



PHOTO
NOVA

SPONSORSHIP
OPPORTUNITIES

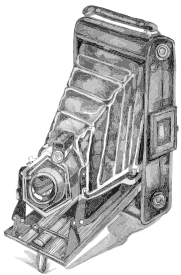
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PHOTONOLA'S

19TH ANNUAL FESTIVAL

DECEMBER 11-15, 2024 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 2024.

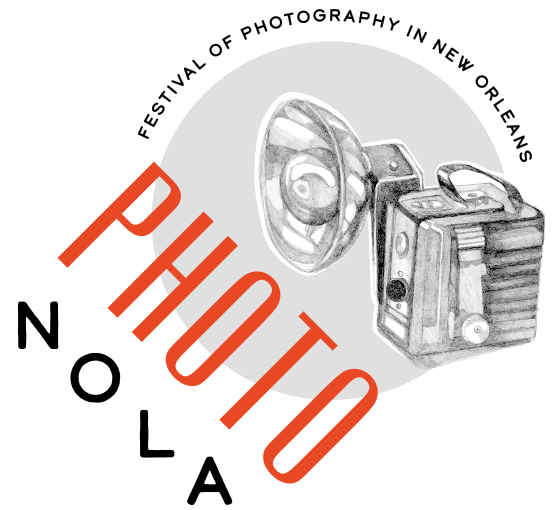
cover: © Ben Depp above: © Amy Breaux

PhotoNOLA is a festival produced by the New Orleans Photo Alliance (NOPA), a 501(c)(3) nonprofit organization.



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



CITYWIDE EXHIBITIONS

From venerable institutions like the Historic New Orleans Collection to restaurants and coffee houses, over 50 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.

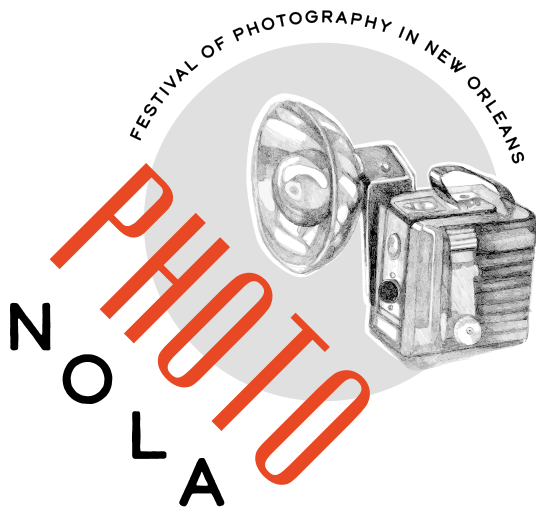
PORTFOLIO REVIEWS

PhotoNOLA's Portfolio Review program offers 50 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 AND SPONSOR FAIR

PhotoNOLA Portfolio Review participants share their work alongside festival sponsors & book publishers 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, Emmet Gowin, 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.

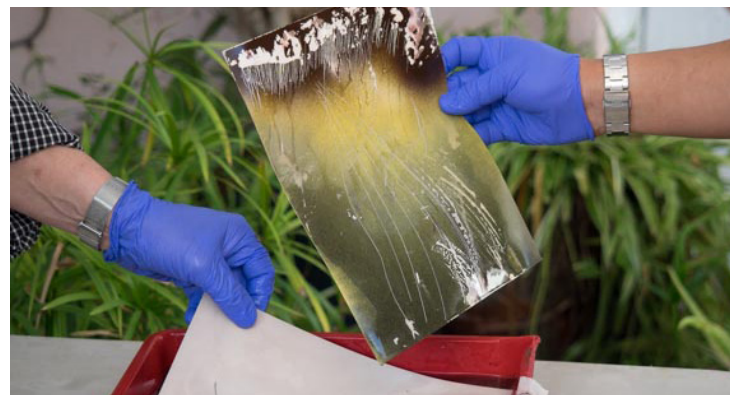


PHOTOBOOK FAIR

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 Roye are but a few of the world-class photographers who have led workshops and given lectures in recent years.





