

New Orleans' Fifth Annual, Free, Ten-Day, Architecture, Visual Arts and Entertainment Event

# DesCours

A Presentation of AIA New Orleans

December 2 – 11, 2011

## SPONSOR PROPOSAL

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[www.aianeworleans.org](http://www.aianeworleans.org)

[www.descours.us](http://www.descours.us)



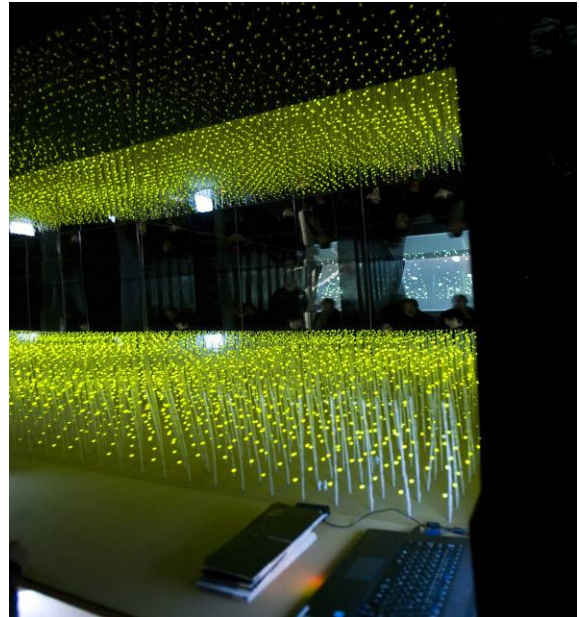
# Introduction

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DesCours is a free, ten-day annual architecture and art event now in its' fifth year that showcases site specific, and often experimental interactive installations that embrace New Orleans' rich cultural landscape. During DesCours, architects, designers and artists transform unique, hidden spaces within the French Quarter and Downtown New Orleans into destination places for visitors and locals alike.

DesCours exhibition spaces include unseen, unused, or underutilized locales in Downtown New Orleans and the French Quarter. These sites include rooftops, lobbies, walkways, courtyards, empty buildings and storefronts, and other places that are often inaccessible to the public. These rich, often historic spaces are easily walked by unnoticed, literally hidden from view, waiting to be exposed during DesCours. Uncovering these hidden spaces, combined with site-specific contemporary architecture interventions, encompasses the DesCours experience.

For the 2011 DesCours presentation, 11-13 installations, (chosen through an international 'Request for Proposals' process and by invitation), aim to engage and educate the viewer through interventions specifically designed for individual sites. This results in an experience that simultaneously draws attention to the architectural past, while providing a fresh, contemporary perspective.



As sites for DesCours are located across the French Quarter and Downtown, spanning nearly 50 city blocks and located on less traveled streets, the event is also about exploration, and the journey of discovering the spaces in between. These projects draw visitors through districts, enlivening parts of the city that are normally quiet and less traveled. As a free, public event, DesCours also provides broad access into these unique private spaces to view the installations – access likely not granted any other time. As an event, DesCours offers visitors a new way of seeing what has been there for centuries.

DesCours is a nighttime event that entices crowds to these districts during times where transformation is most needed, and when the city is the most magical. This event also incorporates New Orleans nighttime sights and sounds as every night two sets of musicians alternate playing in Downtown and French Quarter installation sites. These nightly sets provide another level of entertainment, and further opportunity for audience engagement, that also helps to draw in new and diverse crowds to the installation sites.

Cultural events are a proven method to reinvigorate and enliven urban centers. They are directly related to increases in the economy within the places in which they are held. In the past four years, DesCours has proven to both expose and educate the public about wonderful New Orleans architectural sites previously unseen, while providing a rich contemporary architecture and art experience.



# Executive Summary

## New Orleans DesCours - Summary

New Orleans' Fifth Annual, Free, Ten-Day Architecture, Visual Arts, and Entertainment Event.

