

CITY PARK
CONSERVANCY

Sports Facility Advertisement Opportunities

YOU CAN MAKE A DIFFERENCE



Stadium Signage

BUILD YOUR BRAND

YOUR BRANDING OPPORTUNITIES

The time is now to reserve your advertisement spot in a City Park sports facility.

City Park is a hub for recreational sports leagues, offering stadiums and athletic fields that are always buzzing with action-packed sporting events such as soccer, rugby, lacrosse, flag football, and softball. In fact, City Park is the region's leading public facility for hosting local athletic stadium-based events.

With the 2024 fall sports calendar set, City Park Conservancy invites you to show your support for athletics by purchasing advertisement signage in our offered facilities.

Nine-month advertisements in the city's premier prep venues provide a tremendous opportunity to reach a group of more than 230,000+ sports fans annually.

Facility	Estimated Attendance	Signage Size	Pricing
Tad Gormley Stadium	136,000	4x8	\$1,000
Pan American Stadium	81,250	4x8	\$750
Quadruplex	14,375	4x8	\$500

Advertisement space is limited. All signage offered is 4'X8' horizontal weather resistant. Signs will remain up in the facilities for the 2024-2025 season. Final artwork is due no later than August 2, 2024, and should be created using a high-resolution file 300dpi.

The option is open to place signage in one or all three of our City Park facilities.

By participating, you are investing in our mission to maintain our facilities, protect our oak trees, plant annual flowers, preserve the grounds, enhance customer experience, and make this world-class park accessible to everyone.



CITY PARK CONSERVANCY

CITY PARK SPORT FACILITY ADVERTISEMENT FORM

City Park Conservancy reserves the right to final approval of the advertisement sign artwork. Artwork should be created using a high-resolution file 300dpi. Please note artwork should be horizontal in size - (H) 48 in by (W) 96 in and may be emailed to Marketing & Communications Manager, Keith Claverie at kclaverie@nocp.org.

Your information and payment:

Company/Organization: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

I would like advertisement <i>(check below those that apply)</i>	Facility	Signage Size	Pricing
<input type="checkbox"/>	Tad Gormley Stadium	4x8	\$1,000
<input type="checkbox"/>	Pan American Stadium	4x8	\$750
<input type="checkbox"/>	Quadruplex	4x8	\$500

Payment via credit card: _____ Payment via check: _____ Total amount: _____

Credit card number: _____ Exp. Date: _____ CVV: _____

Make checks payable to:
City Park Conservancy
Attn: Development
1 Palm Drive
New Orleans, LA 70124

Once payment and artwork are received, signage will be ordered and installed.

A photograph of a person wearing a dark bucket hat and a light-colored t-shirt, sitting on a dark metal park bench. They are leaning over a light blue stroller, possibly adjusting it. The background shows a paved path lined with trees in a park setting.

Who We Are

A PARK FOR EVERYONE

OUR MISSION

Preserve and improve City Park spaces for recreational, educational, cultural and beautification purposes.

For over 170 years, New Orleans City Park has provided access to abundant natural and cultural resources, connecting Southeast Louisiana residents and visitors to the region's most iconic park—with something for everyone. The Park is home to the New Orleans Botanical Garden, Couturie Forest and Arboretum, the New Orleans Museum of Art, the Louisiana Children's Museum, and the largest grove of mature live oaks in the world, some of which are nearly 800 years old.

The Park's 1,300 acres make it one of the largest urban parks in the United States, and a popular place to fish on the bayou, picnic, experience safe outdoor play, or engage in athletic pursuits—as evidence by more than 16 million visits each year. In addition to offering an array of recreation and cultural amenities, City Park Conservancy is committed to preserving natural habitats and biodiversity in the Park:

- The Botanical Garden is home to more than 2,000 varieties of plants
- The thirty-acre Couturie Forest has eight distinct ecosystems
- Birder's World Magazine named City Park the best birding spot in New Orleans as 280 bird species have been sighted
- Through volunteer efforts of citizen scientist, 819 species have been documented

City Park continuously improves quality of life in the region by promoting inclusivity, protecting natural resources, and offering diverse park programming.

