

# 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.

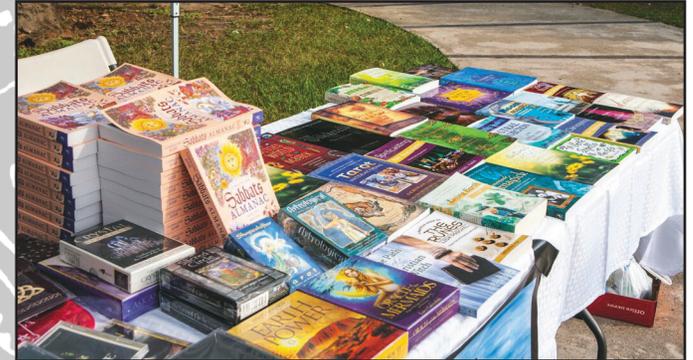
*We are incorporated under the 501(c)3 of the Pagan Pride Project, a national organization that provides support to scores of locally organized festivals around the world. Their mission is “the advancement of religion and elimination of prejudice and discrimination based on religious beliefs, specifically 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/LYNDA 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
<b>FESTIVAL GUIDE</b>	LOGO ON BACK COVER	1/4-PAGE AD	1/2-PAGE AD	FULL- PAGE AD
<b>VENDING SPACE</b>	1 SPACE	1 SPACE	1 SPACE	2 SPACES
<b>PRINT ADVERTISEMENT</b>	NONE	BUSINESS NAME	USE OF YOUR LOGO	USE OF YOUR LOGO
<b>SOCIAL MEDIA CAMPAIGN</b>	2 MENTIONS	4 MENTIONS	8 MENTIONS	16 MENTIONS
<b>USAGE OF YOUR LOGO</b>	NONE	EVENT ADS	EVENT ADS + PPD BOOTH	EVENT ADS + PPD BOOTH + MAIN STAGE
<b>GNOPPD WEBSITE</b>	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](mailto:FUNDGNOPPD@GMAIL.COM)