- DATES:** December 2 – 11. 2011
- TIMES:** Thursday, December 1 – VIP/Press Opening 6pm – 9pm  
Friday, December 2 – Sunday, December 11 – Public Exhibition  
Open 6pm – 10pm nightly.
- LOCATION(S):** 11- 13 unique sites within New Orleans private courtyards, walkways, rooftops, empty buildings, historical landmarks, and building lobbies in Downtown New Orleans and the French Quarter.
- FEATURES:** Architecture, visual art and cultural entertainment – 10 days, 13 architects and artists teams, 18 musicians, 3 parties, 50 blocks, 10 days.
- ATTENDANCE:** Projected attendance is estimated between 12,000 and 16,000 people over the course of the event. This figure is based on 2007 – 2010 DesCours attendance numbers, and including the expected growth due to greatly increased marketing and awareness efforts.
- PRESENTED BY:** AIA New Orleans, a 501 (c) 6 not-for-profit corporation, in partnership with the City of New Orleans, Louisiana State Office of Culture and Tourism, the New Orleans Arts Council, the Downtown Development District (DDD), the Vieux Carré Commission (VCC) and numerous civic and private organizations and entities.
- COST:** FREE and open to the general public.
- ATTRACTIONS:** An eclectic variety of fine art and architectural installations from both invited and selected internationally recognized designers and artists including new media projects and installations. Nightly, changing entertainment by local musicians in conjunction with the exhibitions. VIP/Press event and party, opening night party and closing night special event including a second line parade through the French Quarter with a tour of the installation sites.
- EXTRAS:** Partnerships with numerous local organizations and businesses for further exposure and collaboration including:
- The City of New Orleans and Louis Armstrong New Orleans International Airport.
  - Local restaurants and bars along the installation site routes.
  - Local transit authority (RTA), with a focus on developing sustainable means and maps for travel to the exhibitions sites.
  - Partnership with Official Hotel, the Astor Crowne Plaza, to provide visitors with discounted room rates.
  - Partnership with numerous local, national and international publications to provide excellent cross promotion and exposure opportunities.

# Why Sponsor DesCours?

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## AN EVENT WITH FLAIR

Imagine thousands of architecture, art, and music enthusiasts converging on Downtown New Orleans and the French Quarter to interact with transformed architectural spaces alfresco during DesCours. The central New Orleans' districts will be filled with fascinating sights and sounds as nearly 50 designers, artists, architects, and musicians take part in the ten-day celebration. Many of the country's best architects and artists are installing works within the historical courtyards and lobbies of the French Quarter and Downtown New Orleans, creating gorgeous blends of light, texture, interactivity and shape within spaces usually not open or obvious to the public.



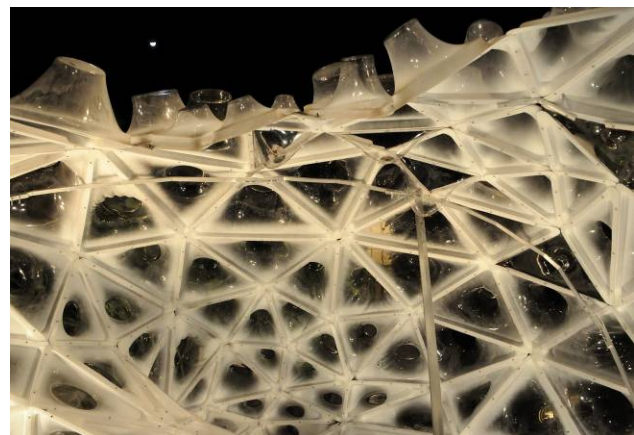
## PROVIDING ONE-OF-A-KIND ART FOR THE (DISCRIMINATING!) MASSES

Art enthusiasts to the simply curious will enjoy a unique, exhibition experience that engages and interacts with the public. The award-winning, internationally recognized artists and architects have been individually invited and also selected from a large pool of applicants to create works within this unique environment. Architects working in a temporal mode are allowed to experiment with ideas, materials, and methods for exhibitions purposes in ways otherwise not possible without events like DesCours. Large three-dimensional installations allow visitors to move within and about works, which for DesCours are specifically sited within historical frameworks, to experience and learn from the past and present environments. The art and architecture installations currently in production are certain to provide awe inspiring reactions from even the most discriminating art critics.



