

HALLOWEEN NEW ORLEANS

501(c)(3)



A BENEFIT FOR **project lazarus** 
Living in the Positive

2025 SPONSORSHIP OPPORTUNITIES



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Halloween New Orleans is one of the longest-running and most respected fundraising events in the country. What began in 1984 as a small costume party among friends has grown into a premier celebration that brings together thousands of attendees while raising critical funds for HIV/AIDS services. Over the years, HNO has become a major force in the fight against HIV/AIDS, ensuring that 100% of funds raised go directly to Project Lazarus.

About Project Lazarus

Project Lazarus is the oldest and largest residential facility providing assisted living to people with HIV/AIDS in the Gulf Coast. Founded by a compassionate group of clergy and laypeople who saw a desperate need for housing and healthcare, Project Lazarus has been a safe haven for those living with HIV/AIDS. The organization provides not only shelter but also medical care, counseling, and holistic support services to empower residents to lead dignified and independent lives.

Why Partner with HNO?

By becoming a corporate sponsor of HNO, your organization will:

Support Critical Healthcare & Housing Services

100% of funds raised go directly to Project Lazarus, ensuring residents receive essential care.

Gain Meaningful Brand Visibility

Reach thousands of engaged attendees through digital, print, and on-site promotional opportunities.

Demonstrate Corporate Social Responsibility

Align your brand with a legacy of diversity, inclusion, and community impact.

Engage with an Influential Audience

HNO attracts a dynamic and diverse crowd, making it an excellent platform for brand exposure and goodwill.

Join us in making a lasting difference while celebrating one of New Orleans' most iconic events.

Partner with HNO today and be part of the impact.

In our 41-year history, we
have raised over
\$4.7 MILLION
for Project Lazarus.

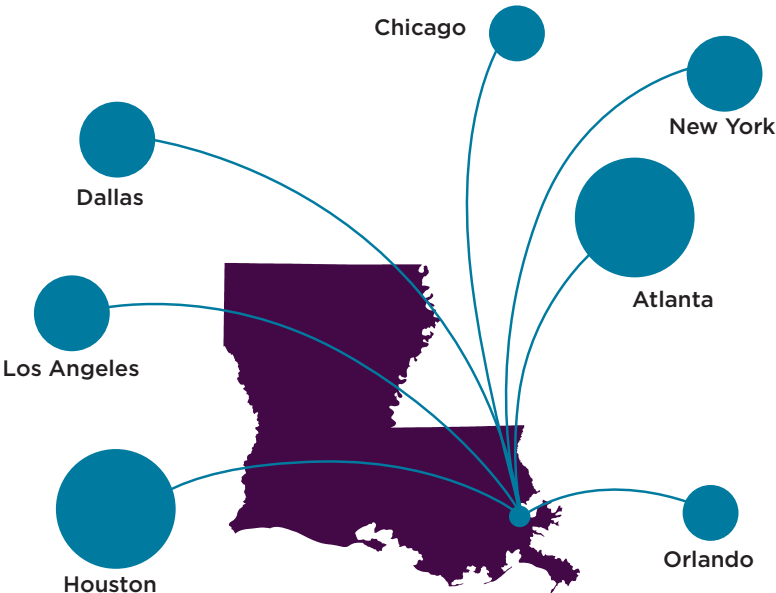
We are one of the only
100% donation/volunteer
event weekends remaining
in the United States.



Participant Demographics

Halloween New Orleans primarily attracts attendees who identify as gay or lesbian, with a strong presence of LGBTQ+ allies and supporters. Approximately **half of the attendees reside in the New Orleans metropolitan area or other parts of Louisiana**, while the remaining participants travel from across the country. Although attendees come from a wide range of locations, the majority are within a short flight or drive from New Orleans, often maintaining strong personal or professional ties to the city and returning multiple times throughout the year.