As the stewards of the Park, the Conservancy is committed to serving the public's best interests and providing the oversight and expertise necessary to ensure that this world-class greenspace is accessible to all.

Our Work

PRESERVE & IMPROVE



Environment

Urban parks, like City Park, mitigate the harmful effects of pollution, encourage biodiversity, help to control temperatures and humidity, and are havens for numerous animal and plant species. At City Park Conservancy, we prioritize preserving natural habitats, native vegetation, and the historical elements of City Park.



Mental and Physical Health

Access to nature promotes physical and mental wellbeing. City Park Conservancy fosters access to nature for improved wellness and quality of life. Offering expansive greenspace, bike and walking trails, athletic venues, and quiet reflection spaces, City Park is an ideal place to stay active, or relax.



Social Connection

City Park is the people's park. City Park brings together neighbors and visitors of all ages, contributing to a sense of community, education, and fun. Cultural experiences including concerts, exhibitions, museums, markets, and art installations appeal to the diverse interests of our guests and strengthen social connection.



Expertise and Impact

At City Park, our employees are the heart of everything we do. We care for over 1,300 acres of expansive green space and operate numerous cultural, recreational, and educational facilities. Our team maintains landscapes, lagoons, historic trees, benches, buildings, playgrounds, and infrastructure—all enjoyed by over 16 million guests a year.



Memory Keeper

For over 170 years, City Park has been entrusted with the memories of our guests and community. These memories are enshrined in the trees and flora. From weddings, to birthdays, to family reunions, your first fish or your first team win, City Park preserves the memories of generations past and offers an essential space for future generations.



Our Impact

PROVIDING QUALITY OF LIFE

Who We Serve

In 2019, New Orleans City Park welcomed an estimated 3,206,300 unique visitors from around the country, with 2,470,920 of those Park visitors being from Louisiana.

The majority of its visitors 2,747,290 (67%) reside in Orleans, Jefferson, St Tammany, East Baton Rouge, St Bernard, and St Charles Parishes of Louisiana. The average median household income among these six parishes is \$53,360, equating to an average of 77% of its residents living in poverty. Regionally, 24% of children below 18 years of age live in poverty.

City Park provides open space and recreation services for a large segment of the City, Metropolitan Area, and State of Louisiana's low and moderate-income population and serves a large number of both regional and city residents who are considered low- or moderate-income, living below the poverty line.

The Park provides access to green space, recreation opportunities, walking trails, playground adventures, and safe outdoor interactions. Research shows that these types of experiences improve physical and mental health.

Economic Impact

Operating City Park, which includes operating the Park's attractions, venues, and activities, has a direct impact on the local economy. In 2019, visitor spending in New Orleans generated \$2.9 billion in earnings and created over 105,000 jobs.³