## BOOSTING THE CULTURAL ECONOMY

From music to art, New Orleans can take claim to providing rich cultural experiences. Utilizing cultural events and activities can greatly strengthen economic drivers in the cities in which they are held. DesCours will help illustrate how Downtown New Orleans can gain increased consumer awareness and broad-based business appeal. This event will also show the rich history and heritage of the French Quarter architecture in an entirely new light. Highlighting art and design in these unique spaces helps to elevate the perception of these districts to that of a rich, multi-layered, cultural destination and also a great place to live. This event will continue to drive locals and tourists alike to one of the most beautiful and historic inner-city districts in the country, thus boosting revenues of individual businesses and the overall economy of the city.



## OUR COMMUNITY AND VOLUNTEER SUPPORT IS OUTSTANDING

One of the most important elements in the success of DesCours has been the strong show of support from the community. From 2007 through 2010, hundreds of individuals in the community, including business owners, civic leaders, and volunteers joined to help make DesCours a reality. DesCours' event management team of award-winning staff and seasoned volunteers work diligently to ensure the entire event runs smoothly. Local universities, including Tulane University, UNO, and LSU, and local area businesses and residents also offer their time and resources for the exhibition during the ten-day operation. Because DesCours is a free gift to the community, it further relies on the generous contributions of its' sponsors.



## EDUCATING THE PUBLIC ABOUT HISTORIC ARCHITECTURE AND CONTEMPORARY ARCHITECTURE PRACTICE

In 2010 AIA New Orleans introduced a live 'Tour DesCours' tours program to enhance the educational component of the overall DesCours event. These tours were led by either the Curator, or conducted by the architects and artists themselves. For 2011, AIA New Orleans' further aims to pair live, educational tours with digital podcast tours that will be guided by the curators and creators of the installations, and enhanced by Historic Preservationists and Research Architects who can further expand upon the historical components of the DesCours experience. Both tours programs aim to highlight the rich, architecture history and events of the DesCours sites, while educating visitors about contemporary architecture and practice.



## A SOLID ORGANIZATIONAL MISSION

AIA New Orleans, a non-profit organization, produces over 75 events, large and small, every year to educate and inform its' members and the general public as concerns issues of the built environment. As the producer of DesCours, AIA New Orleans relies heavily on individual and corporate contributions to maintain the quality and diversity of art and architecture in this event while keeping it FREE to the public. **Sponsors can be assured that their entire donation goes directly back to the architects, artists, and musicians for the creation and production of this event that ultimately benefits the entire community.** AIA New Orleans is proud to assist in making New Orleans a better place to work, live and visit through the support of initiatives that continue improvement efforts in the Downtown and French Quarter districts, and the entire Metro New Orleans area.



