

NEW ORLEANS CITY PARK'S

CELEBRATION IN THE OAKS



BECOME A **MERRY MAKER** TODAY!

BE A PART OF THE NEW ORLEANS HOLIDAY TRADITION

CELEBRATION IN THE OAKS

NOVEMBER 28, 2025 – JANUARY 1, 2026

New Orleans City Park's largest fundraiser, Celebration in the Oaks, is one of the most spectacular holiday lights festivals in the country that has fascinated guests for generations. The month-long fundraiser attracts over 135,000 visitors each year who come to see City Park's famous live oak trees swathed in over one million twinkling lights and discover hundreds of breathtaking displays throughout the Park. Celebration in the Oaks offers a magical experience for families, friends, and tourists alike.

City Park Conservancy's annual operating budget is largely self-generated. Celebration in the Oaks plays a key role in funding the Park's continued maintenance and beautification each year, providing nearly 10% of the Park's annual budget.

Your investment in Celebration in the Oaks is an investment in City Park's future.



31
MAGICAL
NIGHTS

135K
MERRY
VISITORS

OVER
1 MILLION
TWINKLING
LIGHTS

35 YEARS
OF HOLIDAY
TRADITIONS

COUNTLESS
MEMORIES

YOUR INVESTMENT HELPS MAKE A DIFFERENCE

BECOME A MERRY MAKER

**JOIN US THIS HOLIDAY SEASON AT CELEBRATION IN THE OAKS.
OUR MERRY MAKERS BRING THIS INCREDIBLE EVENT TO LIFE.**

By sponsoring Celebration in the Oaks, you will align your brand with a cherished holiday tradition that brings joy and wonder to our community. Your support will help us create a magical experience for all attendees while providing your organization with valuable exposure and engagement opportunities.

Your sponsorship benefits will include:

- **Brand Visibility:** Showcase your brand through prominent logo placement on event signage, promotional materials, and digital platforms.
- **Community Engagement:** Connect with our community and regional visitors, demonstrating your commitment to supporting cherished cultural events.
- **Exclusive Benefits:** Enjoy VIP access to the Merry Maker Mixer, Merry Maker badges, and Celebration in the Oaks tickets.

Sponsors are recognized on the Celebration in the Oaks website, select promotional and on-site signage, printed materials, and digital marketing. Specific promotional benefits are outlined in the following pages. Deadline for inclusion in marketing materials is August 31, 2025.

MERRY MAKER MIXER

On the first Sunday of the season, November 30, sponsors will be invited to kick off the season at an exclusive Merry Maker Mixer. Sip on signature cocktails and enjoy holiday hors d'oeuvres at the Pavilion of the Two Sisters, enjoy the Celebration in the Oaks Walking Tour of the Botanical Garden exhibits, and then stroll over to experience the excitement of Carousel Gardens Amusement Park. Sponsors receive exclusive access to the Merry Maker Mixer while experiencing Celebration in the Oaks, open until 9pm.

2025 MERRY MAKER SPONSOR LEVELS

\$75,000 DRIVING TOUR SPONSOR PACKAGE INCLUDES:

- Exclusive naming rights of the Celebration in the Oaks Driving Tour: "Celebration in the Oaks Driving Tour presented by Your Company."
- Custom on-site recognition.
- Inclusion in promotional campaign – press release, social media and e-blasts.
- Logo recognition on FOX8 television commercial.
- Logo recognition on select print materials, on-site signage, and event website.
- Driving Tour radio commercial opportunity.
- Twenty (20) tickets to Merry Maker Mixer on Sunday, November 30 from 5-8pm.
- Twelve (12) Merry Maker badges.
 - Unlimited use during 2025 season.
 - Includes Driving Tour and Walking Tour for up to eight people per tour.
- Thirty (30) Driving Tour passes.
- Two hundred forty (240) one-time-use Walking Tour tickets.





