

CITY PARK
CONSERVANCY

Stadium Sponsorship Opportunities

YOU CAN MAKE A DIFFERENCE



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 30-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.



Stadium Signage

BUILD YOUR BRAND

City Park's stadiums and athletic fields are alive with action-packed events for recreational leagues, including soccer, rugby, lacrosse, flag football, and softball. Hosting more local athletic events than any other public facility in the region, City Park is the hub of community sports.

Our sponsorships offer a unique opportunity to connect with a diverse and engaged audience. From local families and young athletes to sports enthusiasts and community members, our visitors are loyal and have strong purchasing power. By creating unique experiences for each event, we ensure broad appeal and high engagement, making City Park an ideal platform to reach new audiences and strengthen your brand presence.

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

ANNUAL STADIUM SPONSORSHIPS

Showcase your brand in a positive and playful environment while supporting youth sports and strengthening your relationship with our community.

Annual stadium sponsorships enhance your brand visibility and demonstrate your commitment to youth sports. Our stadium sponsorships run from July 1, 2025, to June 30, 2026, offering a 12-month opportunity to reach over 424,000 sports fans annually in the city's premier athletic venues.

Stadium signage consists of 4' x 8' horizontal, weather-resistant banners that will remain in the facility of your choice for the 2025-2026 season.

Facility	Estimated Attendance	Signage Size	Number available	Pricing Annually
Tad Gormley Stadium	236,000	4'h x 8'w	30	\$1,500
Pan American Stadium	132,000	4'h x 8'w	20	\$1,000
Quadruplex	56,000	4'h x 8'w	20	\$650

MULTI-YEAR SCOREBOARD SPONSORSHIPS

The time is now to reserve your scoreboard sponsorship in Tad Gormley or Pan American Stadium.

City Park Conservancy invites you to show your support for athletics by purchasing a limited scoreboard and/or game timer sponsorship in one of our premier stadiums, Tad Gormley or Pan American Stadium. All scoreboard signage opportunities are a five-year commitment.

Scoreboard sponsorship space is limited. For inclusion during 2025-2026 season, artwork must be submitted no later than May 31, 2025.

Facility	Estimated Attendance	Signage Type	Signage Size	Number available	Pricing
Tad Gormley Stadium	236,000	Scoreboard	5'h x 9'w	2	\$25,000 five-year term / \$5,000 per year
Pan American Stadium	132,000	Scoreboard	4'h x 12'w	2	\$12,000 five-year term / \$2,400 per year

Tad Gormley Stadium Scoreboard





CITY PARK CONSERVANCY

City Park Athletics Sponsorship Form

Confirm your sponsorship by May 31, 2025 to be included in the 2025-2026 season.

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

Company/Organization: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Signature: _____

Your contact information:

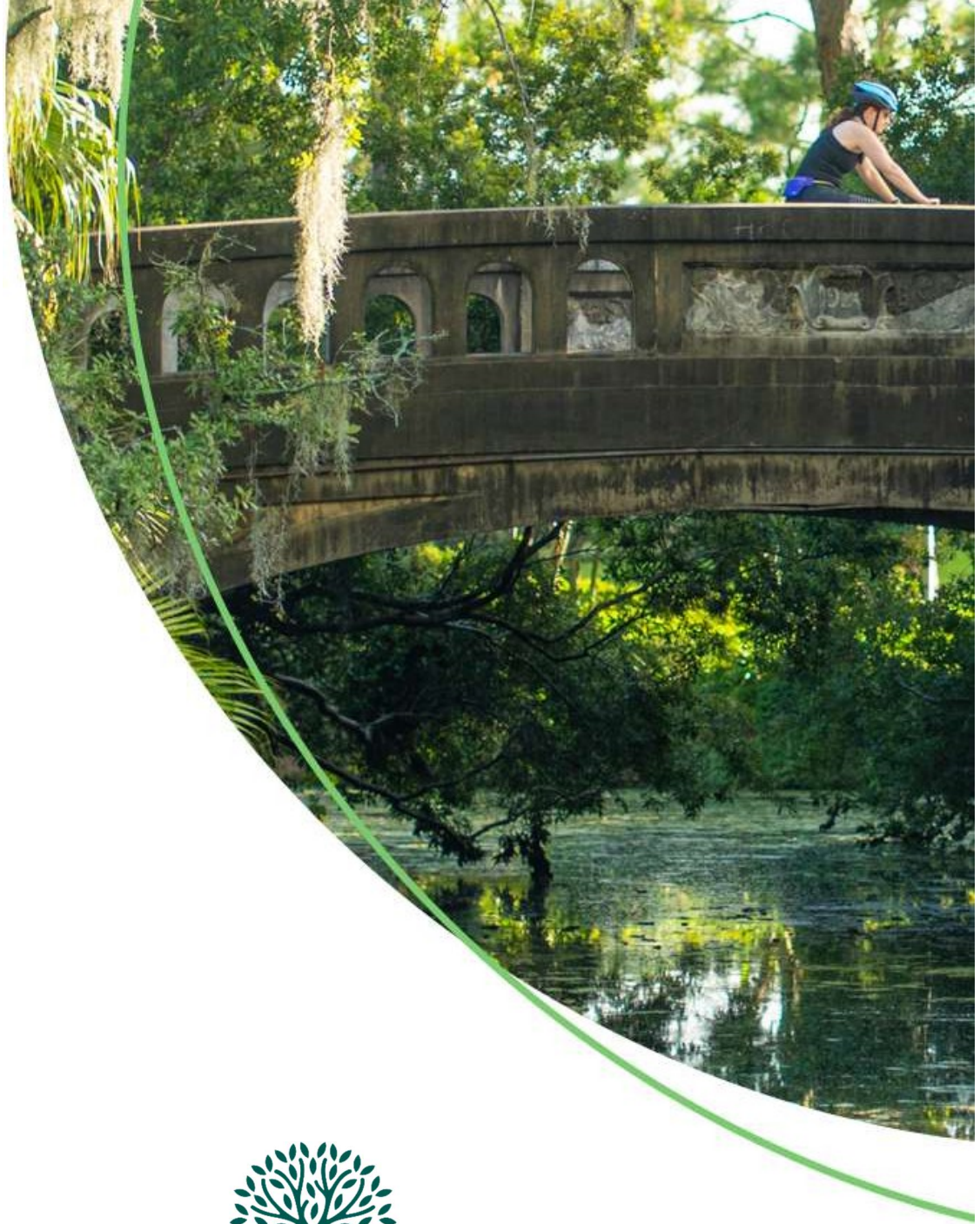
I would like to pledge <i>(check below those that apply)</i>	Signage Type	Pricing
<input type="checkbox"/>	Tad Gormley Scoreboard	\$25,000 five-year term / \$5,000 per year
<input type="checkbox"/>	Pan American Scoreboard	\$12,000 five-year term / \$2,400 per year
<input type="checkbox"/>	Tad Gormley Stadium Signage	\$1,500 per year
<input type="checkbox"/>	Pan American Stadium Signage	\$1,000 per year
<input type="checkbox"/>	Quadraplex Stadium Signage	\$650 per year

Total enclosed: _____

Please complete this form and mail with payment to:

City Park Conservancy
Attn: Development
1 Palm Drive
New Orleans, LA 70124

For questions, please contact Chief Philanthropy Officer, Gina Trapani, gtrapani@nocp.org.



CITY PARK

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neworleanscitypark.org

City Park Conservancy is a 501(c)3 nonprofit whose mission is to preserve and improve City Park spaces for recreational, educational, cultural and beautification purposes. City Park 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.