Our **Hosts and Patrons** represent a distinguished group of **over 300 individuals**, with approximately two-thirds residing in the New Orleans metro area. Many others travel from major metropolitan hubs, including Houston, Dallas, Atlanta, New York, Los Angeles, and Chicago. This group encompasses a diverse range of industries and professions, including **physicians, attorneys, accountants, nurses, convention planners, real estate professionals, sales executives, educators, fashion and style experts, and small business owners**. Their collective influence and engagement make them key supporters of HNO's mission, further strengthening the event's impact and outreach.



FRIDAY

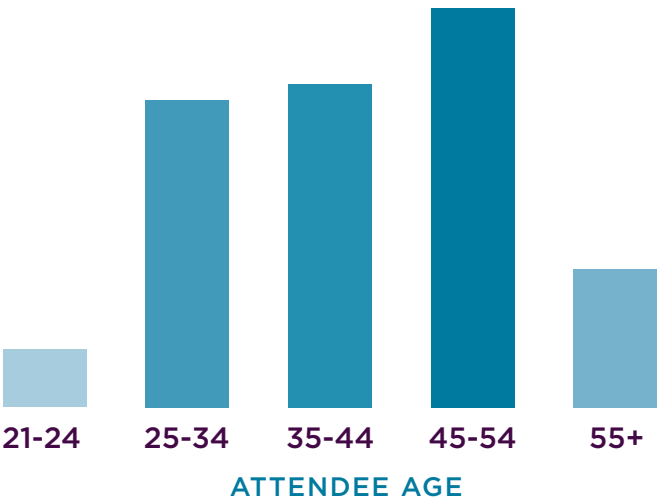
350-500 Attendees

SATURDAY

1500-1800 Attendees

SUNDAY

600-700 Attendees



LGBT+ Market Statistics

85%

of gays and lesbians prefer to buy from companies that market to them.

\$920 Billion

is the estimated buying power of the U.S. LGBT market.

80%

of lesbians and gays report that they have changed brands based on a company's positive stance toward the gay community.

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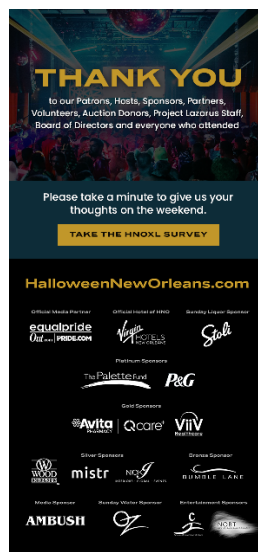
Custom Product/Brand Placement During Events



Event Signage



Email Blasts



Step & Repeat



Social Media Posts



Social Media Impressions

Facebook: **7.8K** @halloweenneworleans

Instagram: **4,089 followers** @halloweennola

Email Newsletter reach: **4,384 contacts**



Presenting Sponsor: \$50,000

As the **2025 Presenting Sponsor**, your brand will receive premier recognition and unparalleled visibility across all Halloween New Orleans events and marketing channels. This elite sponsorship level ensures maximum exposure to an engaged and influential audience while aligning your company with one of the most respected and long-standing fundraising events in the country.

By partnering with HNO, you have the unique opportunity to expand your reach within the LGBTQ+ community—a **diverse, loyal, and socially conscious audience** that values brands committed to inclusion and community support. Through extensive branding opportunities, exclusive hospitality benefits, and direct engagement with HNO's vibrant attendees, your company will reinforce its dedication to equality, diversity, and making a tangible impact in the fight against HIV/AIDS.