# Sponsorship Highlights

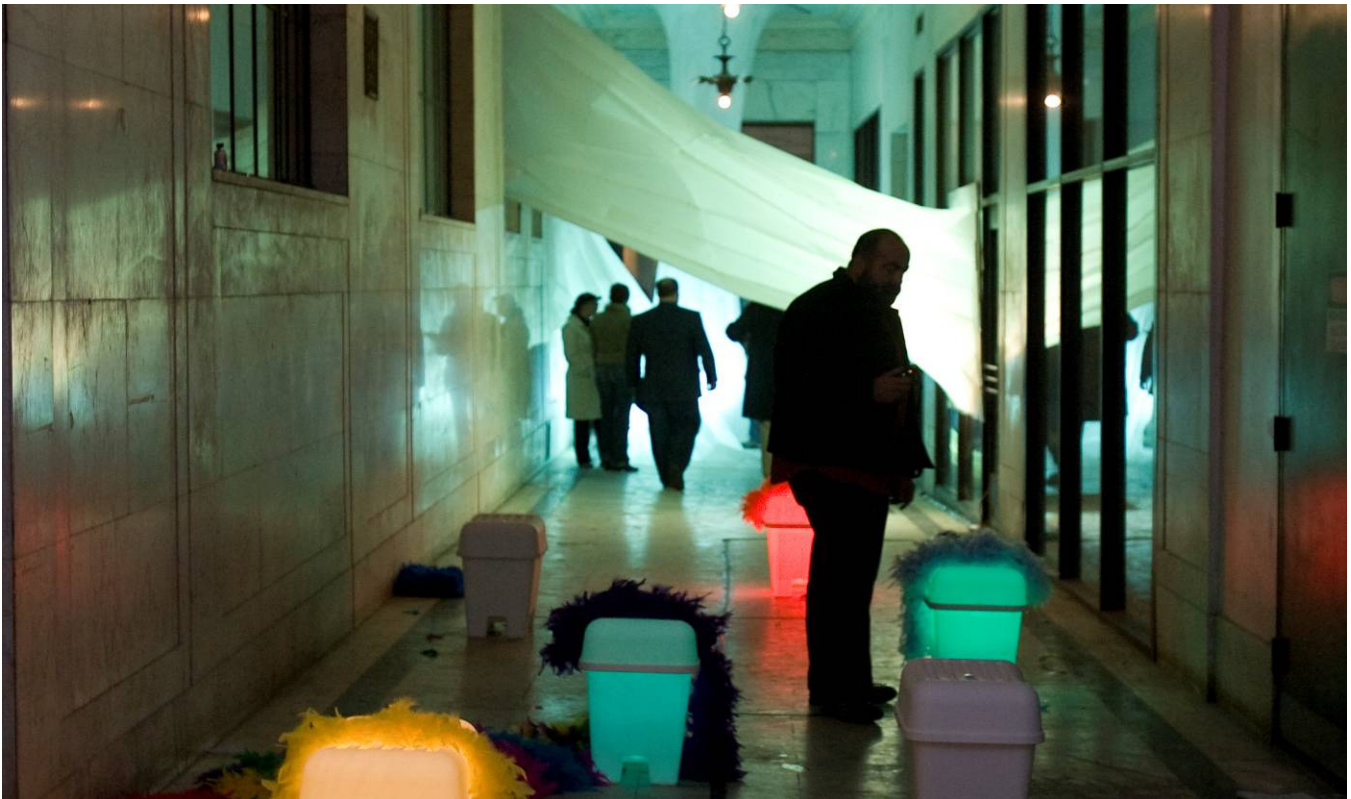
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## MARKETING HIGHLIGHTS

Downtown New Orleans and the French Quarter will come alive with incredible art and architecture installations and resonate with exciting and innovative music during DesCours. During this event, and for two-months prior, we will provide you with the opportunity to put your image – and your product if applicable – directly into the hands of hundreds of thousands of potential customers. We've found that creating an experience around your product really hits home. Depending on your level of sponsorship, your company may benefit from many of the following event-related promotions:

VIP Party Passes and access  
Availability to host private events  
Use of event logo in product promotion  
Retail/trade promotion

High traffic locations within an extensive area  
Multiple locations to direct message  
High visibility signage  
Hospitality area



## MAKE AN IMPRESSION

Depending upon your level of involvement, your advertising message will be seen during the DesCours promotional period. We're targeting national and local individuals and families who are actively interested and involved in cultural activities of art, architecture and music and are known to spend more than the average visitor. This targeted audience will see your message in a dynamic, unique and attentive environment that will help sell your product or service.

Print promotion  
TV spots  
Cable TV spots  
Radio spots  
Website  
Podcasts

Brochures  
Flyers  
Program guide  
Live radio remotes  
Live Guided Educational Tours

# Sponsor Options

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## **CO-PRESENTING SPONSOR \$50,000 Investment (1)**

AIA New Orleans is offering a Co-Presenting Sponsor opportunity for DesCours. Enjoy the highest level of visibility throughout the event, and be prominently recognized for supporting New Orleans newest art and architecture event. The DesCours Co-Presenting Sponsor will be offered the highest level of visibility and exposure to tens of thousands of patrons who attend, in addition to the more than half-million households reached through the advertising and public relations effort. "DesCours presented by AIA New Orleans and *Sponsor*".

