

SPONSOR PACKET SPRING 2024



ylc PRESENTED BY **ABITA**

WEDNESDAY AT THE SQUARE®

A PROJECT BY YOUNG LEADERSHIP COUNCIL

ABOUT **y!c**



Through volunteer-led community projects, YLC recruits and retains young professionals in New Orleans and has a positive impact on the quality of life in the region. The oldest independent YPO (young professionals' organization) in the country, YLC has raised more than \$25 million to support community projects in and around the New Orleans area since 1986.

YLC has more than 500 members and is led by a 24-member board of directors and two staff members. Each community initiative is led by one or more volunteer project leaders.

THE OPPORTUNITY

YLC Wednesday at the Square is a weekly free concert series in the heart of downtown New Orleans every Spring. Open to the public, each concert features live local music, food vendors, and an arts marketplace for an average audience of 5,000 diverse, dynamic attendees weekly. Proceeds benefit YLC's community projects and leadership development programs. When you sponsor YLC Wednesday at the Square, you strategically align your brand with a beloved cultural event and one of New Orleans' most trusted nonprofit organizations.

YOUR CONTRIBUTION TO OUR CULTURAL ECONOMY

When you sponsor YLC Wednesday At the Square, you support New Orleans' cultural economy:

- 2 local bands are hired and promoted each week, with an average of \$3,000 earned by each act/performer.
- 10 local food vendors (small businesses, pop-ups, entrepreneurs) are contracted each week with an average of \$7,000-\$10,000 earned per vendor.
- Local production and operations businesses are brought in as partners who earn a total of over \$350,000 across the concert series.
- Over 40 corporate/institutional series sponsors contribute over \$220,000 which stays in the local economy and facilitates business-to-business collaboration and development.
- 10-15 artists and local retail businesses have an opportunity to generate income and reach new audiences each week.

YLC injects over \$700,000 into the New Orleans economy during the **Wednesday at the Square Concert Series**. Beyond the business case, WATS is a cultural touchstone that shows our residents and tourists alike what it means to love New Orleans.

As the great Ellis Marsalis once said...

“In New Orleans, culture doesn't come down from on high, it bubbles up on the streets.”

Only you can help keep the beat downtown.



OUR REACH



6,000

AVERAGE NUMBER OF CONCERT ATTENDEES PER WEEK



BY THE NUMBERS:

OVER



15,800

Facebook Followers

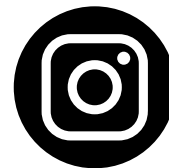
OVER



7,400

Twitter Followers

OVER



5,000

Instagram Followers

47%

Average E-Newsletter Open Rate

71%

of YLC Wednesday at the Square
Attendees are between the ages of
18 - 34

51%

have attended YLC Wednesday at
the Square more than 4 times

2024

PRIVATE HOSPITALITY SPONSORSHIP OPPORTUNITIES

PACKAGES & BENEFITS AT A GLANCE



FULL SERIES	5 CONCERTS	3 CONCERTS	1 CONCERT
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SPONSOR \$25,000	SPONSOR \$13,500	SPONSOR \$8,500	SPONSOR \$5,000
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	SPONSOR \$25,000	SPONSOR \$13,500	SPONSOR \$8,500	SPONSOR \$5,000
ON-SITE				
> Private hospitality area w/ 10x10 pop-up tent and barricades, table and chairs	✓	✓	✓	✓
> Premium location within the Square	✓	✓	✓	✓
> Opportunity to brand or decorate your space	✓	✓	✓	✓
> Tent banner with company name	✓	✓	✓	✓
> Opportunity to bring branded tent	✓	✓	✓	✓
> Complimentary Hospitality Package includes assorted selection of Abita Beer, sodas, and water	✓	✓	✓	✓
> Opportunities for Experiential Marketing	✓	✓	✓	✓
RUN-OF-SHOW				
> Brand logo advertising displayed on stage screen	✓	✓	✓	✓
> Sponsor recognized by MC from the stage	✓	✓	✓	✓
> Opportunity for brand rep to introduce company from stage	✓	✓	✓	✓
> Video screen ad on main stage screen (stationary)	✓	✓	✓	✓
MARKETING				
> Logo placement in Sponsor Panel on website	✓	✓	✓	✓
> Logo placement in weekly e-newsletters	✓	✓	✓	✓
> Inclusion in weekly sponsor recognition social media post	✓	✓	✓	✓
> Dedicated social media posts	✓	✓	✓	✓
> Logo in official lineup poster	✓	✓	✓	✓
> Inclusion in press releases and media interviews	✓	✓	✓	✓

CONTACT TO RESERVE YOUR SPONSORSHIP LEVEL: info@ylcnola.org or 504.585.1500



VIP EXPERIENCE PACKAGE



PRIVATE PARTY AREA AVAILABLE!

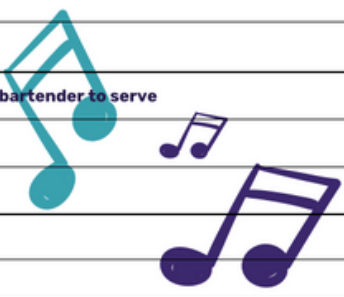


Does your company roll deep?

VIP Experience packages are available to accommodate large private hospitality parties (up to 125 people). Contact us to find out how you can takeover the VIP area!

Each unique private space includes:

PACKAGE DEAL OF FUN	> Onstage and Production Marketing
	> Digital and Print Marketing
	> Opportunity to brand or decorate your space
	> Private bar with complementary wine, beer and other refreshments, with a bartender to serve
	> Restroom Access
	> Stage Front View
	> Opportunities for Catering
	> MC shoutout from the stage
	> Tent and banner with company logo
	> Logo Placement on the website and weekly newsletter
	> Inclusion and recognition in social media posts



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2024 EXPERIENTIAL MARKETING SPONSORSHIP OPPORTUNITIES

CHOOSE WHAT WORKS FOR YOU!



Let our concert goes experience your brand!

Activation area sponsorship includes approximately 10x10 reserved space in visible, trafficked area of the Square for your brand to set up a tent or experiential marketing, activation, with opportunities to distribute promotional items.

With Mobile Promotions you can dive into the crowd with up to six brand representatives moving freely about the Square to pass out promotional items during the concert with opportunities to place swag within the YLC and Title Sponsor VIP area or at event bars. Reach out for pricing details.

HOSPITALITY A LA CARTE

Additional 10' x 10' Footprint..... \$1500

Additional 10' x 10' Footprint with Tent..... \$4000

Extra Table..... \$50

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THANK YOU!

Your generous support for YLC ensures that we can grow the next generation of New Orleans leaders through impactful community projects that improve the quality of life for all residents of and visitors to our city.



PRINT DEADLINE:
FEBRUARY 9, 2024

CONTACT US:
INFO@YLCNOLA.ORG
504.585.1500

YOUNG LEADERSHIP COUNCIL

1840 Euterpe Street | New Orleans, LA 70113

CONCERT DATES 2023

MARCH 6

MARCH 13

MARCH 20

MARCH 27

APRIL 3

APRIL 10

APRIL 17

APRIL 24

MAY 1

MAY 8

MAY 15*(RAIN DATE)

www.YLCWATS.com

 /WednesdayAtTheSquare

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