



CORPORATE SPONSORSHIP

Bastille Day Fete 2025

**Support French Language, Culture,
and Community in Louisiana**





WHAT'S HAPPENING?

Join us in sponsoring one of New Orleans' most anticipated summer events — **Bastille Day Fête 2025!** This joyful celebration of Liberté, Égalité, Fraternité brings together **hundreds of locals and visitors** to honor the deep cultural ties between France and Louisiana.

At the Alliance Française de La Nouvelle-Orléans, our mission is clear: teach French, celebrate Francophone cultures, and preserve the **rich French heritage of Louisiana**. As a 501(c)(3) nonprofit, we rely on the generous support of partners like you to make this mission a reality.

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**Vive la France, Vive la
Nouvelle Orleans !**

VISION & MISSION

VISION

Bastille Day Fête celebrates Louisiana's living French heritage with music, food, and community. Our vision is to create a vibrant, inclusive event that honors cultural roots and brings people together — with the support of partners who value language, culture, and connection.

MISSION

- Celebrate Louisiana's French Heritage ●
- Promote French Language and Culture ●
- Foster Community Connection ●
- Raise funds to sustain French language programs ●





BENEFITS FOR SPONSORS

Sponsors benefit from high-visibility brand exposure, meaningful community engagement, and alignment with a beloved cultural institution that celebrates language, heritage, and connection.

1

BRAND VISIBILITY

Media Partnership with Where Y'at :

Weekly EBlast sent to their **27K+ subscribers**

WGNO TV "Where Y'at Weekend Picks" **airing 3x**

"Where Y'at Carla" live social media reel shared to **160K followers**

"Weekend Pick" shared on all digital platforms to **185K followers**

2

COMMUNITY IMPACT

Directly support French language education in Louisiana

More than **400 participants** to our Bastille Day 2024 edition

More than **600 Alliance Française of New Orleans members**

More than **800 students** accross the year





SPONSORSHIP PACKAGES OFFERED

1. BASTILLE SPONSOR

Contribution: \$2,000+

Benefits:

- Complimentary admission for **8 guests**
- Your logo featured **above all others** on event materials
- A dedicated promotional poster created **just for your business**
- Company name listed as **Presenting Sponsor** on our webpage
- Prominent **tabling opportunity** at the event
- **Special thanks** during the Executive Director's speech
- **3 "Oui Speak French"** yard signs
- **1 dedicated post + story** on our social media (FB: 5.1k | IG: 4.4k)

2. TOUR EIFFEL SPONSOR

Contribution: \$1,000+

Benefits:

- Complimentary admission for **6 guests**
- Tabling opportunity at the event
- Company listed as a **2025 partner** on the Bastille Day Fête webpage
- Logo placement on **all printed marketing**
- **Mention** during the Executive Director's speech
- **1 "Oui Speak French"** yard sign by Simon of New Orleans
- **2 social media stories** (FB & IG)



SPONSORSHIP PACKAGES OFFERED

3. LOUVRE SPONSOR

Contribution: \$500+

Benefits:

- Complimentary admission for **4 guests**
- Company **listed** on the Bastille Day Fête webpage
- Logo included on **all printed materials**
- **Mention** during the Executive Director's speech
- **1 "Oui Speak French"** yard sign
- **1** Instagram or Facebook **story**

4. MARSEILLEISE SPONSOR

Contribution: \$200+

Benefits:

- Admission for **2 guests**
- Company name **listed** on the Bastille Day Fête webpage
- **Mention** during the Executive Director's speech
- **1 "Oui Speak French"** yard sign



MERCI !

Thank you so much for taking the time to explore this opportunity with us. Bastille Day Fête is one of our favorite moments of the year — a celebration full of joy, music, and connection — and it wouldn't be possible without the support of partners like you. Let's fête together this July — we can't wait to celebrate with you!

Alan Nobili, Executive Director



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