2024 REVIEWERS LIST

Katherine Lauricella Ainsley, Sibyl Gallery

Nicolas Boulrier, Boulrier Gallery

Pamela Chen, Apple

Chloe Coleman, The Washington Post

Liv Constable-Maxwell, MACK

Alexa Dilworth, Independent Curator

Joe Dilworth, Bildband Berlin

Michelle Dunn Marsh, Minor Matters

Melanie Flood, Melanie Flood Projects

Benjamin Hickey, Hilliard Art Museum

Greg Harris, High Museum of Art

Sarah Ickow, International Center of Photography

Frances Jakubek, Independent Curator

Samantha Johnston, Colorado Photographic Arts Center

Maria L. Kelly, High Museum of Art

Geoffrey C. Koslov, Koslov Larsen Gallery

Aline Smithson, Lenscratch

Dina Mitrani, Dina Mitrani Gallery

Emilia Mickevicius, Center for Creative Photography and Phoenix Art Museum

Richard McCabe, Ogden Museum of Southern Art

Amy Miller, Art Consultant

Brian Piper, New Orleans Museum of Art

Jennifer Prithveeva Samuel, The Washington Post

Delphine Sims, San Francisco Museum of Modern Art

C. Rose Smith, Memphis Brooks Museum of Art

Mary Stanley, Mary Stanley Studio

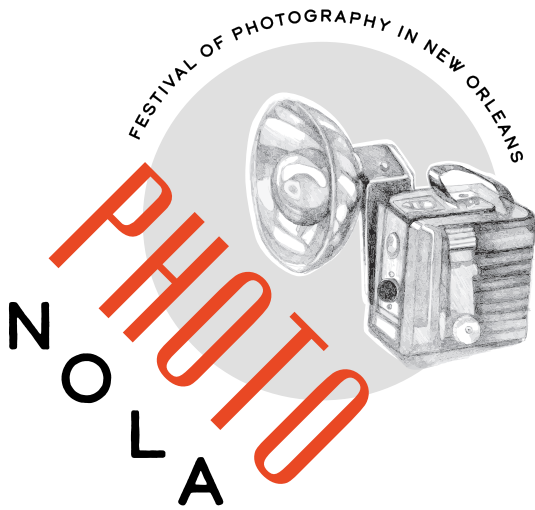
Gordon Stettinius, Candela Gallery

Erin Hoyt, Filter Photo

Noelle Flores Théard, The New Yorker

Sara Urbacz, LISTO

Jane Yeomans, Bloomberg



By sponsoring the 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)**
- **Invitation for two to a private dinner honoring reviewers and VIP speakers**
- **2 Patron tickets and 4 general admission tickets to the PhotoGALA**
- Opportunity to include promotional material at the registration table and in registration bags given to review & workshop participants
- Featured advertisement 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 (over 15,000 combined followers)
- Prominent placement of promotional materials at portfolio reviews and information/welcome tables
- Logo recognition in print advertisements (commitment needed by November 1st)
- Logo recognition on all printed material including signage, fliers, maps, postcards, invitations and posters (citywide distribution, commitment needed by November 1st)
- Name, logo, and link on PhotoNOLA.org website sponsors page

PLATINUM SPONSORS

\$5,000 - \$10,000

Fund a Visiting Artist Exhibition

- **2 Patron tickets to the PhotoGALA**
- **Opportunity to include promotional material at the registration table and in registration bags given to review & workshop participants**
- **Featured advertisement 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 (over 15,000 combined followers)
- Prominent placement of promotional materials at portfolio reviews and information/welcome tables
- Logo recognition in print advertisements (commitment needed by November 1st)
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SPONSORSHIP LEVELS

GOLD SPONSORS

\$2,500 - \$5,000

Sponsor a Visiting Artist Speaker or Curator

- **2 tickets to the PhotoGALA**
- **Table during CURRENTS opening and PhotoWALK (average attendance 1000+)**
- **Enhanced social media exposure on Facebook, Instagram, and Twitter (over 15,000 combined followers)**
- **Prominent placement of promotional materials at portfolio reviews and information/welcome tables**
- Logo recognition in print advertisements (commitment needed by November 1st)
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SILVER SPONSORS

\$1,000 - \$2,500

Support the Cause

- Logo recognition in print advertisements (commitment needed by November 1st)
- Logo recognition on all printed material including signage, fliers, maps, postcards, invitations and posters (citywide distribution, commitment needed by November 1st)
- Name, logo, and link on PhotoNOLA.org website sponsors page



CONTACT US

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

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

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www.photonola.org
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