



Please contact the WTCNO for sponsorship opportunities, 504-529-1601 or [events@wtcno.org](mailto:events@wtcno.org)

## 2021 INDIVIDUAL EVENT SPONSORSHIP OPPORTUNITIES

### I. C. ALVIN BERTEL AWARD\*

#### SPONSORSHIP OPPORTUNITIES

*\*This will be a “hybrid” event, meaning there will be a small live component that will be simultaneously live-streamed to an online audience.*

##### **C. ALVIN BERTEL AWARD PLATINUM SPONSOR – \$5,000**

- Recognition as “Platinum Sponsor” at C. Alvin Bertel Award including:
  - Sixteen (16) seats, or two (2) reserved tables, at live portion of event with priority placement
  - Ten (10) online passes
  - Company name/logo prominently displayed on live platform backdrop
  - Company name/logo promoted throughout the virtual portion
  - Opportunity to provide a brief promotional company video or pre-recorded spot featuring company executive
  - Company name/logo on Bertel emails leading up to the event
  - Company name/logo on WTCNO website with link back to company’s website
  - Company name/logo promoted across various social media platforms
  - Company name in press release

##### **C. ALVIN BERTEL AWARD GOLD SPONSOR – \$2,500**

- Recognition as “Gold Sponsor” at C. Alvin Bertel Award including:
  - Two (2) seats (general seating) at live portion of event
  - Eight (8) online passes
  - Company name/logo promoted throughout the virtual portion
  - Company name/logo on Bertel emails leading up to the event
  - Company name/logo on WTCNO website with link back to company’s website
  - Company name/logo promoted across various social media platforms

- Company name in press release

### **C. ALVIN BERTEL AWARD SILVER SPONSOR – \$1,500**

- Recognition as “Silver Sponsor” at C. Alvin Bertel Award including:
  - One (1) seat (general seating) at live portion of event
  - Six (6) online passes
  - Company name promoted throughout the virtual portion
  - Company name on WTCNO website with link back to company’s website
  - Company name promoted across various social media platforms

## **II. LOUISIANA INTERNATIONAL TRADE DAY\* (featuring *Diversity in Trade* Breakout Session)**

### **SPONSORSHIP OPPORTUNITIES**

*\*This will be a “virtual” event, meaning the program will be completely remote (live-streamed to an online audience). “Diversity in Trade” will be included as a special breakout session during the International Trade Day program.*

### **LOUISIANA INTERNATIONAL TRADE DAY (ITD) TITLE SPONSOR - \$10,000 (Limit One)**

- Recognition as “Title Sponsor” at International Trade Day including:
  - Exclusivity as “Title Sponsor” of Louisiana International Trade Day
  - Twenty (20) online passes to ITD presentations
  - Company name/logo prominently displayed on live platform backdrop
  - Recognition by Emcee as “Title Sponsor” during ITD welcoming remarks
  - Opportunity to provide a speaker for one of the ITD presentations
  - Company name/logo promoted throughout the virtual ITD
  - Opportunity to provide a brief promotional company video or pre-recorded spot featuring company executive
  - Company name/logo on ITD emails leading up to the event
  - Company name/logo on WTCNO website with link back to company’s website
  - Company name/logo promoted across various social media platforms
  - Company name in press release
  - Full-color company logo displayed in the WTCNO’s *Louisiana Trade Spotlight* (throughout September and October)
- **Combining this ITD package with the Gene Schreiber Gala Title Sponsor package will provide all listed benefits for both events for \$17,500 – a \$2,500 savings!**

## **LOUISIANA INTERNATIONAL TRADE DAY (ITD) PRESENTING SPONSOR – \$7,500 (Limit Two)**

- Recognition as “Presenting Sponsor” at International Trade Day including:
  - Exclusivity as a “Co-Presenting Sponsor” of Louisiana International Trade Day
  - Fifteen (15) online passes to ITD presentations
  - Company name/logo prominently displayed on live platform backdrop
  - Recognition by Emcee as “Co-Presenting Sponsor” during ITD welcoming remarks
  - Company name/logo promoted throughout the virtual ITD
  - Opportunity to provide a brief promotional company video or pre-recorded spot featuring company executive
  - Company name/logo on ITD emails leading up to the event
  - Company name/logo on WTCNO website with link back to company’s website
  - Company name/logo promoted across various social media platforms
  - Company name in press release
- **Combining this ITD package with the Gene Schreiber Gala Presenting Sponsor package will provide all listed benefits for both events for \$12,500 – a \$2,500 savings!**

## **LOUISIANA INTERNATIONAL TRADE DAY (ITD) CONTINENTAL SPONSOR – \$5,000**

- Recognition as “Continental Sponsor” at International Trade Day including:
  - Ten (10) online passes to ITD presentations
  - Company name/logo prominently displayed on live platform backdrop
  - Company name/logo promoted throughout the virtual ITD
  - Opportunity to provide a brief promotional company video or pre-recorded spot featuring company executive
  - Company name/logo on ITD emails leading up to the event
  - Company name/logo on WTCNO website with link back to company’s website
  - Company name/logo promoted across various social media platforms
  - Company name in press release
- **Combining this ITD package with the Gene Schreiber Gala Continental Sponsor package will provide all listed benefits for both events for \$7,500 – a \$2,500 savings!**

