

**NOLA MADE 2017  
EMPLOYER & SPONSOR INFO**



**NOLA MADE 2017**, taking place November 24<sup>th</sup>, Black Friday, at the Ace Hotel in New Orleans – is a premier holiday shopping marketplace and job fair that highlights NOLA-born brands and the region's top employers. The inaugural NOLA MADE in 2016 was an overnight success--over 450 local and out-of-town young professionals registered to shop local, experience the revitalization of Greater New Orleans, network over complimentary cocktails, and learn about new developments in a region rich in culture and economic opportunity.

NOLA MADE 2017 is poised to grow and become *the* event of the year for young professionals to celebrate the region's upward trajectory, reconnect with career opportunities in the city – and join us in writing the success stories of the next 300 years.

**When:** Black Friday, November 24<sup>th</sup>, 1 p.m. - 6 p.m.

**Where:** The Ace Hotel New Orleans, Barnett Hall.

**What:** Top regional employers in high-wage, high-growth industries will set up shop and connect with young professionals seeking to advance their careers in New Orleans. As well, 20+ artists and makers of local products and brands will showcase and sell their wares.

**Who:** Local young professionals, young professionals returning home for the Thanksgiving holiday, and everyone they know and love are invited to this free event to celebrate New Orleans Originals—the people, art, companies and brands that are Made in New Orleans.

**EMPLOYER & SPONSORSHIP INFORMATION**

NOLA MADE employers and sponsors have a unique opportunity to market their brands and career opportunities to this highly educated demographic of young professionals from across the country who hold a special affinity for Greater New Orleans.

NOLA MADE event promotions are amplified through collaboration with a diverse network of partner organizations, such as 504ward, GNO, Inc., New Orleans Business Alliance, Urban League of Louisiana, local university alumni associations, and other Young Professional Organization partners. Local young professionals from partner organizations are invited to serve as ambassadors by spreading the word to friends and family home for the holidays.

**\$1,000 Employer Registration Fee**

- Company featured as a participating NOLA MADE employer and top employer in Greater New Orleans on event invitation, website, social media, event program, and signage at the event
- Company and job openings featured in 504ward listservs ( >15,000 subscribers) and social media ( > 25,000 followers)
- Table (+ 2 chairs) in prominent location at the event to display marketing and employment information and network with New Orleans' top young professional talent pool. Access to break-off space for interviewing on-site included.
- Opportunity to participate in online component of job fair: personalized company profile page and portal for pre-screening and scheduling interviews during event (provided in partnership with Acrew)
- Complimentary parking at the event (Ace Hotel) and 2 complimentary drink tickets

**Companies wishing to amplify their brand awareness may sponsor at the following levels:**

## 2017 SPONSORSHIP LEVELS & BENEFITS



### **\$2,500 Crescent City Sponsor**

- Complimentary Employer/Exhibitor space (includes benefits of Employer Registration listed above)
- + Crescent City Sponsor recognition in all press and event-related marketing including: invitations, programs, event listings on website, event listing in NOLA MADE / 504ward e-newsletters.
- + Company promotion via NOLA MADE social media channels (amplified by partners)
- + Logo recognition in event backdrop video (video will highlight key stats and NOLA success stories)

### **\$5,000 Talent Hub Sponsor**

- Complimentary Employer/Exhibitor space (includes benefits of Employer Registration listed above)
- Talent Hub Sponsor recognition in all press and event-related marketing including: invitations, programs, event listings on website, event listing in NOLA MADE / 504ward e-newsletters.
- Company promotion via NOLA MADE social media channels (amplified by partners)
- Logo recognition in event backdrop video (video will highlight key stats and NOLA success stories)
- + Opportunity to include pre-recorded video message / promotional material in event backdrop video

### **\$10,000 Brainpower City Sponsor**

- Complimentary Employer/Exhibitor space (includes benefits of Employer Registration listed above)
- Brainpower City Sponsor recognition in all press and event-related marketing including: invitations, programs, event listings on website, event listing in NOLA MADE / 504ward e-newsletters.
- Company promotion via NOLA MADE social media channels (amplified by partners)
- Logo recognition in event backdrop video (video will highlight key stats and NOLA success stories)
- Opportunity to include pre-recorded video message / promotional material in event backdrop video
- + Opportunity to include a promotional ad in the event program

### **\$25,000 NOLA MADE 2017 Presenting Sponsor**

- Complimentary Employer/Exhibitor space (includes benefits of Employer Registration listed above)
- Brainpower City Sponsor recognition in all press and event-related marketing including: invitations, programs, event listings on website, event listing in NOLA MADE / 504ward e-newsletters.
- Company promotion via NOLA MADE social media channels (amplified by partners)
- Logo recognition in event backdrop video (video will highlight key stats and NOLA success stories)
- Opportunity to include a promotional ad in the event program
- Opportunity to include pre-recorded video message / promotional material in event backdrop video
- + Exclusive recognition as presenting sponsor
- + Opportunity to include a quote in the event press release
- + Company logo on 504ward.com homepage, listed as a featured partner

**Please inquire about nonprofit rates.**

**Questions? Contact Mary Matthews, Executive Director of 504ward: [mary@504ward.com](mailto:mary@504ward.com).**

NOLA MADE is a project of:





# EMPLOYER REGISTRATION & SPONSORSHIP FORM

- Participation Level:**
- Basic Employer Registration \$1,000
  - Crescent City Sponsor \$2,500
  - Talent Hub Sponsor \$5,000
  - Brainpower City Sponsor \$10,000
  - Presenting Sponsor \$25,000

**Business/Name:** \_\_\_\_\_  
*(As you would like to be recognized)*

**Contact Name (if other than business/name):** \_\_\_\_\_

**Address:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

\_\_\_\_\_ **Email:** \_\_\_\_\_

\_\_\_\_\_ **Website:** \_\_\_\_\_

**Social Media Links or Handles:** \_\_\_\_\_

**Would you like space at the event to display marketing and employment information?**

Yes     No, thank you

**Describe briefly positions for which you are recruiting (if applicable):**

**To ensure inclusion in all event promotions, complete and return form with payment information and high resolution logo by Friday, November 10th to [mary@504ward.com](mailto:mary@504ward.com). Make checks payable to: 504ward, 935 Gravier St. Suite 2020, New Orleans, LA 70112. For credit card payment, please fill out the following credit card authorization.**

**Card Type:**     Mastercard     Visa     Discover     AMEX     Other \_\_\_\_\_

**Cardholder Name (as shown on card):** \_\_\_\_\_

**Card Number:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_

**Cardholder Zipcode:** \_\_\_\_\_ **CVV:** \_\_\_\_\_

I, \_\_\_\_\_, authorize 504ward (housed at the New Orleans Business Alliance) to charge my credit card above at the aforementioned NOLA MADE employer/sponsor participation level.

**Sponsor Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

504ward is housed at the NOLA Business Alliance, a 501(c)(3) nonprofit organization (Federal Tax ID No. 27-3654312). All contributions are tax deductible to the fullest extent allowed by law.