## **OFFICIAL SPONSOR \$17,500 Investment (3)**

As an official Product or Service of DesCours, your product will be strongly associated with our marketing and promotional efforts. Exclusive product association is granted at this sponsorship level, and your product or service will be mentioned in advertising as the "Official Product" or "Official Service" of DesCours. Sponsors are also afforded the opportunity to include this "official" status in their own marketing and advertising efforts. Official Sponsorship status is awarded to any specific sponsorship with an investment at the above level.

## **DESCOURS CENTRAL SPONSOR \$7500 (2)**

Be the center of attention by sponsoring one (or both!) 'DesCours Central' locations. These sites act as the headquarters for DesCours in both Downtown New Orleans and French Quarter locations. Aside from being prominently marked on the map, event guides and other marketing materials, these sites are the premier places to receive information about the DesCours event making them highly trafficked and greatly visible. As the sponsor of DesCours Central locations, your name will be listed prominently on the door and within the respective sites, and on all marketing materials related to the DesCours Central sites.

## **FRENCH QUARTER/DOWNTOWN INSTALLATION SPONSOR \$5,000 Investment (9)**

Your sponsorship goes directly towards funding one French Quarter or Downtown installation. These installations are created by top-name, internationally recognized artists and architects. Sponsorship of the installations provides outstanding visibility, as over the course of the ten-day event, programming will continue to occur within and around the courtyards.

## **DESCOURS MUSICIANS SPONSOR \$5,000 Investment (4)**

Local musicians are currently being paired with architects and artists as part of an interactive and changing component of the ten-day event. This funding allows local musicians to be supported for this event. Funding of the musicians will allow for continued and prime exposure in different locals during the course of the event.

## **MOBILE INSTALLATION SITE \$5000 Investment (1)**

All DesCours installations are dynamic, but only one will truly move as we add a mobile design and/or art site to DesCours. This unique installation method will travel throughout the city and sites of DesCours creating a temporal and ephemeral art experience. Acting as a traveling advertisement for its sponsor, this is a unique way to engage with the citizens of and visitors to New Orleans.

## **PARADING BAR \$5000 Investment (1)**

Looking for a truly unique experience that could likely only happen in New Orleans? Try marching to the beat of our busiest night by sponsoring the mobile bar, a new addition to the 2011 DesCours event. Every night of DesCours there is a special event and party attached, and for each night the parading bar will be part.

# Sponsor Options Continued...

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## **VIP EVENT \$5000 Investment (1)**

Very Important People, indeed – need we say more? Your sponsorship includes:

1. Co-presenting sponsor of the opening night, invite only, event for media outlets, sponsors, artists, and other friends of DesCours
2. Your (sponsor) name in front of 300+ VIPs over the course of the night
3. On site recognition by event director, city and state officials

## **PREVIEW EVENT \$3500 Investment (1)**

This year DesCours is adding a signature preview event in November, 2011. This new addition to the DesCours program will create a premier one-night arts extravaganza/VIP party experience. Aside from reaching tens-of-thousands art and design enthusiasts, this event includes a special preview design work.

## **SPECTACLE BIKE \$3500 Investment (2 Unique Bike Branding Opportunities)**

Make a spectacle of yourself, just this once by sponsoring our spectacle bikes. Briefly introduced in 2008, but greatly improved and expanded upon for 2011, the spectacle bike(s) act as roaming advertisements for DesCours, and simultaneous pieces of design mastery.

## **VOLUNTEER PROGRAM \$3,000 Investment (1)**

Your company name would be associated with a fantastic volunteer program consisting of over 100 volunteers. Your logo will be on all volunteer related shirts and materials, with prominent recognition throughout the event.

## **PODCAST/GUIDED TOURS PROGRAM \$3000 Investment (2)**

This year we are improving upon a series of PodCast downloads for self-guided tours that include a curatorial description of the architecture and works within DesCours, as well as explanations from the architects and artists themselves. In sponsoring these PodCasts, your name will be prominently stated before the beginning of each tour, reaching tens of thousands of interested parties and visitors of DesCours.

