



2026 SPONSORSHIP OPPORTUNITIES



ABOUT THE FESTIVAL

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.

PRIVATE HOSPITALITY AREAS

ALL HOSPITALITY AREAS INCLUDE:

- > 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.
- > Sponsor recognition by MC from the stage.
- > Logo placement in Sponsor Panel on website and stage screen.
- > Logo placement in weekly e-newsletters.
- > Inclusion in weekly sponsor recognition social media post.
- > Opportunities for catering.

ONE CONCERT SPONSOR- \$5,000

THREE CONCERT SPONSOR- \$8,500

> Logo in official lineup poster,

FIVE CONCERT SPONSOR- \$13,500

- > Opportunity for a brand rep to introduce the company onstage.
- > Logo in official lineup poster,



CONTACT TO RESERVE YOUR SPONSORSHIP LEVEL:

wats@ylcnola.org or 504.585.1500



PRIVATE VIP EXPERIENCE

PRIVATE VIP EXPERIENCE INCLUDES:

- > Digital, Print, and Onstage Marketing
- > Front Stage Viewing
- > Opportunity to brand or decorate your space
- > Tent banner with company name.
- > Restroom access
- > Private bar with complimentary wine, beer, and other refreshments, with a bartender to serve
- > Sponsor recognition by MC from the stage
- > Logo placement in Sponsor Panel on website and stage screen
- > Logo placement in weekly e-newsletters
- > Inclusion in weekly sponsor recognition social media post
- > Opportunity for a brand rep to introduce the company onstage
- > Opportunities for catering

VIP EXPERIENCE PACKAGES ARE AVAILABLE TO ACCOMMODATE LARGE PRIVATE HOSPITALITY PARTIES (UP TO 125 PEOPLE).



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PRESENTED BY
WEDNESDAY
AT THE SQUARE

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.

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2026 CONCERT DATES

*March 11 *March 18 *March 25
*April 1 *April 8 *April 15 *April 22
*April 29 *May 6
💧 May 13 (Rain Date)

PRINT DEADLINE

February 17, 2026

Deadline for inclusion in printed materials.

