

Pagan Pride Day

A FULL-FLEDGED
FESTIVAL
THAT INCLUDES
EVERYTHING A
NEWORLEANIAN
CAN EXPECT:

§ LIVE NATIONAL BANDS §
BELLY DANCING § LECTURES
WORKSHOPS § DRUM CIRCLES
PUBLIC RITUALS § KIDS' AREA
CRAFT VENDORS
FOOD & DRINKS § FOOD DRIVE

Fifth Annual
Greater New Orleans
Pagan Pride Day

Washington Square Park
October 29, 2017



Pagan Pride Day

OUR PHILOSOPHY THE FOUR PILLARS OF THE PAGAN PRIDE PROJECT



EDUCATION

ALL WORKSHOPS
AND LECTURES
ARE DELIVERED
BY EXPERTS IN
THEIR FEILDS.



ACTIVISM

OUR PURPOSE IS TO
DISPEL PREJUDICE
SURROUNDING
OUR BELIEFS AND
CREATE GREATER
RELIGIOUS
TOLERANCE.



COMMUNITY

THIS FESTIVAL IS
OPEN TO ALL,
BECAUSE PAGANS
ARE MEMBERS OF
THE WIDER
COMMUNITY, TOO!



CHARITY

WE WANT TO GIVE
BACK! DONATIONS
COLLECTED AT THE
DOOR ARE GIVEN TO
LOCAL CHARITIES.

We are incorporated under the 501(c)3 of the Pagan Pride Project, a national organization that provides support to scores of locally organized festivals around the world. Their mission is "the advancement of religion and elimination of prejudice and discrimination based on religious beliefs, specifically those religions that fall under the definition of 'Pagan'", as defined in their bylaws.

Paganism

AS DEFINED BY THE PAGAN PRIDE PROJECT

“A Pagan or Neo-Pagan is someone who self-identifies as a Pagan, and whose spiritual or religious practice or belief fits into one or more of the following categories:

- *Honoring, revering, or worshiping a deity or deities found in pre-Christian, classical, aboriginal, or tribal mythology*
- *Practicing religion or spirituality based upon shamanism, shamanic, or magickal practices*
- *Creating new religion based on past pagan religions and/or futuristic views of society, community, and/or ecology*
- *Focusing religious or spiritual attention primarily on the divine feminine.”*



Often misunderstood, Pagans suffer from injustices such as workplace discrimination, lack of family acceptance, negative bias in court, and direct bigotry and persecution. Many hide their beliefs even from their loved ones for fear of negative consequences. Greater New Orleans Pagan Pride Day seeks to shed light on the realities of Paganism and to create a more equal New Orleans.

FESTIVAL STATISTICS



	YEAR 1	YEAR 2	YEAR 3	YEAR 4
RAISED FROM LOCAL ORGANIZATIONS/ BUSINESSES	\$10,000+	\$10,000+	\$10,000+	\$10,000+
VENDORS	3	9	10	13
AVERAGE PROFIT AMONG VENDORS	\$500+	\$500+	\$500+	\$500+
ATTENDEES	400+	900+	1500+	2000+
VOLUNTEERS	20+	30+	30+	20+
LOCAL PAGAN ORGANIZATIONS	10	14	14	10

Miscellaneous statistics:

- *Local businesses reported up to 25% increase in business the day after Pagan Pride Day*
- *Attendees reported from several states, as far away as Connecticut*

SOCIAL MEDIA CAMPAIGN

- In our first year, we launched a major social media campaign which brought in over 500 “likes” on GNOPPD’S Facebook page, with a 30-40% engagement (interactions) from our followers.
- In our second year, 250 more “likes” were gained with no additions to our campaign, and our average engagement increased to 50%.
- Currently, we have 1600 followers on Facebook with an additional 5-10 new “likes” each week.
- Posts are shared through the GNOPPD website & Twitter. The website has received 3,000 page views in the last year.