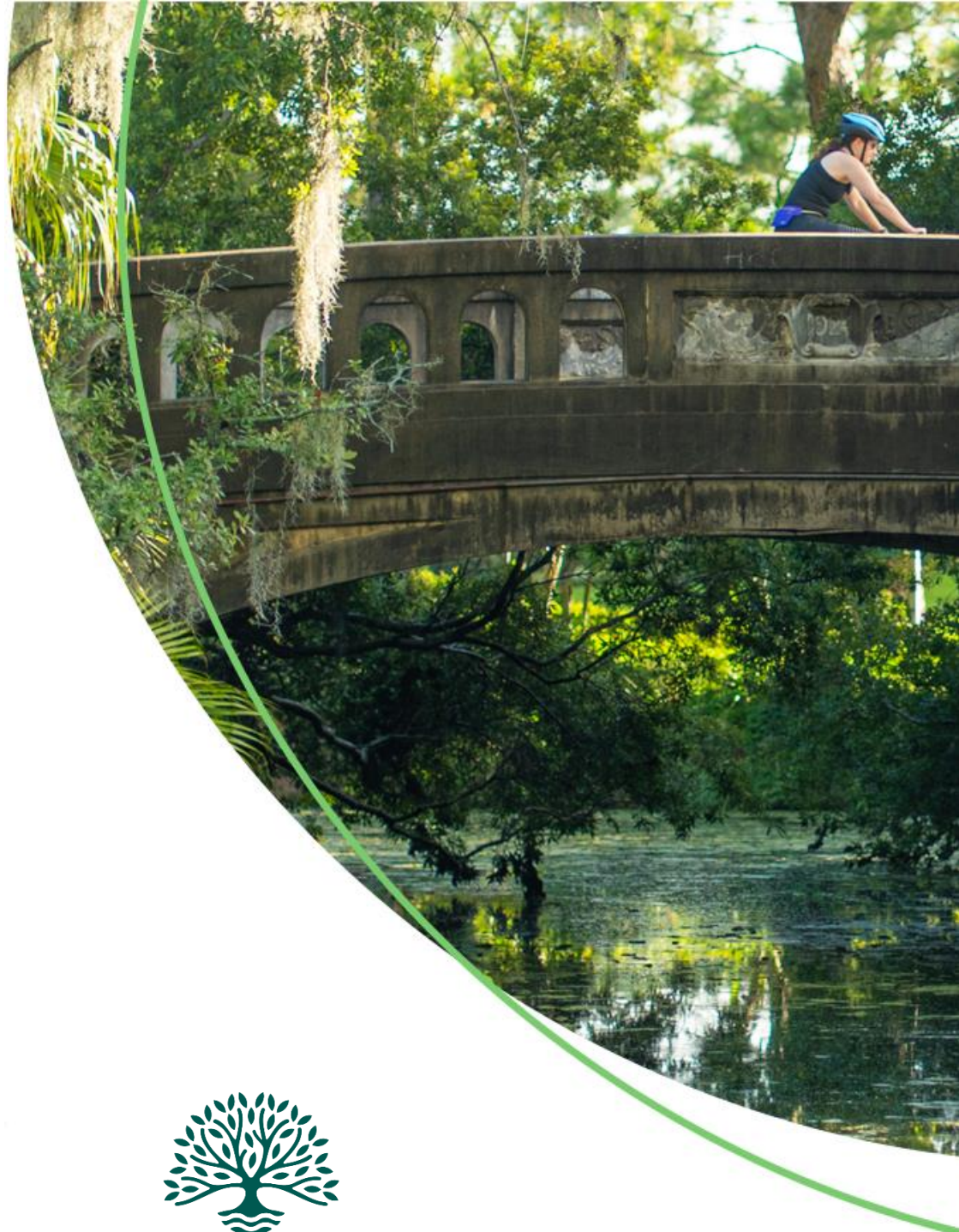
The spending impact of City Park on the area economy consists of spending of the Park itself, spending of Park visitors, and Park entity spending. Total direct spending by the park itself – salaries, benefits, local purchases, insurances, and capital upkeep– equaled \$44 million. Total visitor spending, both local and out of area visitors, totaled \$240 million. The spending on attractions, venues, and activities in the Park, coupled with the secondary spending, totaled \$97 million.

The operations and activities of City Park support a total of 3,708 jobs in the New Orleans area.² Total visitor spending was determined by categorizing expenditures by lodging, restaurants, transportation, nighttime entertainment, shopping, recreation, and gambling. Visitation to state parks increased in New Orleans and statewide.³

¹ City Park is a very large, 1300-acre regional park. Attendance estimates must come from sources other than a direct count of visitors such as Estimated Visitor, Visitor By State and Visits By County data from the Quick Summary page on New Orleans City Park's AirSage Dashboard. This does not include international data.

² The Economic Impact of City Park on the New Orleans Economy Report, November 2013, Timothy Ryan, Ph.D.

³- Tourism Spending in Louisiana Parishes 2019 Report, Louisiana Dept of Culture, Recreation and Tourism and The University of New Orleans Hospitality Research Center, May 2020



CITY PARK

CONSERVANCY

neworleanscitypark.org

City Park Conservancy is a 501(c)3 non-profit whose mission is to preserve and improve Park spaces for recreational, educational, cultural and beautification purposes. The Conservancy works year-round to care for the Park's historic oaks, beautiful gardens, family-friendly playgrounds, nature trails, cultural and recreational amenities.