



January 20, 2018

Dear Community Supporter of New Orleans,

Do you remember going to....Mardi Gras when you were a kid? I know I do. It was the first time I ate king cake, the first time I heard a high school band blow, and the first time I yelled "Throw me something Mister". In fact, Mardi Gras has been creating memories for people, young and old, for more than 190 years. This year...Mardi Gras is going to be bigger and better than ever, with [#mardigrasperfectspot](#) 5th season, guests from all over the Greater New Orleans Area and tourists from near and far will be at DPF's Mardi Gras Masquerade on Magazine St. at Drexel Prep and of course, lots and lots of wonderful food, drinks, parking, parade viewing stands and the cleanest restrooms on the parade route.

But our...Mardi Gras Masquerade on Magazine St. wouldn't be possible without corporate sponsors. It is only through partnerships with local companies that we are able to provide such a high-quality, successful fundraiser that is not only entertaining but also a great investment in sponsorship value. In return for being a sponsor, the Mardi Gras Masquerade on Magazine St. Committee is able to offer high-profile advertisement to corporations on a variety of levels.

This year's Mardi Gras Masquerade on Magazine St. will have three levels of corporate sponsorship available to partners this year, as well as St. Patrick's Day and an opportunity for a double sponsorship with year round sponsorship opportunities through our upcoming PrepFest: The Music & Food Truck Festival which will be held in June. Each year will have increasing amounts of exposure and free advertisement included as part of the sponsorship package.

\* Mardi Gras Masquerade Series Title Sponsor : \$12,000. Have a major impact on all 7 nights of Mardi Gras events, plus St. Patrick's Day & Corporate Level Access to PrepFest 2018: Music & Food Truck Festival, get year long perks!

\* PrepFest Participating Sponsor: \$10,000. Be one of two major supporters for PrepFest 2018 as well as access to Mardi Gras Series Advertising Sponsor for all 7 nights of Mardi Gras events, plus St. Patrick's Day.

There are many sponsorship opportunities that we offer that will fit your budget and sponsorship opportunities can be tailored for your company. I know that together, we can make this year's...Mardi Gras Masquerade on Magazine St. & PrepFest: Music & Food Truck Festival the best yet, and make wonderful memories for a generation to come at the same time.

Yours truly,

A handwritten signature in black ink that reads "M. Gaspard".

Marcia V. Gaspard

Sponsorship/PR & Marketing Director



*Mardi Gras  
Masquerade*

*on*



*at St. Katharine Drexel Prep*

**Sponsorship  
Packages**





The Drexel Prep Foundation's Mardi Gras Masquerade on Magazine St. is entering its 5th season! The event takes place at [#mardigrasperfectspot](#)—St. Katharine Drexel Prep, 5116 Magazine Street, which is at the beginning of the Uptown Parade Route in New Orleans, LA. The event brings families and friends of all ages together for a fun, appropriate and safe evening of entertainment. Each Carnival season, DPF's Mardi Gras Masquerade on Magazine St welcomes over 3,000 patrons; families and young people not only from the Magazine neighborhood, but families throughout the Greater New Orleans as well as visiting tourists. Live Streaming and advertising for these events reaches thousands and is featured on our website, newsletters, email blasts, social media outlets as well as throughout elementary schools in the Greater New Orleans Area.

Feedback from our Mardi Gras Masquerade on Magazine St. at Drexel Prep patrons include:

*"We look forward to this each year, it is so perfect for us, and each year we bring more and more people with us." A. Smith 2015*

*"Very nice event, people friendly, great food, and the cleanest Mardi Gras bathrooms." M. Jackson 2016*

*"I love this event, especially that I can reserve my spot in advance, less stress for Mardi Gras." B. Joseph 2017*

DPF's Mardi Gras Masquerade on Magazine St. at Drexel Prep is a highly successful, seven night family event. It brings Mardi Gras lovers both new & old together for an uptown parade experience. The parades kick off on February 2, 2018 - February 11, 2018 and consists of parking on the parade route, parade viewing stands, food & drinks, music, and the cleanest bathrooms on the uptown Carnival Route.

We simply cannot bring this event to the community without the help of our local sponsors. We hope you will consider supporting this fine event, which brings together families and gives a kids a safe, fun atmosphere to enjoy seven Carnival days and St. Patrick's day as well.

