

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

DesCours

A presentation of AIA New Orleans
December 3 – 12, 2010

SPONSOR PROPOSAL

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Introduction

DesCours, an annual event now in its fourth year, is a ten-day, contemporary architecture and art event that looks towards the future in showcasing experimental, cutting-edge new media and interactive installations while embracing New Orleans' rich cultural heritage. During DesCours, internationally recognized architects, designers and artists transform unique, hidden spaces within the French Quarter and Central Business District into destination places for visitors and locals alike.

DesCours exhibition spaces include unseen, unused, or underutilized locales in New Orleans French Quarter and Central Business Districts. These sites reside on rooftops, in lobbies and walkways, within private French Quarter courtyards, in underground vaults, within empty buildings and storefronts, and other places that are often inaccessible from the public eye. These rich, often historic spaces are easily walked by unnoticed, literally hidden from view, waiting to be exposed during DesCours. It is this idea of uncovering these hidden spaces, combined with site-specific contemporary architecture and art interventions that encompass the DesCours experience.



For the 2010 presentation, 11 - 13 installations, (chosen through an international 'Request for Proposal' process and by invitation), aim to engage and surprise 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 new perspective of the spaces.

As the 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 sites, and the spaces in between. These projects draw visitors throughout the districts, enlivening parts of the city that are normally quiet after business work hours, or simply less traveled, with people and activity. As a free, public event, DesCours also gives broad access into these unique spaces and installations – access into private spaces likely not granted during any other time. As an event, DesCours offers all visitors a new way of seeing what has been there for centuries.



While many of the sites are accessible during the day, DesCours truly come alive in the evening, enticing crowds to these districts during times where transformation is the most great and needed. Every night of the event there are two sets of musicians that 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 three years, DesCours has proven to both expose wonderful architectural sites previously unseen, while providing a rich contemporary architecture and art experience.

Executive Summary

New Orleans DesCours - Summary

New Orleans fourth annual, free, ten-day architecture, visual arts, and entertainment festival

- DATES:** December 3 -12, 2010
- TIMES:** Thursday, December 2 – VIP/Press Opening 6pm – 9pm
Friday, December 3 – Sunday, December 12 – Public Exhibition Open 6pm – 10pm nightly.
Monday, December 6 – Symposium, 6pm
- LOCATION:** New Orleans courtyards, rooftops, walkways, and building lobbies within the French Quarter and historic downtown Central Business District.
- FEATURES:** Architecture, visual art and cultural entertainment – 10 days, 13 sites, 26 architects and artists teams, 18 bands, 4 parties, 50 blocks, 1 street parade.
- ATTENDANCE:** Projected attendance is estimated between 12,000 and 16,000 people over the course of the event. This figure is based on 2007 - 2009 DesCours attendance numbers, and includes expected growth figures due to 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, 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 contemporary architecture and art installations from both invited and selected internationally recognized artists and designers 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 New Orleans International Airport.
 - Local restaurants and bars along the site routes.
 - Local transit authority, RTA, with a focus on developing sustainable means and maps for travel to the exhibition sites.
 - Local bike rental company to provide reduced bike rental costs for DesCours attendees to encourage bike transportation throughout the city to tour the various site locations.
 - Partnership with 'official' hotel in convenient downtown location to provide visitors with discounted room rates.

Why Sponsor DesCours?

AN EVENT WITH FLAIR

Imagine thousands of culture enthusiasts converging on downtown New Orleans and the French Quarter at night to interact with transformed architectural spaces and the arts alfresco during DesCours. **The central New Orleans' districts will be filled with fascinating sights and sounds as nearly 50 fine artists, designers, 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 Central Business District, 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 locale. **Architects working in a temporal mode are allowed to experiment with ideas, materials and methods for exhibition purposes in ways otherwise not possible without events such as DesCours.** Large three-dimensional installations allow visitors to move within and about works, which for DesCours are specifically sited within historical frameworks, to experience both 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 the Central Business District 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 and historic downtown 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.** While New Orleans has a great variety of cultural events on the yearly calendar, DesCours was specifically chosen for the second week of December—the second slowest tourism week to New Orleans. 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 2009, hundreds of individuals in the community, including business owners, civic leaders, executives, and volunteers joined to help make DesCours a reality. DesCours' event management team of award-winning staff and seasoned volunteers have been working diligently to ensure the smooth running of the exhibition. Local universities, including Tulane University, UNO and LSU, and area businesses and local residents have also offered their time and resources for the exhibition during the seven-day operation. **Because DesCours is a free gift to the community, it further relies on the generous contributions of its sponsors.**



DEMONSTRATED, PROVEN RETURN ON INVESTMENT

According to a 2005 study by Americans for the Arts, nonprofit arts group contributed \$166.2 billion and 5.7 million jobs to the U.S. economy. Furthermore, the same non-profit organization research shows that 65 percent of American adult travelers included a cultural event during a trip in 2001. Cultural travelers are ideal tourists—they spend more and stay longer. With an extensive marketing program and an expected attendance in the tens of thousands, DesCours offers a wide range of sponsorship opportunities to meet any company's marketing goals through customized programs of on-site branding, one-to-one marketing and extensive promotional exposure.



