

THE NEW ORLEANS PHOTO ALLIANCE PRESENTS

# PHOTO<sup>np</sup>la 2019



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## SPONSORSHIP OPPORTUNITIES

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# PHOTO<sup>n</sup>OLA

14<sup>TH</sup> ANNUAL FESTIVAL  
DECEMBER 11-14, 2019 IN NEW ORLEANS



PhotoNOLA is the annual festival of photography in New Orleans and is produced by the New Orleans Photo Alliance (NOPA), a volunteer-run, 501(c)(3) nonprofit organization. Every December, PhotoNOLA partners with museums, galleries, and alternative venues across the Crescent City to showcase extraordinary bodies of photographic work. Established and emerging artists come together with nationally-prominent curators, publishers, gallerists, editors, and art collectors to attend a multitude of PhotoNOLA events and programs. Festivalgoers flock to exhibitions, portfolio reviews, lectures, workshops, and educational programming throughout the city. Most events are free and open to the public, in large part due to the generous donations of our sponsors.

PhotoNOLA is the premier opportunity to reach not only New Orleans' vibrant and growing photographic community but also affluent arts patrons and enthusiasts who travel from all corners of the United States to attend. We very much hope that you will consider sponsoring our upcoming celebration of photography that is as unique and vibrant as the city that inspired it.

For more information, visit [www.photonola.org](http://www.photonola.org)



NEW ORLEANS  
**PHOTO  
ALLIANCE**

**About New Orleans Photo Alliance (NOPA):** Founded in 2005, NOPA's mission is to encourage the understanding and appreciation of photography, and to create community and opportunities for photographers in the Gulf South, through exhibitions, professional opportunities, and educational programs. NOPA strives to be a cultural stimulus, fostering economic and artistic growth while preserving the rich and diverse photographic culture of New Orleans and the southern region.





photo: Trail, © Adair Rutledge

**“I FOUND A CITY BOOMING. SO MUCH SO THAT I ONLY SAW A FRACTION OF WHAT WAS ON DISPLAY. PHOTOGRAPHY EXHIBITIONS WERE EVERYWHERE. ROBOT PARADES, SECOND LINES, LECTURES, OPENINGS, MUSIC, ART, IT WAS EVERYWHERE. PHOTONOLA ROCKS, AND NEW ORLEANS ROCKS.” JONATHAN BLAUSTEIN**



# PHOTO**nola** EVENTS

## Portfolio Reviews

PhotoNOLA's Portfolio Review program offers 70 photographers the chance to present their work to influential members of the photographic community. Face-to-face meetings with gallery owners, editors, publishers, and museum curators from throughout the U.S. and abroad provide photographers with networking opportunities, critical advice, and guidance for bringing their work to a larger audience. The Portfolio Review program is so highly regarded by the national photo community that the 70 spots are booked almost immediately (sometimes less than 10 minutes) after registration opens.



## Exhibitions

From venerable institutions like the Historic New Orleans Collection to restaurants and coffee houses, over 65 venues all over New Orleans exhibit photography in conjunction with the PhotoNOLA festival each year. The entire Crescent City becomes a showplace for beautiful and powerful images that attract a steady flow of visitors throughout the month of December.



## PhotoWALK

PhotoNOLA Portfolio Review participants share their work during an evening portfolio walk in the Ogden Museum's Patrick F. Taylor Library. The PhotoWALK is free to attend and provides the public an opportunity to see a cornucopia of photography in one historic space. It is one of the most popular events during the entire festival, regularly attracting well over 1000 attendees every year.

# PHOTO**nola** EVENTS



## Keynote Lecture

A luminary of the photographic community gives the annual PhotoNOLA Keynote Address at the New Orleans Museum of Art. In recent years, Keith Carter, Xavierra Simmons, and Emmett Gowin have all inspired audiences with their creative insights and wisdom. The event is free and open to the public and yearly attracts standing-room only crowds.



## Education & Workshops

PhotoNOLA offers opportunities to learn about a wide variety of photo-related subjects. In 2018 alone, attendees received valuable instruction on how to edit their portfolios, market their photography, create luminous tintype images, and hone their creative visions. Cig Harvey, Richard Renaldi, Matt Black, and Ruddy Royce are but a few of the world-class photographers who have led workshops and given lectures in recent years.







# SPONSORSHIP LEVELS

By sponsoring the 14th Annual PhotoNOLA Festival, your company will gain visibility through our extensive marketing campaigns, thereby reaching a wide audience of photographers, gallerists, editors, collectors, curators, and other culturally sophisticated individuals who are passionate about photography and the arts. Festival sponsorships support PhotoNOLA's exhibitions, education programs, workshops, and the travel and housing for reviewers and speakers. In-kind donations are also accepted and will be credited according to their full monetary value as outlined below.