## **METASITES \$3000 Investment (1)**

The DesCours MetaSites consist of installation site projections onto empty storefront windows along Canal Street. The projections serve not only to fill currently devoid spaces along Canal Street, but also provide a unique means to see and be part of the DesCours installations. The projections consist of various filmed views of different DesCours sites, thus allowing one to see and be part of the event in a unique way. The projections clearly act as a motivator for visiting the sites 'live' by piquing the interest of passers-by.

## **PROJECTED SIGNAGE \$3000 Investment (2)**

As an event that takes place at night, clearly light and lighting plays a major role in DesCours. This year we have planned a special advertising mechanism for DesCours, being a large-scale projection reaching upwards of 50 feet tall on a building façade on one of the busiest streets in New Orleans.

## **FRIENDS OF DESCOURS \$1500 - \$2500 Investment**

This is a great way to show your support for the overall DesCours event. This sponsorship goes towards the overall programming.

If you are interested in sponsoring some aspect of DesCours that is not listed here, simply call us. We pride ourselves in creating packages that work for every donor's needs.

# At a Glance Benefits

Benefit	Co-Presenting Sponsor \$50,000.00	Official Product or Service Sponsor \$17,500.00	DesCours Central Sponsor \$7,500.00	Fr. Quarter/Dwrtwn ..... 4 Installation Sponsor \$5,000.00	Mobile Installation Sponsor \$5,000.00	DesCours Musician Sponsor \$5000.00	Parading Bar Sponsor \$5,000.00	AIA New Orleans Holiday Party Sponsor \$5,000.00
DesCours Co-Presented by...	Logo							
Official Product or Service Sponsor		Logo						
Logo on Exclusive Site Signage	Logo (all)	Logo (all)	Logo (one)	Logo (one)	Logo (one)			
Exclusivity	Yes	Yes	Yes	Yes	Yes		Yes	
Naming Right for Element	Co-Presenting	Logo	Logo					
Radio Spots to Feature	Name	Name	Name	Name				
Recognition at All Entry Points	Logo	Logo	Logo	Logo			Logo	
Master of Ceremonies Announcements	Opening Party	Opening Party	Opening Party	Opening Party			Opening Party	
Press Releases	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Print Promotion	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
Promotional Brochure	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
Advertising Poster	Logo	Logo	Logo	Name	Name	Name	Name	
Official Event Program Guide	1/4	1/4	1/8	1/8	1/8	1/8	Listing	Listing
Special Event Signage	Yes	Yes	Yes	Yes	Opening Party	Opening Party	Parade Signage	Party Signage
Web Site Presence	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name
Opening Night Party VIP Passes	60	40	10	10	10	10	10	10
Mention on Podcast Tours/Physical Tours	Name	Name	Name					

## At a Glance Benefits Continued...

Benefit	VIP Party/Event Sponsor \$5,000.00	Preview Event Sponsor \$3,500.00	Spectacle Bike Sponsor \$3,500.00	Volunteer Program Sponsor \$3,000.00	Podcast/Guided Tour Sponsor \$3,000.00	Metasites Sponsor \$3,000.00	Projected Signage \$3,000.00	Friend of DesCours \$1500. - \$2500
DesCours Co-Presented by...								
Official Product or Service Sponsor								
Logo on Exclusive Site Signage	Logo (all)	Logo (all)	Logo (one)	Logo (one)		Logo (one)	Logo (one)	
Exclusivity	Yes	Yes	Yes	Yes			Yes	
Naming Right for Element	Co-Presenting	Logo	Logo	Logo				
Radio Spots to Feature	Name	Name	Name					
Recognition at All Entry Points	Logo	Logo	Logo	Logo	Name	Name	Logo	
Master of Ceremonies Announcements	Opening Party	Opening Party	Opening Party	Opening Party	Opening Party	Opening Party	Opening Party	
Press Releases	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Print Promotion	Logo	Name	Name	Name	Name	Name	Name	
Promotional Brochure	Logo	Name	Name	Name	Name	Name	Name	Name
Advertising Poster	Logo	Name	Name	Name	Name	Name	Name	
Official Event Program Guide	Listing	Listing	Listing	Listing	Listing	Listing	Listing	Listing
Special Event Signage	Yes	Yes	Yes	Yes	Opening Party	Opening Party	Opening Party	
Web Site Presence	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name
Opening Night Party VIP Passes	10	8	8	6	6	6	6	4
Mention on Podcast Tours/Physical Tours					Name			