Drexel Prep Foundation  
5116 Magazine St.  
New Orleans, LA 70179  
504-446-7171

Marcia V Gaspard, Dir of Sponsorship, PR/Marketing: [sponsorship@drexelprepfoundation.com](mailto:sponsorship@drexelprepfoundation.com)  
Website: [www.drexelprepfoundation.com](http://www.drexelprepfoundation.com)

## Dates of Mardi Gras Masquerade on Magazine St. & Parade Info

Friday, February 2, 2018:	Krewe of Cleopatra @ 6:30 PM
Saturday, February 3, 2018:	Krewe of Pygmalion @ 6:30 PM
Sunday, February 4, 2018:	Krewe of Carrollton @ 11:30 AM Krewe of King Arthur & Merlin Krewe of Alla
Wednesday, February 7, 2018:	Krewe of Druids @ 6:30 PM Krewe of Nyx @ 7:00 PM
Thursday, February 8, 2018:	Krewe of Muses @ 6:30 PM
Friday, February 9, 2018:	Krewe d'Etat @ 6:30 PM Krewe of Morpheus @ 7:00 PM
Sunday, February 11, 2018:	Krewe of Okeanos @ 11:00 AM Krewe of Mid-City @ 11:45 AM Krewe of Thoth @ 12:00 PM

### Who is DPF & How does Mardi Gras Masquerade support St. Katharine Drexel Prep?

The Drexel Prep Foundation's (DPF) mission is to continue the legacy of Saint Katharine Drexel's support of St. Katharine Drexel Prep School (formerly Xavier Prep). DPF, a non-profit born in the aftermath of the threatened closure of Xavier Prep, is the brainchild of several prep Alumni & Friends of Prep. Motivated by the need to keep the Drexel Dream alive, DPF continues our work as a "Thank You" for the gifts the Prep gave us and on behalf of all future Preppers & their contribution as leaders in our great community. DPF writes grants, hosts fundraisers & events, and community service projects throughout the Greater New Orleans Area. St. Katharine Drexel Preparatory School in New Orleans, LA is an Archdiocesan sponsored Catholic, private, college preparatory school dedicated to offering opportunities & experiences to prepare today's students for tomorrow's challenges. Drexel Prep provides for the holistic development of Christian young ladies through the harmonious blending of spiritual, moral, intellectual, and physical strengths. The school stresses academic excellence while cultivating students' self-esteem & leadership skills to improve Local & global communities. The proceeds from Mardi Gras Masquerade support both Drexel Prep & the Foundation's operating budget as well as funds academic, athletic, and extracurricular programs to ensure students have the resources to be successful at Prep and in life. You are contributing to the enrichment of our children's education and supporting our community's future.







2018

## SPONSORSHIP LEVELS

### Mardi Gras Masquerade Series Title Sponsor— (Limit 1)..\$12,000

*Have an major impact on all 7 nights of Mardi Gras events, plus St. Patrick's Day, & PrepFest 2018: Music & Food Truck Festival, get year long perks!*

- Title Naming Rights—"Your Company presents the Mardi Gras Masquerade on Magazine St. at Drexel Prep (Exclusive Brand Placement w/Title Naming rights of the 2018—7 Night Event)
- One classroom per Mardi Gras event & St. Patrick's Day for up to 12 guests: \$150 of food & drink credits, unlimited bathroom access, and parking for 3 vehicles.
- Media & Promotional Benefits:
  - Company logo prominently placed on all advertisements, printed materials and online.
  - Sponsor can display and distribute materials and information at Mardi Gras events & St. Patrick's Day
  - Drexel Prep Foundation Website: Commercial (Sponsor provided), Logo, Business Profile, and Link; also included on Drexel Prep School Website
  - Company logo prominently located on email blasts/e-newsletters day of each event to over 2,000 people and listed as Title Sponsor and additionally on Social Media Blasts: Facebook, Twitter, & Instagram
  - Special PR Release announcing sponsorship
- At each Mardi Gras parade:
  - Company banner prominently displayed in four locations around event.
  - Company logo on all entrances (parking, restrooms, gates, and parade viewing stands)
  - Company logo on directional signage
  - Company logo on Mardi Gras Welcoming Banner @ Entrances
  - "Live" mentions by event MC, with prominence and emphasis at each announcement.
- Receive all of these perks for St. Patrick's Day Parade
- Receive Corporate Sponsor level for PrepFest 2018: Music & Food Truck Festival

