

**NOLA MADE 2017  
FEATURED EMPLOYER INFORMATION  
& REGISTRATION FORM**



**NOLA MADE 2017**, taking place **November 24<sup>th</sup>, Black Friday, at the Ace Hotel in New Orleans** and, *for the first time*, **online November 16<sup>th</sup> – 30<sup>th</sup>** – is a premier recruiting event and holiday shopping marketplace that features NOLA-MADE brands and careers with the region’s top NOLA-born companies.

The inaugural NOLA MADE in 2016 was an overnight success--over 450 local and out-of-town young professionals registered to experience the revitalization of Greater New Orleans, network over cocktails and holiday shopping, and learn about new developments and careers in a region rich in new 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. (*optional for recruiters or company representatives to attend in person*); November 16<sup>th</sup> – 30<sup>th</sup> (*employers will receive candidate submissions at the close of the online fair*)

**Where:** The Ace Hotel New Orleans & online at [504ward.com/nolamade](http://504ward.com/nolamade) in partnership with Acrew

**What:** Careers at top regional employers in high-wage, high-growth industries will be marketed to local young professionals as well as “expats” living outside the city who are looking for the right job and opportunity to move home. Job-seekers can connect with employers through the online portal or in person at the event and throughout the duration of the online career fair. NOLA MADE ambassadors will be onsite to advise job seekers about opportunities with featured employers. Career opportunities will be prominently featured in the center of the market, with a festive vibe provided by 20 surrounding NOLA-MADE shopping market vendors (including NOLA-designed brand ware from Tasc performance, Krewe sunglasses, etc. – see full list at [504ward.com/nolamade](http://504ward.com/nolamade)).

**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 the people, companies and brands that are Made in New Orleans.

**See featured employer benefits and registration form below.**

**FEATURED EMPLOYER BENEFITS** -- \$1,000 Registration Fee (please inquire about nonprofit rates) *NOLA MADE employers have a unique opportunity to market their brands and career opportunities to a highly educated demographic of young professionals from across the country who hold a special affinity for Greater New Orleans.*

- Company and logo included as a featured employer in all NOLA MADE promotions (Eventbrite invitation, 504ward e-newsletters, website, social media, event program)
- NOLA MADE Featured Employers highlighted in the November 15<sup>th</sup> “[NOLA BOUND: Your Ticket Home](#)” interactive webinar for all NOLA expats and university grads sharing resources and tips on how to network, connect and find the right job in New Orleans
- Careers at your company marketed to local young professionals as well as “expats” living outside the city who are looking for the right job and opportunity to move home *both* at the in-person event (display signage and NOLA MADE ambassadors will advise job seekers) on November 24<sup>th</sup> and throughout the online career fair November 16<sup>th</sup> – 30<sup>th</sup>
- Logo recognition in event backdrop video (video will highlight key stats and NOLA success stories)
- Online career fair - Personalized company profile page and portal for receiving first-impression videos from job seekers (provided in partnership with Acrew – one-on-one assistance with setup included)
- Option for company representative/recruiter to attend the Nov 24<sup>th</sup> event (career opportunities at your company will be prominently displayed and marketed whether or not someone attends)
  - Access to break-off space for interviewing on-site included upon request
  - Complimentary parking at the event (Ace Hotel) and 2 complimentary drink tickets
- Event marketing
  - 504ward’s reach alone includes a listserv of 10,000+ local young professionals, a listserv of 5,000+ expat young professionals, and a 25,000+ social media following
  - Local young professionals from partner organizations serve as ambassadors on the host committee by inviting friends and family home for the holidays
  - Facebook campaign targeting young professional NOLA expats
  - NOLA MADE event promotions are amplified through collaboration with a diverse network of partner organizations, including:
    - Economic development organization, chamber, and business association partners: GNO, Inc., New Orleans Business Alliance, New Orleans Chamber of Commerce, StayLocal, Hispanic Chamber of Commerce of Louisiana, Jefferson Parish Chamber of Commerce, St. Bernard Parish Chamber of Commerce, Propeller, The Idea Village, etc.
    - Young professional organization partners: 504ward, Urban League of Louisiana, YLC, HYPLA, VAYLA, Junior League, JNOLA, City Year, Teach for America, EPNO, JNOLA, Millennial Spirits, Propeller, EngageNOLA, etc.
    - University partners (career services and alumni affairs): Tulane, Loyola, UNO, SUNO, Xavier, Grambling, Southeastern, LSU, Dillard, Delgado, Holy Cross
    - Additional community partners promoting the event: Gambit, NOLATidbits, etc.

**Please complete attached employer registration form by Friday, November 10<sup>th</sup> to be included in all event promotions.**

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

**NOLA MADE is a partnership produced by:**





## FEATURED EMPLOYER REGISTRATION FORM

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

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

**Address (for billing):** \_\_\_\_\_ **Phone:** \_\_\_\_\_

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

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

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

**Do you plan to send someone to the November 24<sup>th</sup> event to represent your company (optional)?**

Yes     No, thank you

**Describe briefly positions for which you are recruiting and/or links to your career page as well as promotional materials we can display at the event on your behalf:**

**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:** \_\_\_\_\_ **Security Code:** \_\_\_\_\_

I, \_\_\_\_\_, authorize 504ward (housed at the New Orleans Business Alliance) to charge my credit card above for the aforementioned NOLA MADE featured employer registration fee.

**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.