Exclusive Benefits as Presenting Sponsor

- *PREMIUM "PRESENTED BY" BILLING
- *15 HOST PASSES (VIP ENTRY TO ALL HNO EVENTS)
- *5 INVITATIONS (WITH +1 EACH) TO FRIDAY'S PATRON & SPONSOR BRUNCH
- *FIRST RIGHT OF REFUSAL FOR 2026 SPONSORSHIP OPPORTUNITY
- *BRAND MATERIALS INCLUDED FOR ALL HOST PARTIES AND HNO EVENTS (6 EVENTS/YEAR)

*EVENT & ON-SITE BRANDING

- Branded Step & Repeat Backdrop**
- Speaking Opportunity at The Lazarus Ball**
- Projection Mapping and Digital Branding for all HNO Events**
- Sponsored Photo Booth**
- Custom Video Content**
- Custom Branded Cocktail at all HNO Events**
- Custom Branded Cocktail Napkins at all HNO Events**

*VIP EXPERIENCE AND HOSPITALITY

- Host Gift Bags:** Inclusion of an approved branded item (500 quantity) in exclusive Host Gift Bags.
- VIP Lounge Naming Rights**

*DIGITAL AND PRINT RECOGNITION

- HNO Website:** Your logo prominently displayed on our homepage as the Presenting Sponsor and at the top of the sponsor page with a direct link to your website.
- Email Marketing:** Your logo featured in all HNO email communications as Presenting Sponsor.
- Social Media:** Eight (8) custom social media posts highlighting your brand.
- Advertising & Collateral:** Your logo included in all print and digital promotional materials, flyers, and advertisements, marked as "Presenting Sponsor." Your logo will also be included on all tickets.

This is your opportunity to align with a historic New Orleans tradition, showcase your brand to a dynamic audience, and make a lasting impact in the fight against HIV/AIDS.

Join us as Presenting Sponsor for HNO 2025!

For more information regarding available sponsorship opportunities,
contact [ETHAN SKAGGS](mailto:ETHAN.SKAGGS@HALLOWEENNEWORLEANS.COM) **at** sponsorship@halloweenneworleans.com.

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Platinum Sponsor: \$25,000

As a **Platinum Sponsor**, your brand will receive premium recognition and visibility across Halloween New Orleans (HNO) events and marketing channels. This sponsorship tier ensures high-impact exposure while demonstrating your company's commitment to supporting the LGBTQ+ community and the fight against HIV/AIDS.

By partnering with HNO, you have the unique opportunity to expand your reach within the LGBTQ+ community—a **diverse, loyal, and socially conscious audience** that values brands committed to inclusion and community support. Through extensive branding opportunities, exclusive hospitality benefits, and direct engagement with HNO's vibrant attendees, your company will reinforce its dedication to equality, diversity, and making a tangible impact in the fight against HIV/AIDS.



Benefits as Platinum Sponsor

- *10 HOST PASSES (VIP ENTRY TO ALL HNO EVENTS)
- *3 INVITATIONS (WITH +1 EACH) TO FRIDAY'S PATRON & SPONSOR BRUNCH

*EVENT & ON-SITE BRANDING

- Branded Step & Repeat Backdrop**
- Custom Branded Cocktail for The Lazarus Ball**
- Projection Mapping and Digital Branding**

*VIP EXPERIENCE AND HOSPITALITY

- Host Gift Bags:** Inclusion of an approved branded item (500 quantity) in exclusive Host Gift Bags.
- Custom Branded Cocktail Napkins**

*DIGITAL AND PRINT RECOGNITION

- HNO Website:** Your logo prominently displayed on our homepage with a direct link to your website.
- Email Marketing:** Your logo featured in all HNO email communications.
- Social Media:** Four (4) custom social media posts highlighting your brand.
- Advertising & Collateral:** Your logo included in all print and digital promotional materials.

This is your opportunity to align with a historic New Orleans tradition, showcase your brand to a dynamic audience, and make a lasting impact in the fight against HIV/AIDS.

Join us as a Platinum Sponsor for HNO 2025!

For more information regarding available sponsorship opportunities,
contact [ETHAN SKAGGS](#) at sponsorship@halloweenneworleans.com.

2025 Additional Sponsorship Levels

By partnering with HNO, you have the unique opportunity to expand your reach within the LGBTQ+ community—a **diverse, loyal, and socially conscious audience** that values brands committed to inclusion and community support. Through extensive and custom branding opportunities, exclusive hospitality benefits, and direct engagement with HNO's vibrant attendees, your company will reinforce its dedication to equality, diversity, and making a tangible impact in the fight against HIV/AIDS.