\$50,000 AREA SPONSOR PACKAGE INCLUDES:

- Opportunities to name a featured area or experience such as Bike Nights, Buggin' Out in the Shade Garden, the Dandelion Meadow, or the Walking Tour Entrance.
- Custom on-site recognition.
- Inclusion in promotional campaign – press release, social media and e-blasts.
- Logo recognition on select print materials, on-site signage, and event website.
- Driving Tour radio commercial opportunity.
- Eighteen (18) tickets to Merry Maker Mixer on Sunday, November 30 from 5-8pm.
- Ten (10) Merry Maker badges.
 - Unlimited use during 2025 season.
 - Includes Driving Tour and Walking Tour for up to eight people per tour.
- Twenty (20) Driving Tour passes.
- One hundred sixty (160) one-time-use Walking Tour tickets.

\$25,000 GLEAMING STAR SPONSOR PACKAGE INCLUDES:

- Opportunity to name a featured area or experience such as Mr. Bingle, Dripping Snow Tree, Miniature Train Garden, or festive photo opportunity.
- Custom on-site recognition.
- Inclusion in promotional campaign – press release, social media and e-blasts.
- Logo recognition on select print materials, on-site signage, and event website.
- Driving Tour radio commercial opportunity.
- Fourteen (14) tickets to Merry Maker Mixer on Sunday, November 30 from 5-8pm.
- Six (6) Merry Maker badges.
 - Unlimited use during 2025 season.
 - Includes Driving Tour and Walking Tour for up to eight people per tour.
- Ten (10) Driving Tour passes.
- Eighty (80) one-time-use Walking Tour tickets.

\$10,000 SPARKLING STAR SPONSOR PACKAGE INCLUDES:

- Driving Tour radio commercial opportunity.
- Logo recognition on select print materials, on-site signage, and event website.
- Ten (10) tickets to Merry Maker Mixer on Sunday, November 30 from 5-8pm.
- Four (4) Merry Maker badges.
 - Unlimited use during 2025 season.
 - Includes Driving Tour and Walking Tour for up to eight people per tour.
- Six (6) Driving Tour passes.
- Forty-eight (48) one-time-use Walking Tour tickets.

\$5,000 STARBURST SPONSOR PACKAGE INCLUDES:

- Logo recognition on select on-site signage and event website.
- Eight (8) tickets to Merry Maker Mixer on Sunday, November 30 from 5-8pm
- Two (2) Merry Maker badges.
 - Unlimited use during 2025 season.
 - Includes Driving Tour and Walking Tour for up to eight people per tour.
- Five (5) Driving Tour passes.
- Forty (40) one-time-use Walking Tour tickets.



\$3,000 TWINKLING STAR SPONSOR PACKAGE INCLUDES:

- Name recognition on select on-site signage and the event website.
- Six (6) tickets to Merry Maker Mixer on Sunday, November 30 from 5-8pm.
- Four (4) Driving Tour passes.
- Thirty-two (32) one-time-use Walking Tour tickets.

\$1,500 RISING STAR SPONSOR PACKAGE INCLUDES:

- Name recognition on select on-site signage and event website.
- Four (4) tickets to Merry Maker Mixer on Sunday, November 30 from 5-8pm.
- Two (2) Driving Tour passes.
- Sixteen (16) one-time-use Walking Tour tickets.

\$500 OAKS CHANDELIER OAK SPONSOR PACKAGE INCLUDES:

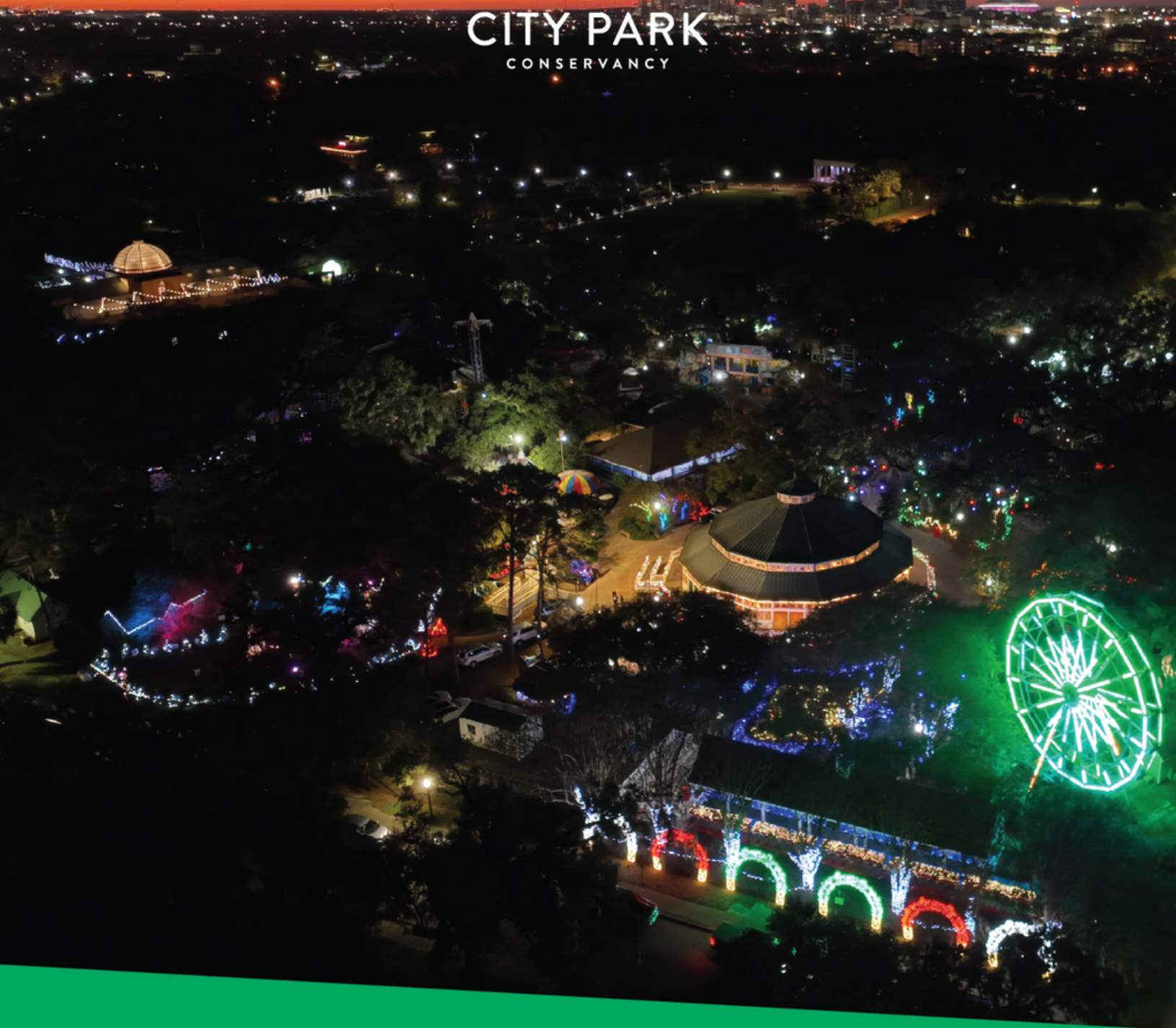
- Name recognition on select on-site signage and event website.
- Two (2) tickets to Merry Maker Mixer on Sunday, November 30 from 5-8pm.
- One (1) Driving Tour passes.
- Eight (8) one-time-use Walking Tour tickets.





CITY PARK

CONSERVANCY



City Park Conservancy is a 501(c)3 nonprofit whose mission is to preserve and improve City Park spaces for recreational, educational, cultural and beautification purposes. City Park Conservancy is committed to serving the public's best interests and providing the oversight and expertise necessary to ensure that this world-class greenspace is accessible to all.