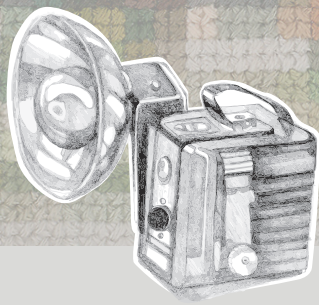




FESTIVAL OF PHOTOGRAPHY IN NEW ORLEANS



# PHOTO NOLA

2022 SPONSORSHIP OPPORTUNITIES

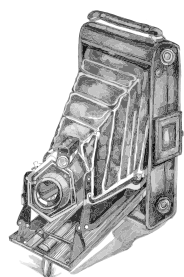




# PHOTONOLA'S

## 17<sup>TH</sup> ANNUAL FESTIVAL

DECEMBER 7-10, 2022 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](http://www.photonola.org)**

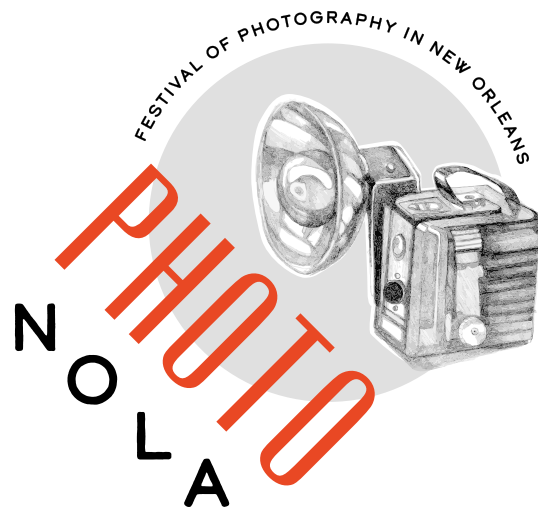
Consider partnering with NOPA to celebrate and support photography together in 2022.



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

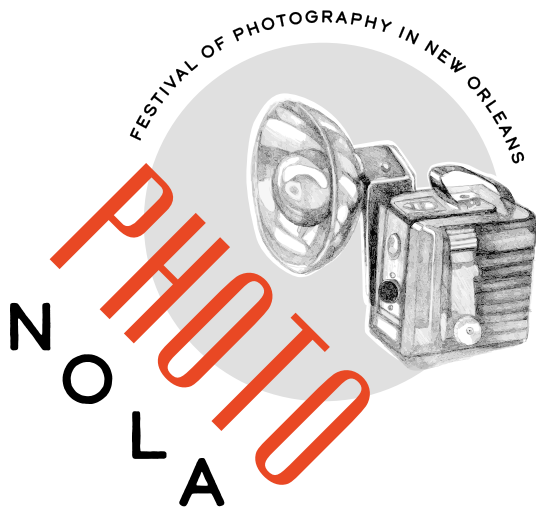
PhotoNOLA's Portfolio Review program offers 70 photographers the chance to present their work to influential members of the photographic community. Face-to-face meetings with gallery owners, editors, publishers, and museum curators from throughout the U.S. and abroad provide photographers with networking 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 a local arts venue. In recent years, Xavier Simmons, Keith Carter, Chandra McCormick & Keith Calhoun have inspired audiences with their creative insights and wisdom. One of the most popular programs during the festival, the event is free and open to the public.

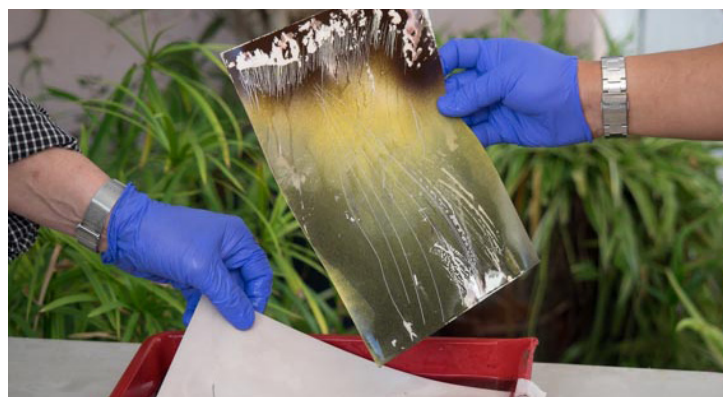


## PHOTOBOOK FAIR

Local and national photo book publishers and individual artists are invited to share recently published photo books in an event that is free and open to the public. The fair includes a day of programming including book signings, seminars and workshops around book publishing.

## 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.







## 2022 REVIEWERS LIST

**Kyohei Abe**, Detroit Center for Contemporary Photography and Towson University

**Jonathan Blaustein**, A Photo Editor

**William Boling**, Fall Line Press

**Jo Brenzo**, The Photographic Gallery (San Miguel de Allende)

**Darren Ching**, Klompching Gallery

**Chloe Coleman**, Washington Post

**Coco Conroy**, Jackson Fine Art

**Liv Constable-Maxwell**, MACK

**Andrew Fedynak**, Zatarra Press

**Roy Flukinger**, Harry Ransom Center

**Garlyn Gryder**, GRYDER Contemporary Art Gallery

**Christy Havranek**, HuffPost

**Eddie Hebert**, New Orleans Photo Alliance, Edward Hebert Art

**Benjamin Hickey**, Hilliard Art Museum

**Philip March Jones**, MARCH Gallery, Institute 193

**Richard McCabe**, Ogden Museum of Southern Art

**Bayley Mizelle**, Photographic Arts Council Los Angeles

**George Nobechi**, Karuizawa Foto Fest, Nobechi Creative

**Richard Perez**, Photography sales, appraisals, and gallery management

**Brian Piper**, NOMA

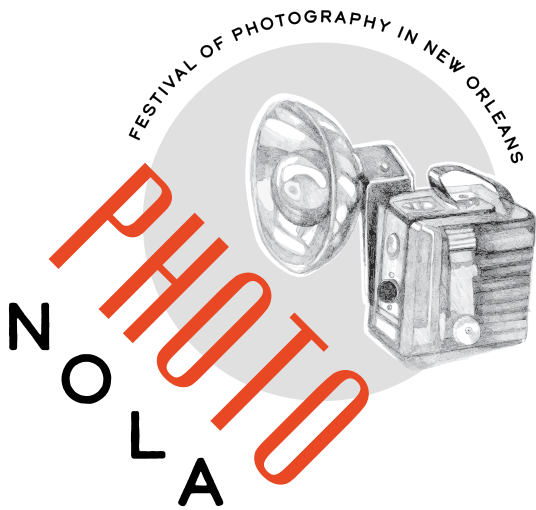
**David Smith**, SmithDavidson Gallery

**Dan Stetson**, LSU Museum of Art

**Lisa Volpe**, Museum of Fine Arts, Houston

**Jennifer Yoffy**, Yoffy Press





By sponsoring the 17<sup>th</sup> 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)
- 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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- Opportunity to include promotional material at the registration table and in registration bags given to review & workshop participants

## 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)
- 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





## CONTACT US

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

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

**Lisa Cates**

president@neworleansphotoalliance.org  
(619) 417-1886

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