



2024

Le'Carnaval: A Black-Tie Affair

February 3, 2024  
SPONSORSHIP OPPORTUNITIES





# WHO WE ARE

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*New Orleans Black Pride* is a nonprofit community engagement organization creating events, education initiatives, advocacy efforts that strive to create positive change and foster understanding while celebrating the unique experiences of black and brown LGBTQ+ individuals.





NEW ORLEANS BLACK PRIDE  
PRESENTS

FEB  
3RD  
2024



7PM  
TO  
11PM



AN LGBTQ MARDI GRAS BALL AND AWARD SHOW

# LE CARNIVAL

A BLACK TIE  
*Affair*



POWERED BY GILEAD

CARVER THEATER  
2101 ORLEANS AVE NEW ORLEANS, LA 70116

## EVENT OVERVIEW

The 2nd Annual Black and Excellence Award Show and Ball, titled ***“Le’Carnaval: A Black-Tie Affair,”*** is a grand celebration of elegance, identity, and unity within the black and brown LGBTQ+ community.

Hosted by ***New Orleans Black Pride***, this event will take place on February 3, 2024, at The Historic Carver Theatre in New Orleans, Louisiana.

The evening promises to be a captivating experience of fashion, music, culture, and empowerment.





# EVENT HIGHLIGHTS

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- Red carpet experience with interviews and photo opportunities
- Live entertainment showcasing well-renowned artists
- Elegant black tie dress code with Mardi Gras theme
- Dance floor and stage with DJ sets and performances
- Award ceremony honoring community advocates



# LIST OF HONORS

- **Legacy Award** – person demonstrates longevity in the community and has created a legacy of their own while advocating for the LGBTQ+ community on a national level.
- **Pride with a Purpose** – person demonstrates leadership while making a difference in the community through local grassroots work and community advocacy.
- **Organization of the Year** – organization demonstrating perseverance and leadership by ensuring the community receives the necessary resources
- **Person of the Year** – person demonstrates strength and leadership through continuous community advocacy and builds meaningful relationships



## Presence

1

Black Pride NOLA's online presence is a powerful platform that reaches a wide and engaged audience, making it an ideal opportunity for sponsors to gain visibility and recognition.

## Website Engagement

2

Our website has welcomed approximately 57,585 site users.

## Instagram Influence:

3

With an impressive count of 35,541 social views on Instagram in the last 30 days alone.





# SPONSORSHIP PACKAGES

## PRESENTING \$15K+

### LOGO:

- Presenting sponsor on website w/link
- All print marketing materials
- Social Media promotions
- Press Release

### Branding:

- Exclusive Branded section
- (1) Full page/full color ad in program
- Presenting Sponsor verbal recognition

### VIP:

- Table for 10
- Presenting Legacy Award with Sponsor Moment

## Platinum \$10k+

### LOGO:

- Platinum sponsor on website with link
- All print marketing materials
- Social Media promotions
- Press Release

### Branding:

- Branded promo table
- (1) Full page/full color ad in program
- Platinum Sponsor verbal recognition

### VIP:

- Table for 8

## Gold \$7500+

### LOGO:

- Gold sponsor on website with link
- All print marketing materials
- Social Media promotions
- Press Release

### Branding:

- (1) Half page/full color ad in program
- Gold Sponsor verbal recognition

### VIP:

- (4) tickets to event

## Silver \$5k

### LOGO:

- Silver sponsor on website with link
- All print marketing
- Social Media

### Branding:

- (1) Qtr page/full color ad in program
- Silver Sponsor verbal recognition

### VIP:

- (3) tickets to event

## Bronze \$2500

### LOGO:

- Bronze sponsor on website with link
- All print marketing
- Social Media

### Branding:

- (1) Qtr page/full color ad in program
- Bronze Sponsor verbal recognition

### VIP:

- (2) tickets to event





# Thank You

@BLACKPRIDENOLA

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