## **LOUISIANA INTERNATIONAL TRADE DAY REGIONAL SPONSOR – \$2,500**

- Recognition as “Regional Sponsor” at International Trade Day including:
  - Eight (8) online passes to ITD presentations
  - Company name/logo promoted throughout the virtual ITD
  - Company name/logo on ITD emails leading up to the event
  - Company name/logo on WTCNO website with link back to company’s website
  - Company name/logo promoted across various social media platforms
  - Company name in press release
- **Combining this ITD package with the Gene Schreiber Gala Regional Sponsor package will provide all listed benefits for both events for \$3,500 – a \$1,500 savings!**

## **LOUISIANA INTERNATIONAL TRADE DAY STATE SPONSOR – \$1,500**

- Recognition as “Local Sponsor” at International Trade Day including:
  - Six (6) online passes to ITD presentations
  - Company name promoted throughout the virtual ITD
  - Company name on WTCNO website with link back to company’s website
  - Company name promoted across various social media platforms
- **Combining this ITD package with the Gene Schreiber Gala Title Sponsor package will provide all listed benefits for both events for \$1,500 – a \$1,500 savings!**

### **III. GENE SCHREIBER GALA\***

**(featuring the *World Trade Center President’s Award for Distinction in Trade*)**

## **SPONSORSHIP OPPORTUNITIES**

*\*This will be a live event depending on health restrictions at the time of the event. The “1<sup>st</sup> Annual World Trade Center President’s Award for Distinction in Trade” will be included as a special award during the Gene Schreiber Gala.*

### **GENE SCHREIBER GALA TITLE SPONSOR - \$10,000 (Limit One)**

- Recognition as “Title Sponsor” at Gene Schreiber Gala including:
  - Exclusivity as “Title Sponsor” of Gala
  - Ten (10) tickets with prominent, reserved cocktail tables at Gala
  - Company name/logo prominently displayed on stage backdrop
  - Recognition by Emcee as “Title Sponsor” during Gala program remarks
  - Company representative introduced at the Gala and invited to make brief remarks
  - Company invited to make one special music request from the Gala band
  - Company name/logo on WTCNO website with link back to company’s website
  - Company name/logo on Gala collateral materials and signage
  - Company name/logo on Gala programs
  - Exclusive opportunity to provide promotional items to be placed on tables during Gala (items to be provided by company)
  - Company name/logo promoted across various social media platforms
  - Company name in press release
- **Combining this Gala package with the ITD Title Sponsor package will provide all listed benefits for both events for \$17,500 – a \$2,500 savings!**

### **GENE SCHREIBER GALA PRESENTING SPONSOR – \$7,500 (Limit Two)**

- Recognition as “Presenting Sponsor” at Gene Schreiber Gala including:
  - Exclusivity as a “Co-Presenting Sponsor” of Gala
  - Eight (8) tickets with reserved cocktail tables at Gala
  - Company name/logo prominently displayed on stage backdrop
  - Recognition by Emcee as “Presenting Sponsor” during Gala program remarks
  - Company representative introduced at the Gala and invited to announce auction information
  - Company name/logo on WTCNO website with link back to company’s website
  - Company name/logo on Gala collateral materials and signage
  - Company name/logo on Gala programs
  - Company name/logo promoted across various social media platforms
  - Company name in press release
  
- **Combining this Gala package with the ITD Presenting Sponsor package will provide all listed benefits for both events for \$12,500 – a \$2,500 savings**

#### **GENE SCHREIBER GALA CONTINENTAL SPONSOR – \$5,000**

- Recognition as “Continental Sponsor” at Gene Schreiber Gala including:
  - Six (6) tickets to Gala
  - Company name/logo prominently displayed on stage backdrop
  - Recognition by Emcee as “Continental Sponsor” during Gala program remarks
  - Company name/logo on WTCNO website with link back to company’s website
  - Company name/logo on Gala collateral materials and signage
  - Company name/logo on Gala programs
  - Company name/logo promoted across various social media platforms
  - Company name in press release
  
- **Combining this Gala package with the ITD Continental Sponsor package will provide all listed benefits for both events for \$7,500 – a \$2,500 savings!**

#### **GENE SCHREIBER GALA REGIONAL SPONSOR – \$2,500**

- Recognition as “Regional Sponsor” at Gene Schreiber Gala including:
  - Four (4) tickets to Gala
  - Company name/logo on WTCNO website with link back to company’s website
  - Company name/logo on Gala collateral materials and signage
  - Company name/logo on Gala programs
  - Company name/logo promoted across various social media platforms
  
- **Combining this Gala package with the ITD Regional Sponsor package will provide all listed benefits for both events for \$3,500 – a \$1,500 savings!**

#### **GENE SCHREIBER GALA STATE SPONSOR – \$1,500**

- Recognition as “State Sponsor” at Gene Schreiber Gala including:

- Two (2) tickets to Gala
  - Company name on WTCNO website with link back to company's website
  - Company name on all Trade Week/Gala collateral materials and signage
  - Company name on Trade Week/Gala programs
- **Combining this Gala package with the ITD State Sponsor package will provide all listed benefits for both events for \$1,500 – a \$1,500 savings!**

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