Partner with HNO today to be part of the impact.

Gold Sponsor: \$10,000

Digital & Print Recognition

Website: Your logo featured on the sponsor page with a direct link to your website.

Email Marketing: Your logo included in all sponsor recognition sections of HNO email communications.

Social Media: Your logo featured in sponsor recognition social media posts alongside other sponsors.

Advertising & Collateral: Your logo included in all print and digital promotional materials.

Enhanced Event & On-Site Branding

Recognition on 'Thank You' Sponsor Board – Your logo prominently displayed at all HNO events.

Step & Repeat Logo Inclusion – Your logo featured on the official event backdrop for high-visibility photo opportunities.

Tabletop Branding – Logo placement on select high-traffic tables at the event.

DJ Booth/Entertainment Area Recognition – Your brand acknowledged as a supporter near the entertainment areas.

VIP Experience & Hospitality

Host Gift Bags: Inclusion of an approved branded item (500 quantity) in exclusive host gift bags.

Premium Access:

4 Host Passes (VIP entries to all HNO events for the weekend).

2 Invitations (plus one guest each) to Friday's exclusive Patron & Sponsor Brunch.

Silver Sponsor: \$5,000

Digital & Print Recognition

Website: Your logo featured on the sponsor page with a direct link to your website.

Email Marketing: Your logo included in all sponsor recognition sections of HNO email communications.

Social Media: Your logo featured in sponsor recognition social media posts alongside other sponsors.

Enhanced Event & On-Site Branding

Recognition on 'Thank You' Sponsor Board – Your logo prominently displayed at all HNO events.

Tabletop Branding – Logo placement on select high-traffic tables at the event.

VIP Experience & Hospitality

Host Gift Bags: Inclusion of an approved branded item (500 quantity) in exclusive host gift bags.

Premium Access:

2 Host Passes (VIP entries to all HNO events for the weekend).

1 Invitation (plus one guest) to Friday's exclusive Patron & Sponsor Brunch.

Bronze Sponsor: \$2,500

Digital & Print Recognition

Website: Your logo featured on the sponsor page with a direct link to your website.

Email Marketing: Your logo included in all sponsor recognition sections of HNO email communications.

Social Media: Your logo featured in sponsor recognition social media posts alongside other sponsors.

Premium Access:

2 VIP Passes to HNO Saturday Night Event

1 Invitation (plus one guest) to Friday's exclusive Patron & Sponsor Brunch.

Digital Sponsor: \$1,000

Digital & Print Recognition

Website: Your logo featured on the sponsor page with a direct link to your website.

Email Marketing: Your logo included in all sponsor recognition sections of HNO email communications.

Social Media: Your logo featured in sponsor recognition social media posts alongside other sponsors.

Premium Access:

1 Invitation (plus one guest) to Friday's exclusive Patron & Sponsor Brunch.

For more information regarding available sponsorship opportunities,

contact ETHAN SKAGGS at sponsorship@halloweenneworleans.com.

Partnership Agreement Form

Halloween New Orleans • October 24th-26th, 2025

Sponsor Information

Company Name _____
Street Address _____
City _____ State _____ Zip _____
Contact Name _____
Contact Title/Position _____
Contact Email _____
Contact Phone _____ Date Submitted _____

Sponsorship Contribution

- ☐ \$50,000 Presenting Sponsor
- ☐ \$25,000 Platinum Sponsor
- ☐ \$10,000 Gold Sponsor
- ☐ \$5,000 Silver Sponsor
- ☐ \$2,500 Bronze Sponsor
- ☐ \$1,000 Digital Sponsor
- ☐ Other: \$ _____

Donation Payment

- ☐ Please Bill
- ☐ Check Enclosed: # _____
Please make check payable to Halloween New Orleans

Signature of Donor

Date

Please return completed form to:
ETHAN SKAGGS
sponsorship@halloweenneworleans.com



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