

Get Ready for the
4th Annual



20 24

SPONSORSHIP PACKET

Help us continue bringing our families, neighbors, and communities together!

www.IMPACT504.org

IMPACT 504

Spreading
LOVE

Bringing
HOPE

Changing
LIVES



IMPACT504

proud producer of
BOODat504 and WinterFest504

From Our Director...

As lifelong residents of **Gert Town**, with roots deeply planted on Audubon Street for over a century, **the Marchand family** has always understood the profound impact that a strong sense of community, support, and love can have on both youth and adults.

Regrettably, over time, that sense of community has gradually diminished, and the benefits it once provided have become scarce. However, for the past four years, we have successfully expanded BOODat and Winter Fest Nola, our two major annual community events. These free events have proven to be safe and effective tools in rekindling the sense of family, togetherness, charity, and love that once radiated from the hidden jewel we know as Gert Town. This community has produced remarkable individuals such as **Allen Toussaint, Joseph "Buddy" Bolden, Merry Clayton, Garrett Morris**, and the illustrious Mackie family, which includes STEM genius **Dr. Calvin Mackie** and his brother, Captain America himself, **Anthony Mackie**.

With your support, we will continue to highlight and uplift our wonderful neighbors, families, and friends through these impactful community events. **Your institution's sponsorship will not only support an amazing cause but also provide direct positive engagement with the hundreds of area residents who attend our events. Rest assured that every penny raised to support our efforts goes to the expenses of putting on these events in support of our community.** Your support is instrumental to our ability to produce safe, successful, and beloved events that bring our community together. We look forward to increasing collaborations and creating even more impactful experiences for our neighbors.

I look forward to a positive response and to working with you as we Spread Love, Bring Hope, and Change Lives right in our own backyards!



Sincerely,
Percy Marchand
Director
IMPACT504

What Is BooDat504?

BooDat504 is a free community event designed to bring neighbors, families, friends, and **Gert Town** community stakeholders together in a fun and impactful way. Now in its fourth year, this annual event is **hosted in October on the weekend before Halloween**. BooDat504 has taken on the important purpose of advocating for and supporting **Domestic Violence Awareness** by promoting positive and enriching activities for youth and families, as well as raising funds and collecting goods for survivors of domestic violence.

The event features a wide range of activities, including:

- **STEAM Projects:** Engaging and educational activities that inspire creativity and learning.
- **Community Resource Fair:** Providing valuable information and resources to residents.
- **Trunk or Treat:** A safe and fun way for children to enjoy Halloween.
- **Halloween Costume Contest:** A chance for kids to express themselves through costume, performance, and dance.
- **Full Meal:** Ensuring everyone is well-fed and able to enjoy the festivities.
- **Dancing:** Bringing the community together through music and movement.
- **Carnival Games and Prizes:** Fun activities with exciting rewards.
- **Thrilling Haunted House:** An adventurous experience for the brave-hearted.
- **Other Interactive Experiences:** Various activities designed to engage and entertain attendees.

*BooDat504 is more than just an event; it is a celebration of **community spirit, resilience, and support**. We look forward to continuing this tradition and making a positive impact in Gert Town for years to come.*

BOODat504's 2023 Sponsors & Partners:

Ayo Scott

Corey Jeanlouis

Dawn Brinston

DJ Arie Spins

DJ Chris Stylez

Dr. Cephas Archie

Garmanne Mack

Gemayel Haynes

Gina Swanson Gray / WDSU

Go.Be.

Goodwill Industries

of Southeastern Louisiana

Jenia Mannery

Jermel Steele

K. Jones Advisors

Knights of Peter Claver

- State of Louisiana

Mitchell J. Stevens

New Orleans Fire Department

NOPD - Second District

Nice Guys NOLA

Orleans Entertainment

Paparazzi Cam

Richard's Disposal Inc.

STEM Nola

The Archdiocese of New Orleans

The Billy Family

The Marchand Family

Together Gert Town

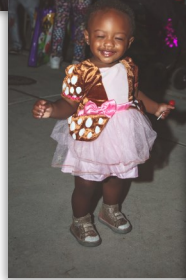
Total Community Action

Transcendent Law Group

Very Rev. Michael Thompson

Wild Wayne

Xavier University of Louisiana



SNAPDat
504

THE IMPACT

of Community Collaboration

BOODat504: *We are proud to share the impactful partnerships and collaborations that have made BOODat504 a cornerstone of our community:*

