

PHOTO 2021 SPONSORSHIP OPPORTUNITIES NO LA

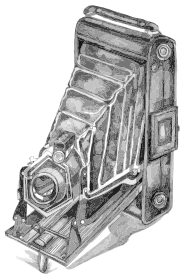




PHOTONOLA'S

16TH ANNUAL FESTIVAL

DECEMBER 8-12, 2021 IN NEW ORLEANS



NEW ORLEANS
PHOTO
ALLIANCE


Founded in 2005, the mission of the New Orleans Photo Alliance 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.

PhotoNOLA, New Orleans' annual festival of photography 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 join nationally-prominent curators, publishers, gallerists, editors, and art collectors to attend 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 sponsors, funders and partnerships.

PhotoNOLA is the premier opportunity to reach New Orleans' vibrant photographic community, as well as patrons traveling from all over the globe 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.

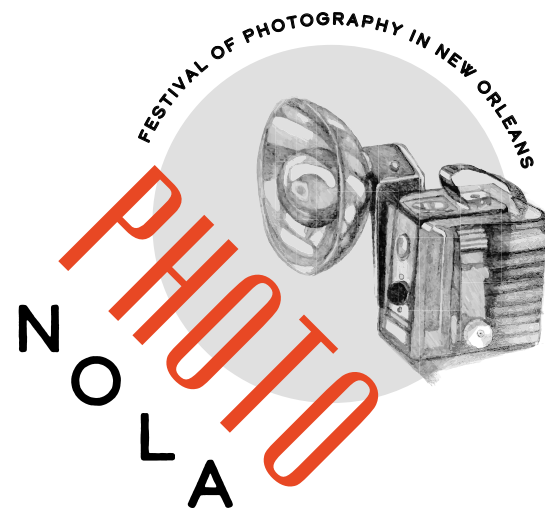
For more information, visit www.photonola.org

Consider partnering with NOPA to celebrate and support photography together in 2021.



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



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.

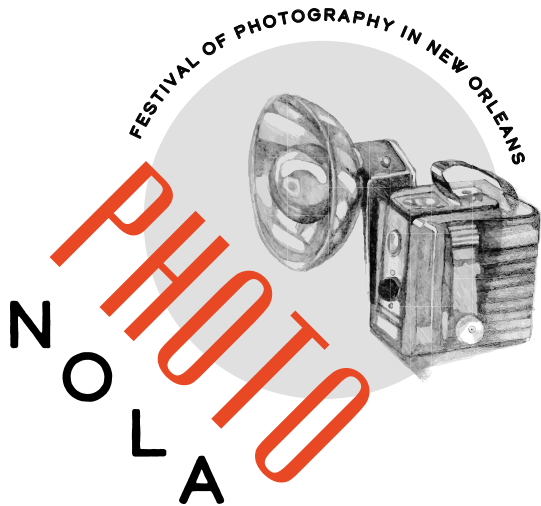
PORTFOLIO REVIEWS

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 after registration opens.



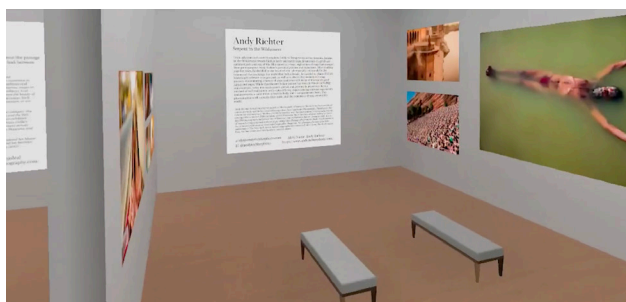
PHOTOWALK

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.



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.



VIRTUAL EVENTS / VR

Metaculture X PhotoNOLA : In partnership with MetaCulture a Black-owned virtual events business founded on the idea of increasing diversity in the metaspaces, PhotoNOLA was able to continue with the festival during the unprecedented times during the pandemic, while expanding our audience and community. Through the social VR platform, Altspace, MetaCulture and PhotoNOLA worked together to change conceptions of how art is presented and received. Metaculture X PhotoNOLA featured 53 Photographers 17 Galleries spanning 3 days of the festival.

EDUCATION & WORKSHOPS

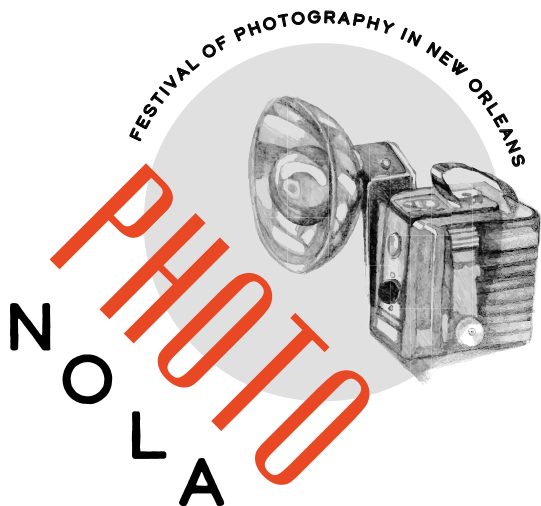
PhotoNOLA offers opportunities to learn about a wide variety of photo-related subjects. Last year alone, attendees received valuable instruction on how to edit their portfolios, market their photography, create luminous tintype images, and hone their creative visions. Cig Harvey, Richard Renaldi, Matt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