CELEBRATE GREATER NEW ORLEANS’ FIFTH
PAGAN PRIDE DAY EVENT THIS YEAR!

PERFORMERS & PRESENTERS

ALUMNI



SELENA FOX
AUTHOR/TEACHER/PRIESTESS
KEYNOTE SPEAKER GNOPPD 2013
MADISON, WI



LUISAH TEISH
TEACHER/AUTHOR/RITUAL ARTIST
GUEST OF HONOR GNOPPD 2014
OAKLAND, CA



RIVER HIGGINBOTHAM
TEACHER/AUTHOR
KEYNOTE SPEAKER GNOPPD 2014
SALEM, MO



BILL DUVENDACK
TEACHER/AUTHOR
SPEAKER GNOPPD 2016
ST. LOUIS, MO



SJ TUCKER
MUSICIAN
PERFORMER GNOPPD 2015
DUMAS, AR



GINGER DOSS/LYND A MILLARD
MUSICIANS
PERFORMERS GNOPPD 2013
SALEM, MO



TUATHA DEA
BAND
PERFORMERS GNOPPD 2014
GATLINBURG, TN



ROWENA OF THE GLEN
MUSICIAN/TEACHER
PERFORMER GNOPPD 2016
NASHVILLE, TN

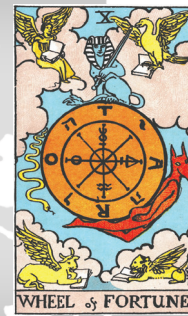


TRYBE HABIBI BIZARRE
BELLY DANCERS
PERFORMERS GNOPPD 2013
LAFAYETTE, LA



CORY HUTCHESON
BLOGGER/PODCASTER/FOLKLORIST
KEYNOTE SPEAKER GNOPPD 2015
STRASBURG, PA

SPONSORSHIP LEVELS



	\$250 SPONSORSHIP	\$500 SPONSORSHIP	\$750 SPONSORSHIP	\$1000 SPONSORSHIP
FESTIVAL GUIDE	LOGO ON BACK COVER	1/4-PAGE AD	1/2-PAGE AD	FULL- PAGE AD
VENDING SPACE	1 SPACE	1 SPACE	1 SPACE	2 SPACES
PRINT ADVERTISEMENT	NONE	BUSINESS NAME	USE OF YOUR LOGO	USE OF YOUR LOGO
SOCIAL MEDIA CAMPAIGN	2 MENTIONS	4 MENTIONS	8 MENTIONS	16 MENTIONS
USAGE OF YOUR LOGO	NONE	EVENT ADS	EVENT ADS + PPD BOOTH	EVENT ADS + PPD BOOTH + MAIN STAGE
GNOPPD WEBSITE	TEXT AD ON SPONSORSHIP PAGE	LOGO AD ON SPONSORSHIP PAGE	LOGO AD ON SPONSORSHIP + FACEBOOK PAGE	LOGO AD ON SPONSORSHIP + FACEBOOK + HOME PAGE

IN LIEU OF MONETARY DONATION, AN IN-KIND SPONSORSHIP CAN ALSO BE MADE. IN-KIND SPONSORSHIP INCLUDES: FOOD & BEVERAGE CATERING, PHOTOGRAPHY, PRINTING, VIDEOGRAPHY, T-SHIRTS, PRINT MEDIA, EQUIPMENT RENTAL, PERFORMER/SPECIAL GUEST COSTS, VENUE FEES, SUPPLIES FOR CHILDREN'S ACTIVITIES



WE WISH TO THANK YOU FOR
YOUR CONTRIBUTION TO
OUR FIFTH PAGAN PRIDE DAY!

FOR INQUIRIES ABOUT OUR SPONSORSHIP
PACKAGES OR TO TAILOR A PACKAGE TO
MEET YOUR NEEDS, PLEASE CONTACT

FUNDGNOPPD@GMAIL.COM