- Partnered with radio personality **Wild Wayne** and the **Knights of Peter Claver State of Louisiana** to raise over \$1,000 and collect donated goods for a mother who tragically lost her children, home, and possessions due to domestic violence. This collaboration laid the foundation for BOODat504's ongoing commitment to supporting and promoting **Domestic Violence Awareness Month** activities.
- Partnered with **STEM NOLA** to provide engaging STEM activities for attendees. The youth flocked to the STEM section and were so captivated that they didn't want to leave.
- Partnered with **WDSU's Gina Swanson Gray** to create an outlet for kids to express themselves through costume, performance, and dance with our inaugural costume contest. Mrs. Swanson-Gray hosted the event, encouraging the youth as they competed. WDSU also previewed and covered the event, with the stage generously provided by **Orleans Entertainment**.
- Partnered with **Total Community Action (TCA)** to offer residents valuable program resources and information.
- Partnered with **Goodwill Industries of Southeastern Louisiana** to provide Halloween costumes and share information about their technical college.
- Partnered with the **New Orleans Police Department Second District** to foster positive engagements between law enforcement officials and participants. NOPD coordinated a trunk or treat and assisted in judging the costume contest.
- Partnered with the **New Orleans Fire Department** to educate kids on fire safety and give them the rare opportunity to explore a New Orleans Fire Department truck. The joy on the youths' faces assured us that at least one future firefighter was inspired!
- Partnered with renowned local artist, **Ayo Scott**, to lead guided arts and crafts projects with the youth.
- **Paparazzi Cam** set up a photo booth, providing attendees with wonderful photo memories.
- Partnered with **Richard's Disposal Inc.** to ensure attendees had access to clean and accessible restroom facilities.
- Partnered with **Nice Guys NOLA** to provide spectators with a live "Thriller" reenactment. Nice Guys NOLA also sponsored our "Dancing in the Streets" featuring **DJ Arie Spins**.





We offer a variety of impactful sponsorship and partnership opportunities. The beauty of this event are the many collaborations with our community partners that come together in bringing our community together!

This event is a major undertaking and is only made possible with the support of our partners, sponsors, and volunteers. We are grateful for all the support we have received and do not take your support for granted and in return we promise to provide you and our attendees the biggest IMPACT for every dollar your entity contributes.

Your financial support is needed to cover the costs of arts and crafts supplies, costumes, animatronics, food and beverages, decorations, staging, security, website hosting and maintenance, advertising, and other equipment and supplies.

SPONSORSHIP LEVELS / BENEFITS:

TITLE SPONSOR (1 AVAILABLE): \$3,000

Premium branding on all communications/marketing materials throughout event and on website and social media as Title Sponsor; 10x20 booth; 4 onsite banners; 6 BooDat504 T-shirts; 6 spots in our WinterFest504 Christmas Parade (December 21st)

MAJOR SPONSOR: \$1,000

Branding on all communications/marketing materials throughout event and on website and social media as Major Sponsor; 10x10 booth; 2 onsite banners; 4 BooDat504 T-shirts; 4 spots in our WinterFest504 Christmas Parade (December 21st)

MAJOR SUPPORTER: \$500

Branding on select communications/marketing materials throughout event and on website and social media as Partner; 10x10 booth; 1 onsite banner; 2 BooDat504 T-shirts; 2 spots in our WinterFest504 Christmas Parade (December 21st)

FRIEND: \$250+

Branding on select communications/marketing materials throughout event and on website and social media as Friend; 6ft Exhibit Table; 2 BooDat504 T-shirts

BRING YOUR RESOURCES TO SUPPORT
THE IMPACT

You may use this form or complete online at **www.Impact504.com**

----- PLEASE PRINT ALL INFORMATION -----

Yes, we would like to participate in this year's BOODat504!

We would like to *(check all that apply):*

- financially sponsor
- donate goods/services: _____
- staff carnival games
- assist with arts and crafts
- provide characters for the Haunted House
- assist with food service
- provide day-off operational support (setup, breakdown, etc.)
- Other: _____
- _____
- _____

Entity Information:

Name: _____

Address: _____

Website: _____

Description of Entity: _____

Contact Information:

CONTACT 1 Name: _____

Title: _____ Phone: (_____) _____ - _____

Email Address: _____

Email form to Percy.Marchand@Impact504.com, **complete online** at www.impact504.com,
or **mail to** Percy Marchand, 2927 Audubon St., New Orleans, LA 70125

Get Ready for the
4th Annual

20  24

SAVE THE DATE!!!

SATURDAY

OCT. 26th

2900 Block of Audubon St.

A FREE community Halloween Extravaganza
celebrating family and community
while advocating for an end to Domestic Violence!

STEAM ACTIVITIES | COSTUME CONTEST | CARNIVAL GAMES
FRIGHT NIGHT HAUNTED HOUSE | FOOD | MUSIC | AND MORE!

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