# Benefits Detail

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The following is a list of benefits available to DesCours Sponsors; to see what level you will receive as a sponsor, consult the Benefits at a Glance page.

## Advertising

### Radio

- Broad cross-section of paid and promotional radio support.
- \$30,000 in promotional support.

### Print

- Local Advertisements in *New Orleans Magazine*, *New Orleans Homes and Lifestyles*, the *TimesPicayune*, and *The Gambit* promoting the event.
- National Advertisements in *The New York Times* and *Metropolis*
- \$48,000+ print media purchase, plus \$45,000 promotional support.

### Web Sites

- Listing on AIA New Orleans web page, and links at certain levels of sponsorship.
- Listing on DesCours event website.

### Press Releases

- Sponsor mention in press releases relating to your involvement.

## Printed Material

### Promotional Poster

- 1000 posters distributed throughout New Orleans area.

### Promotional Postcard

- 10,000 postcards distributed throughout Southern Louisiana.

### Official Event Program/Guide

- Logo/listings in the Official Program/Guide, a full color publication listing all artists and entertainers for the event, and showing all locations for DesCours and satellite exhibitions, 10,000 printed.

### Invitations

- Recognition in the invitation for the VIP opening party and press event, 500 printed.

### Volunteer T-shirts

- 100 count worn by volunteers working during the event with name or logo.

## On Site Recognition

### Banners (depending upon level)

- On sponsor recognition kiosks
- At sponsored location
- At event entrances
- At VIP Party
- At Opening Party
- At Closing Party
- In windows/on buildings
- In walkways
- During opening party
- During other special events

### Master of Ceremonies Announcements

- Recognition from stage(s) MCs in during special events.

### Tabletop Signage

- Name and Logo recognition on tabletop signage at special events.

## Additional Benefits

### Exclusivity

- Your company will have exclusivity among competitors at certain levels of sponsorship.

### Email Promotions

- Recognition in numerous, targeted email promotions sent locally to over 4000 people.

### VIP Opening Night Party

- A chance for business-to-business networking with prime viewing location, food and drinks.

### Press Event

- Invitation to and recognition at press event with special speakers, artists, and media.

### Architect/Artists Recognition Package

- Logo/company name recognition in Artists Guides and Volunteer Handbooks, Newsletters, and Exit Surveys.
- Verbal recognition at Artist Reception.
- 

### Marketing Survey Opportunities

# How to Become a Sponsor

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To become a sponsor, or for more information, please fill out the enclosed form and email to Melissa Urcan at [urcan@aianeworleans.org](mailto:urcan@aianeworleans.org).

LEVEL OF SPONSORSHIP (as listed above) \_\_\_\_\_

COMPANY NAME (as it will be listed on materials)

\_\_\_\_\_

CONTACT NAME \_\_\_\_\_

BILLING CONTACT NAME (if different from above) \_\_\_\_\_

BILLING ADDRESS/CITY/STATE/ZIP \_\_\_\_\_

\_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

Please remember to include your Check/Money Order (payable to: "AIA New Orleans") and mail payment and form to:

AIA New Orleans  
Attn: DesCours  
800 Common St. Ste. 220  
New Orleans, LA 70130

To pay by credit card, please contact Melissa Urcan at [urcan@aianeworleans.org](mailto:urcan@aianeworleans.org).

For additional information about any of the DesCours Sponsorship Opportunities, or to learn more about AIA New Orleans Professional Affiliate Membership, please contact Melissa Urcan, Executive Director, at 504.525.8320 or [urcan@aianeworleans.org](mailto:urcan@aianeworleans.org).

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