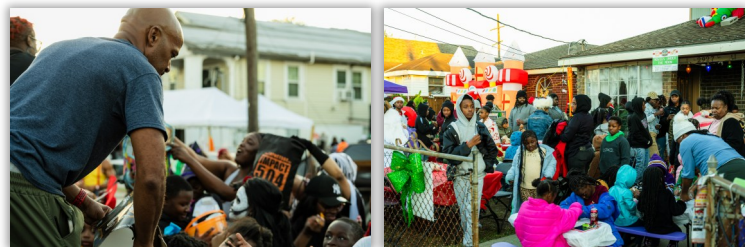




IMPACT 504

2025 Holiday
EVENTS
SPONSORSHIP
Package





IMPACT504

2927 Audubon St. | New Orleans, LA 70125

www.IMPACT504.org

September 2025

As **IMPACT504** celebrates five years of *spreading LOVE, bringing HOPE, and changing LIVES*, we invite you to renew your support and help us continue serving those filled with potential, but starved of opportunity.

Over the past year, we have:

- Served thousands across New Orleans
- Renewed our Gert Town Community Impact Grant
 - A vote of strong confidence from the residents and leaders of Gert Town
- Expanded programs for youth, seniors, and under-resourced families

Your sponsorship will power **both** of our largest signature events:

- **BOO!Dat504 Halloween Extravaganza** – Oct. 25th
- **WinterFest504 Christmas Parade & Giveaway** – Dec. 20th

These events grow each year, filling gaps in underserved communities like Gert Town. Every dollar goes directly to programming. Your support helps build pathways for residents to grow, serve, and lead.

Let's keep making an IMPACT—together.

With gratitude,

Percy Marchand

Founder & President, IMPACT504

c: 504.913.1888

e: Percy.Marchand@IMPACT504.org

ONE Sponsorship: TWO Large Community Events!

Benefit	PRESENTING DIAMOND \$15,000 (Limit 1)	PLATINUM SPONSOR \$5,000 (Limit 4)	GOLD SPONSOR \$2,500	SILVER SPONSOR \$1,000	BRONZE SPONSOR \$500	PARTNER \$250
Community Investment	X	X	X	X	X	X
Physical Presence at Events						
10x20 Tent with Electricity	< Six Dressed 6' Tables; < 20 Chairs					
10x10 Tent with Electricity		< Four Dressed 6' Tables; < 12 Chairs	< Two Dressed 6' Tables; < 8 Chairs	One Dressed 6' Table; < 4 Chairs		
Table					One Dressed 6' Table; < 2 Chairs	
Branding						
Listing on Materials	"Presented by (Company Name/Logo)"	Name/Logo	Name/Logo (Select Materials)	Name/Logo (Select Materials)	Name/Logo (Select Materials)	Name (Select Materials)
On-Site Custom Banners:						
	2	1				
	Medium		1			
	Half			1		
Name/Logo (Event Signage)	Name/Logo (Select Signage)	Name/Logo (Select Signage)	Name/Logo (Select Signage)	Name/Logo (Select Signage)	Name/Logo (Select Signage)	Name/Logo (Select Signage)
Inserts (Registration Bags)	300	300	300	300	300	
Clickable Presence on	Large Banner	Mid-Sized Banner	Small Banner	Name/Logo	Name/Logo	Name Listed
Parade Participation						
Branded Trolley or Self-Provided Vehicle	X					
Riders	20 OR Self-Provided Vehicle Capacity	16	12	8	4	2
Promotional Appearances						
Invitation to Participate	X					
Mention in All Appearances*	X					
Mention (Select Appearances)		X	X	X		

* Subject to Media Editing

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BOO!Dat504

TENTATIVE Event Schedule

SATURDAY, OCTOBER 25, 2025

3:00 pm - 8:30 pm	Registration
3:00 pm - 8:30 pm	Photo Booth
3:00 pm - 7:30 pm	Food Service
3:30 pm - 3:45 pm	Grand Opening / Media Conference
3:45 pm - 6:45 pm	Community Resource Fair
3:45 pm - 6:30 pm	Youth Arts and Crafts
3:45 pm - 6:30 pm	Youth Haunted House
3:45 pm - 6:30 pm	Clothing Giveaway/Donations
3:45 pm - 6:30 pm	Carnival Games
3:45 pm - 6:30 pm	Bounce House / Train Rides
3:45 pm - 6:00 pm	Scavenger Haunt
3:45 pm - 5:30 pm	STEM Activities
4:30 pm - 4:45 pm	Sponsors / Partners Recognition
4:30 pm - 5:45 pm	Youth and Adult Costume Contest
5:45 pm - 6:15 pm	Boss Bratz of St. Charles Parish Performance
6:15 pm - 6:45 pm	Safe Trunk or Treat
7:00 pm - 8:30 pm	House of Scares

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WinterFest504

TENTATIVE Event Schedule

SATURDAY, DECEMBER 20, 2025

2:30 pm - 7:00 pm*	Registration
2:30 pm - 6:30 pm*	Photo Booth
2:30 pm - 6:30 pm*	Bounce House
2:30 pm - 5:00 pm	Snack Stations
2:30 pm - 5:00 pm	Youth Arts and Crafts
2:30 pm - 5:00 pm	Sponsors Branded Carnival Area
3:00 pm - 6:00 pm*	Clothing and Coat Giveaway / Donations
4:00 pm - 4:45 pm	Parade Rider / Element Check In and Lineup
5:00 pm	Parade Rolls
5:15 pm - 5:30 pm	Parade Arrives at Grand Stand
6:00 pm - 7:30 pm*	Dinner is Served
6:00 pm - 7:30 pm	Pictures with Santa
6:00 pm - 7:30 pm	Movies Under the Moon / Hot Cocoa Stations
6:00 pm - 7:30 pm	Toy Distribution

**Activities pause once parade reaches Audubon St. Grand Stand*

**NEW IMPROVED ROUTE!
MORE LIGHTING ALONG ROUTE!
NEW ELEMENTS ADDED TO PARADE!**





2025 HOLIDAYS SIGNATURE EVENTS SIGN UP FORM

Contact First and Last Name:

Company / Organization Name:

Industry:

Website:

Phone:

Email:

Sponsorship Level:

Enter Information below:

Presenting Diamond - \$15,000

Platinum Sponsor - \$5,000

Gold Sponsor - \$2,500

Silver Sponsor - \$1,000

Bronze Sponsor - \$500

Partner - \$250

Other Amount: \$

In Kind Services

(Description and Value):

DEADLINES:

If you would need to request an extension (s), please inform us:

Percy.Marchand@IMPACT504.org

- Sponsorship Confirmation: **Friday, October 3, 2025**
- Payment: **Friday, October 17, 2025**
- Submission of Materials for Registration Packets: **Monday, October 20th, 2025**
- Artwork Files: Send files to Percy.Marchand@IMPACT504.org

Complete / Pay Online **OR** Mail to:

IMPACT504

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