

Downtown for the Holidays

PRESENTED BY THE DDD

DOWNTOWN DEVELOPMENT DISTRICT NEW ORLEANS



Storefront Decorating Sponsor \$10,000

Start a new tradition with the DDD and light up the storefronts along Canal St. from November 21 - December 26, 2023.

Each sponsorship funds stipends and supplies for 7 local artists.

- NAME OR LOGO ON STOREFRONT PROMOTIONAL CLINGS
- NAME AND/OR LOGO INCLUDED IN ALL PR AND ADVERTISING*
- HIGHLIGHTED IN DDD NEWSLETTER
- NAME AND/OR LOGO INCLUDED IN DEDICATED SOCIAL MEDIA POSTS
- 4 AVAILABLE FROM NON-COMPETING BUSINESSES
- 4 TICKETS TO POST LIGHTING RECEPTION 11.21.23

*Guaranteed DDD digital and social media ad buy

Children's Hospital Holiday Parade Saturday, December 2

Roll through the streets of the French Quarter and Downtown Development District in the second year for this reimagined holiday parade from Kern Studios!

DDD will have five Downtown themed floats. Get your krewe together and reserve your float today!

ALL FLOAT SPONSORS

- SPONSOR SIGNAGE ON FLOAT
- LOCAL & NATIONAL TELEVISION COVERAGE OF FLOAT
- ACCESS TO PARADE VIP AFTERPARTY AREA
- NAME AND/OR LOGO INCLUDED IN ALL PR AND ADVERTISING*
- HIGHLIGHTED IN DDD NEWSLETTER
- NAME AND/OR LOGO INCLUDED IN SOCIAL MEDIA POSTS

*Guaranteed DDD digital and social media ad buy

FOR MORE DETAILS OR TO CREATE A SPONSORSHIP PACKAGE THAT IS RIGHT FOR YOU, CONTACT ASHLEY MILLS.

AMILLS@DOWNTOWNOLA.COM 504-620-9285



FULL FLOAT \$10,000

- 1 BRANDED FLOAT (20 RIDERS)
- 10 TICKETS TO VIP PARADE VIEWING AT OSCAR DUNN PARK
- 2 PARKING PASSES BEHIND VIP VIEWING
- 30 PASSES TO DDD VIP AFTER PARTY HOSPITALITY TENT

HALF FLOAT \$5,000

- CO-BRANDED FLOAT (10 RIDERS)
- 5 TICKETS TO VIP PARADE VIEWING AT OSCAR DUNN PARK
- 1 PARKING PASS BEHIND VIP VIEWING
- 15 PASSES TO DDD VIP AFTER PARTY HOSPITALITY TENT