A SOLID ORGANIZATIONAL MISSION

AIA New Orleans, a non-profit organization, produces over 70 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

MARKETING HIGHLIGHTS

The downtown Central Business District 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 – 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 of hosting private events
- Use of event logo in product promotion
- Retail/trade promotion
- Special parking

- Retail outlet cross promotions
- 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

- Brochures
- Flyers
- Program guide
- Live radio remotes

Sponsor Options

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 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 the Central Business District 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 seven-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 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 2010 DesCours event. Every night of DesCours there is a special event and party attached, and for each night the parading bar will be part.

AIA NEW ORLEANS HOLIDAY PARTY \$5000 Investment (1)

Architects design rooms; this event puts them all in one for one night. A special event during DesCours, AIA New Orleans hosts the annual holiday event within one of the DesCours installations. If you and your company want to be associated with over 490 local architects and designers, this is the premier event to do so.

VIP EVENT \$5000 Investment (1)

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

- Co-presenting sponsor of the opening night, invite only, event for media outlets, sponsors, artists, and other friends of DesCours
- Your (sponsor) name in front of 300+ VIPs over the course of the night
- 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, 2010. 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 of the DesCours design work.

SPECTACLE BIKE \$3500 Investment (1)

Make a spectacle of yourself, just this once by sponsoring our spectacle bikes. Briefly introduced in 2008, but greatly improved and expanded upon for 2010, the spectacle bikes 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 50 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 adding 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 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, marketing and production costs for DesCours.

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/Dwntwn 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				
Master of Ceremonies Announcements	Opening Party	Opening Party	Opening Party	Opening Party				
Press Releases	Yes	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		
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)	
Exclusivity	Yes	Yes	Yes	Yes			Yes	
Naming Right for Element								
Radio Spots to Feature	Name	Name	Name					
Recognition at All Entry Points	Logo	Logo	Logo	Logo	Name	Name		
Master of Ceremonies Announcements	VIP Party	Preview Party						
Press Releases	Yes	Yes	Yes	Yes	Yes	Yes		
Print Promotion	Logo	Name	Name	Name	Name	Name	Name	Name
Promotional Brochure	Logo	Name	Name	Name	Name	Name	Name	Name
Advertising Poster	Logo	Name	Name	Name	Name	Name		
Official Event Program Guide	Listing	Listing	Listing	Listing	Listing	Listing	Listing	Listing
Special Event Signage	VIP Party	Preview Party	Bike Signage	Volunteer Check-In	Tour Signage	Metasite Signage	Projection Signage	
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

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 *Times Picayune*, and *The Gambit* promoting the event.
- National Advertisements in *The New York Times*, *Dwell* and *Metropolis*
- \$45,000+ print media purchase, plus \$95,000 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 Louisiana.

Official Event Program/Guide

- Ads/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, 12,000 printed.

Invitations

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

Volunteer T-shirts

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

On Site Recognition

Signs (depending upon level)

- At sponsored location
- At event entrances
- In courtyards
- In windows/on buildings
- In walkways
- During opening party
- During other special events
- At partnering business locations
- At official hotel

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

Podcast Tours – Live Tours

- Your company will have mention at beginning of both Podcast and live tours at certain levels of sponsorship.

Email Promotions

- Recognition in numerous, targeted email promotions sent locally to over 8000 people.

VIP Opening Night Party

- A chance for business-to-business networking and meet-and-greet with participation architects and artists for food and drinks.

Press Event

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

Architect/Artists Recognition Package

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

How to Become a Sponsor

To become a sponsor of the 2010 DesCours event, you can visit our website at www.descours.us or www.aianeworleans.org and follow the links to 'Become a Sponsor' for DesCours.

You can also email the information below to Melissa Urcan at urcan@aianeworleans.org.

If you prefer to mail in your sponsorship pledge, please fill out the following information and mail to the address at the bottom of the page.

Thank you in advance for your consideration in sponsoring DesCours 2010.

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
1000 Saint Charles Avenue
New Orleans, LA 70130

To pay by credit card, please contact Melissa Urcan at 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.