## 2018 SPONSORSHIP LEVELS (Continued)

### Mardi Gras Series Corporate Sponsor—(Limit 3).....\$4,000

*Have an impact on all 7 nights of Mardi Gras events, plus St. Patrick's Day, & join us!*

- Choose (One Night): One classroom use with up to 6 guests: \$75 of food credit, unlimited bathroom access, and parking for 1 vehicle. Company logo placed on all online advertisement
- Media & Promotional Benefits:
  - Drexel Prep Foundation Website: Company Logo, Business Profile, and Link; also included on Drexel Prep School Website
  - Company logo located on email blasts/e-newsletters day of each event to over 2,000 people and listed on Social Media Blasts: Facebook, Twitter, & Instagram
  - Company logo placed on all advertisement online.
- At each Mardi Gras parade:
  - Company banner displayed in two locations around event.
  - Company logo on Mardi Gras Welcoming Banner @ Entrances
  - "Live" mentions by event MC



### Mardi Gras Series Advertising Sponsor—\$2,000

*Advertise during all 7 nights of Mardi Gras events, plus St. Patrick's Day!*

- Media & Promotional Benefits:
  - Drexel Prep Foundation Website: Company Logo, Business Profile, and Link; also included on Drexel Prep School Website
  - Company logo located on email blasts/e-newsletters day of each event to over 2,000 people and listed on Social Media Blasts: Facebook, Twitter, & Instagram
  - Company logo placed on all advertisement online
- At each Mardi Gras parade:
  - Company banner displayed in one location around event.
  - Company logo on Mardi Gras Welcoming Banner @ Entrances
- (1) "Live" mentions by event MC

### In-Kind Services (\$500—\$1,000)

*Provide range in services equivalent to value specified. Examples: Advertising, Printed materials, Entertainment & Food and/or beverages (alcoholic and non-alcoholic)*

- Media & Promotional Benefits:
  - Drexel Prep Foundation Website: Company Logo, Business Profile, and Link; also included on Drexel Prep School Website
  - Company logo located on email blasts/e-newsletters day of each event to over 2,000 people and listed on Social Media Blasts: Facebook, Twitter, & Instagram
  - Company logo placed on all advertisement online
- At each Mardi Gras parade:
  - Company logo on Mardi Gras Welcoming Banner @ Entrances
  - (1) "Live" mention by event MC

# 2018 Drexel Prep Foundation's Mardi Gras Masquerade on Magazine St. at Drexel Prep Commitment Form

Contact Name \_\_\_\_\_  
Title (if applicable) \_\_\_\_\_  
Company (if applicable) \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Website \_\_\_\_\_



**I agree to be a sponsor of DPF's Mardi Gras Masquerade on Magazine St.**

*Please specify Sponsor level:*

- Title Sponsor \$12,000       Advertising Sponsor \$2,000
- Corporate Sponsor \$4,000     In—Kind Sponsor: \_\_\_\_\_
- Friend of Mardi Gras Masquerade on Magazine St. \$500
  - Receive acknowledgement online at DPF's and Drexel Prep School website
  - Thank You Blast through Email o 2,000 Individuals & Businesses all Eight (8) Days
  - Thank You Social Media Blasts on Facebook, Instagram, & Twitter all Eight (8) Days
  - Name listed on Thank You Signage all Eight (8) Days
  - (One) Platinum Package included for Mardi Gras/St. Patrick's Day for day of choice (\$400 Personal Tax Deduction/\$250 Business Tax Deduction)

**PAYMENT INFORMATION (Please check one):**

- Check Enclosed    Amount \$ \_\_\_\_\_
- Payment will come electronically/invoice me

Signature \_\_\_\_\_



Please make check payable and return this form to:

Drexel Prep Foundation P.O. Box 19112, New Orleans, LA 70179-9112

You can also send payment and email this form to: [sponsorship@drexelprepfoundation.com](mailto:sponsorship@drexelprepfoundation.com)

\* Email your company name & logo as well in jpg or png format.

**Drexel Prep Foundation is a 501©(3) institution and tax deductible as allowed by law.**

Contact Info:

Marcia V Gaspard, Dir of Sponsorship, PR/Marketing 504-975-5668

[sponsorship@drexelprepfoundation.com](mailto:sponsorship@drexelprepfoundation.com)