126k individuals)
 - Social media outlets (246k 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 (126k 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 (126k 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 29, 2024 – January 3, 2025*

closed December 24 + December 31

**dates may change*

Hours

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

Bike Nights are the first two Tuesdays from 6:00 – 9:00 pm with the last admission at 8:45 pm.

	<u>General Admission Price</u>	<u>Value Night Price</u>
Driving Tour		
• Bikes	\$7 (pp)	-
• Sedans/SUVs	\$40	\$20
• Limos	\$150	-
• Sprinter Vans	\$225	-

Driving Tour guests will be able to "skip the line" with the Celebration in the Oaks Dasher Pass for an additional \$40.

	<u>General Admission Price</u>	<u>Value Night Price</u>
Walking Tour		
• Amusement Park + Botanical Garden	\$35 pp	\$20 (pp)
• Add-On with Driving Tour	\$25 (pp)	\$10 (pp)

Value Nights are every Wednesday and Thursday, excluding Christmas Day.

Friends of City Park Members receive one free driving tour pass for up to eight people.

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



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SPONSORSHIP FORM

Deadline for inclusion in the Celebration in the Oaks materials:
October 31, 2024. 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"/> PRESENTING SPONSOR
\$150,000 | <input type="radio"/> SPARKLING STARS
\$10,000 | <input type="radio"/> RISING 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 | |





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.