2020 REVIEWERS LIST

Kate Anderson, Boston Art, Inc.
Makeda Best, Harvard Art Museums
Jonathan Blaustein, A Photo Editor
Laura Blereau, Newcomb Art Museum
Joan Brookbank, Joan Brookbank Projects
Darren Ching, Klomp Ching Gallery
Catherine Edelman, Edelman Gallery
Jon Feinstein, Humble Arts Foundation
Larry Gawel, Workspace Gallery
Hamidah Glasgow, The Center for Fine Art Photography
Gregory Harris, High Museum
Edward (Eddie) Hebert, Fine Art Consultant, New Orleans
Benjamin Hickey, Hilliard Museum
Samantha Johnston, Colorado Photo Arts Center
Michael Kirchoff, Analog Forever Magazine
Sarah Leen, Visual Thinking Collective
Douglas Marshall, Marshall Contemporary
Adam Monohon, Center for Creative Photography
Jennifer Murray, Filter Photo
Ksenia Nouril, Print Center
Sasha Patkin, Harvard Business Review
Brian Piper, New Orleans Museum of Art
Roula Seikaly, Humble Arts Foundation
Aline Smithson, Lenscratch
Mary Virginia Swanson, MVS and Associates
Barbara Tannenbaum, Cleveland Museum of Art
Paula Tognarelli, Griffin Museum of Photography
Lisa Volpe, Museum of Fine Arts, Houston
Leah Woodruff, Independent Editor
Jane Yeomans, Bloomberg Businessweek
Jennifer Yoffy, Yoffy Press
Katherine Ware, New Mexico Museum of Art



By sponsoring the 16th 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 culturally sophisticated individuals who are passionate about photography, the arts and community. Festival sponsorship support exhibitions and programming as well as travel and housing for artists, curators and industry leaders contributing to the event. In-kind donations are encouraged and will be credited according to their full monetary value as outlined below. Some of our most successful collaborations have been possible through in kind contributions. Let's work together!

SPONSORSHIP LEVELS

PALLADIUM SPONSORS \$10,000+

Support a PhotoNOLA Featured Event

- **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

Fund a Visiting Artist Exhibition

- **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)
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SPONSORSHIP LEVELS

GOLD SPONSORS \$2,500

Sponsor a Visiting Artist Speaker

- **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)
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SILVER SPONSORS \$1,000

Sponsor a Reviewer

- 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)
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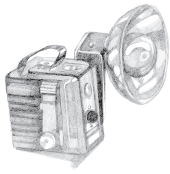


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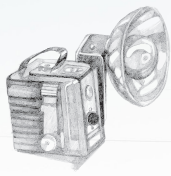


PHOTO NOLA

Photoville FENCE



ABOUT THE FENCE

The PhotoNOLA FENCE is a 1000-foot photography installation coming to New Orleans this winter for the very first time! As 1 of 11 host cities in North America, The PhotoNOLA FENCE will feature the work of nationally renowned photographers and regional photographers selected by a jury of accomplished art professionals.

The exhibition will bring compelling visual stories into the public realm. It is the cultural programming we need right now: The PhotoNOLA FENCE will be free and easily accessible to a wide, diverse audience and will allow for safe socially distanced viewing experiences.

The PhotoNOLA FENCE spotlights a wide range of photographic stories that elevate our understanding of the world-at-large and topical issues close to home. We hope you'll consider partnering with us!

SPONSOR THE FENCE



OPPORTUNITIES:

PRESENTING PARTNER \$10,000+

- **We name The PhotoNOLA FENCE after YOU**
- Your name and/or logo on all cities' photography fences, globally
- Your name on event materials and websites of NOPA and The FENCE
- Social media promotion
- Free submissions to The FENCE exhibition call

UNPRECEDENTED TIMES PARTNER \$5,000+

- **Your name and/or logo on all cities' photography fences, globally**
- Your name on event materials and websites of NOPA and The FENCE
- Social media promotion
- Free submissions to The FENCE exhibition call

CAUTIOUSLY OPTIMISTIC PARTNER \$2,000+

- **Your name and/or logo printed on The PhotoNOLA FENCE**
- **Your name on event materials and websites of NOPA and The FENCE**
- Social media promotion
- Free submissions to The FENCE exhibition call

SMALL BUSINESS SPONSOR \$500-\$1,000

- **Logo recognition on the NOPA website**
- **Social media promotion**
- Free submissions to The FENCE exhibition call

INDIVIDUAL SPONSOR \$250

- Your name on the New Orleans Photo Alliance website
- Free submissions to The FENCE exhibition call
- Neverending gratitude



CONTACT US

THANK YOU FOR TAKING THE TIME TO
LEARN ABOUT SPONSORSHIP OF THE
16TH ANNUAL PHOTONOLA FESTIVAL.

To become a sponsor, or for more
information, please contact:

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