## Palladium Sponsors \$10,000+

- **Exclusive naming rights to one PhotoNOLA event (e.g. PhotoWALK, Keynote Address, Closing Night Party)**
- **Two seats at private dinner honoring reviewers and VIP speakers**
- Full-page advertisement insert included with every festival map (citywide distribution)
- Table during CURRENTS opening and PhotoWALK (average attendance 1000+)
- Enhanced social media exposure on Facebook, Instagram, and Twitter
- Prominent placement of promotional materials at portfolio reviews and information/welcome tables
- Logo recognition in print advertisements (commitment needed by October 1st)
- Logo recognition on all printed material including signage, fliers, maps, postcards, invitations and posters (citywide distribution, commitment needed by October 1st)
- Name, logo, and link on PhotoNOLA.org website sponsors page
- Recognition in social media including Facebook, Instagram, and Twitter (over 15,000 combined followers)
- Opportunity to include promotional material at the registration table and in registration bags given to review & workshop participants

## Platinum Sponsors \$5,000

- **Full-page advertisement insert included with every festival map (citywide distribution)**
- **Table during CURRENTS opening and PhotoWALK (average attendance 1000+)**
- Enhanced social media exposure on Facebook, Instagram, and Twitter
- Prominent placement of promotional materials at portfolio reviews and information/welcome tables
- Logo recognition in print advertisements (commitment needed by October 1st)
- Logo recognition on all printed material including signage, fliers, maps, postcards, invitations and posters (citywide distribution, commitment needed by October 1st)
- Name, logo, and link on PhotoNOLA.org website sponsors page
- Recognition in social media including Facebook, Instagram, and Twitter (over 15,000 combined followers)
- Opportunity to include promotional material at the registration table and in registration bags given to review & workshop participants



## Gold Sponsors \$2,500

- **Enhanced social media exposure on Facebook, Instagram, and Twitter**
- **Prominent placement of promotional materials at portfolio reviews and information/welcome tables**
- Logo recognition in print advertisements (commitment needed by October 1st)
- Logo recognition on all printed material including signage, fliers, maps, postcards, invitations and posters (citywide distribution, commitment needed by October 1st)
- Name, logo, and link on PhotoNOLA.org website sponsors page
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## Silver Sponsors \$1,000

- Logo recognition in print advertisements (commitment needed by October 1st)
- Logo recognition on all printed material including signage, fliers, maps, postcards, invitations and posters (citywide distribution, commitment needed by October 1st)
- Name, logo, and link on PhotoNOLA.org website sponsors page
- Recognition in social media including Facebook, Instagram, and Twitter (over 15,000 combined followers)
- Opportunity to include promotional material at the registration table and in registration bags given to review & workshop participants



**“I’LL BE GOING BACK TO PHOTONOLA IN THE FUTURE, ONE WAY OR ANOTHER. IT’S A UNIQUE EVENT AND WHAT THESE FOLKS ARE DOING DOWN IN THE GREAT CITY OF NEW ORLEANS IS TRULY SOMETHING SPECIAL. I HIGHLY RECOMMEND IT FOR ANYONE WHO LOVES PHOTOGRAPHY.”** BRYAN FORMHALS, LPV MAGAZINE





## 2019 Reviewers List

**Laura Beltrán Villamizar**, Native Agency  
**Makeda Best**, Harvard Art Museums  
**Frish Brandt**, Fraenkel Gallery  
**Marcela Correa**, Jonathan Ferarra Gallery  
**Arnika Dawkins**, Arnika Dawkins Gallery  
**Roy Flukinger**, Independent Curator  
**Stephen Frailey**, Redhook Labs / Dear Dave Magazine  
**Scott Gast**, University of Chicago Press  
**Larry Gawal**, WorkSpace Gallery  
**Allison Glenn**, Crystal Bridges Museum of American Art  
**Hamidah Glasgow**, The Center for Fine Art Photography  
**W.M. Hunt**, Dancing Bear  
**Caroline Hunter**, The Guardian Weekend Magazine  
**Naomi Huth**, The Joseph M. Cohen Family Collection  
**Tiffany Jones**, Overlapse Press  
**Amy Kellner**, The New York Times Magazine  
**Paul Kopeikin**, Kopeikin Gallery  
**Brent Lewis**, NYTimes + Diversify Photo  
**Emma Lewis**, Tate Modern  
**Dina Mitrani**, Dina Mitrani Gallery  
**Brian Piper**, New Orleans Museum of Art  
**Rebecca Schlossberg**, The Art Institute of Chicago  
**Alexandra Sullivan**, Fidelity Investments  
**Lisa Sutcliffe**, Milwaukee Art Museum  
**Mary Virginia Swanson**, Mary Virginia Swanson and Associates  
**Katherine Ware**, New Mexico Museum of Art







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# PHOTONOLA



## CONTACT US

**THANK YOU FOR TAKING THE TIME TO LEARN ABOUT SPONSORSHIP OF  
THE 14<sup>TH</sup> ANNUAL PHOTONOLA FESTIVAL.**

TO BECOME A SPONSOR, OR FOR MORE INFORMATION, PLEASE CONTACT:

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