



Celebration in the Oaks

BECOME A MERRY MAKER TODAY!



Celebration in the Oaks

NOVEMBER 27, 2026 – JANUARY 2, 2027

Celebration in the Oaks is New Orleans City Park's largest annual fundraiser and a cherished holiday tradition, enchanting visitors year after year. This beloved event offers a magical experience for families, friends, and tourists alike, many of whom return each season as part of their holiday traditions. The month-long fundraiser attracts more than 186,000 visitors who gather beneath City Park's iconic live oak trees, aglow with more than one million twinkling lights, to explore miles of breathtaking holiday displays throughout the Park.

Funds raised through event sponsorships play a critical role in keeping the Park's budget balanced and directly support the programs and services that City Park Conservancy provides year-round. Celebration in the Oaks plays a key role in funding the Park's operations, contributing nearly 10% of its annual budget. Sponsorship support helps enhance the accessibility, quality, and safety of community programming, ensuring that City Park remains a vibrant, welcoming, and inclusive space for all.

By supporting Celebration in the Oaks today, you help ensure that City Park's cherished spaces continue to thrive as hubs for recreation, education, culture, and community for generations to come.

BE A PART OF THE NEW ORLEANS
Holiday Tradition



32
Magical
Nights

186K
Merry
Visitors

Over
1 Million
Twinkling
Lights

35+ Years
Of Holiday
Traditions

**Countless
Memories**

BE A SPARK FOR

City Park



Join us this holiday season at Celebration in the Oaks.

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 Ticket Packages:** Kick off the season at the Merry Maker Mixer, enjoy Merry Maker badges, and Celebration in the Oaks tickets.

OUR MERRY MAKER SPONSORS HELP LIGHT UP THE SEASON.

Your investment as a sponsor of Celebration in the Oaks will celebrate community, create joy, and ensure that City Park continues to thrive for generations to come.

OUR REACH IS YOUR EXPOSURE

Celebration in the Oaks is a highly anticipated community event that generates extensive visibility through earned, owned, and paid media, reaching audiences on a local, regional and national scale.

671,453,473

Total Estimated Reach

\$6,210,945

Ad Value

\$15,527,362

PR Value

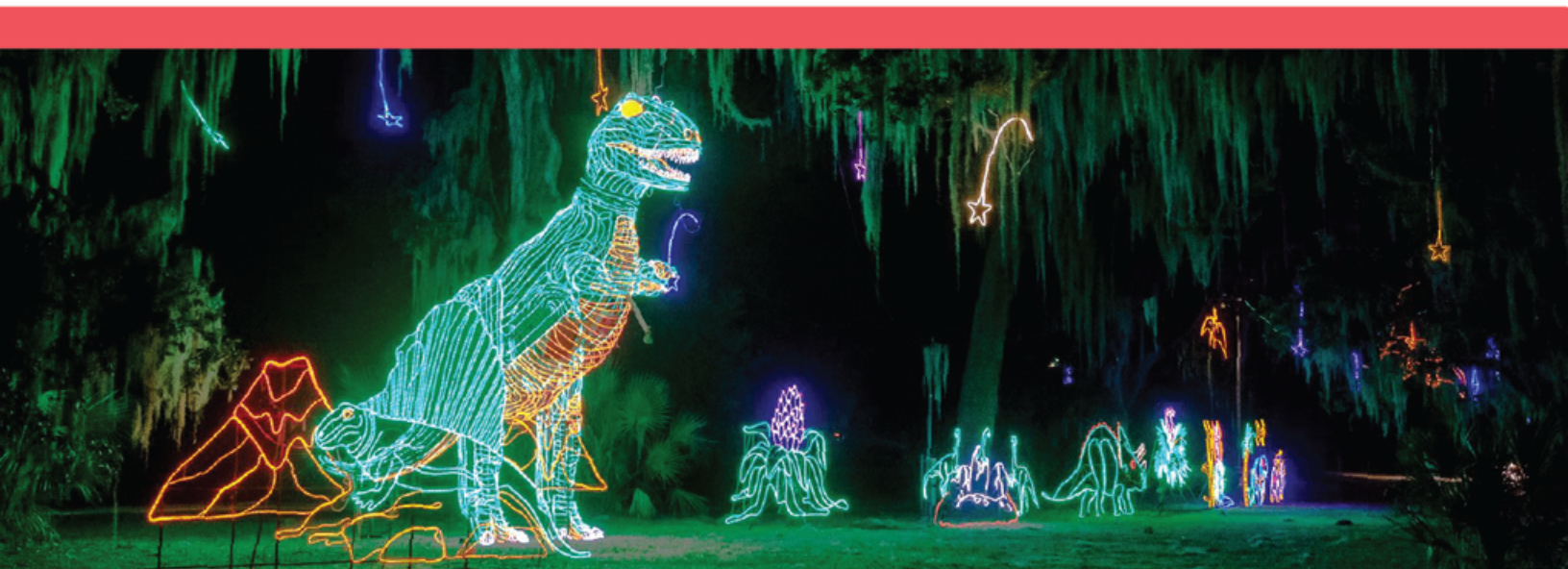


Sponsor Levels

As a Celebration in the Oaks sponsor, your brand becomes part of a beloved holiday tradition, gaining meaningful exposure while helping create a magical experience for our community. All sponsors are recognized on the Celebration in the Oaks website, select promotional and on-site signage, printed materials, and digital marketing campaigns. Specific benefits are outlined in the following pages. Deadline for inclusion in marketing materials is August 31, 2026.

\$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 email marketing.
- 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 29, from 5-8pm.
- Twelve (12) Merry Maker badges.
 - Includes unlimited driving and walking tour access for eight people during the 2026 season.
- 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 email marketing.
- 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 29, from 5-8pm.
- Ten (10) Merry Maker badges.
 - Includes unlimited driving and walking tour access for eight people during the 2026 season.
- 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 email marketing.
- 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 29, from 5-8pm.
- Six (6) Merry Maker badges.
 - Includes unlimited driving and walking tour access for eight people during the 2026 season.
- 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 29, from 5-8pm.
- Four (4) Merry Maker badges.
 - Includes unlimited driving and walking tour access for eight people during the 2026 season.
- 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 29, from 5-8pm
- Two (2) Merry Maker badges.
 - Includes unlimited driving and walking tour access for eight people during the 2026 season.
- 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 29, 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 29, from 5-8pm.
- Two (2) Driving Tour passes.
- Sixteen (16) one-time-use Walking Tour tickets.

\$500 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 29, from 5-8pm.
- One (1) Driving Tour pass.
- Eight (8) one-time-use Walking Tour tickets.





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.