



THE UNIVERSITY of
NEW ORLEANS

Krewe of UNO

February 6, 2024 | 12:30 PM

After being piloted in 2010 by staff in Student Affairs and Facilities Services, the Krewe of UNO Mardi Gras Parade became an annual tradition in 2016, once again bringing the Carnival spirit to the shores of Lake Pontchartrain! Each year, the parade rolls through the campus streets on the Tuesday before Mardi Gras. Participants include campus offices, student organizations, and community members eager to celebrate the season for the University of New Orleans and its surrounding community.

In 2021, the Krewe of UNO moved online, as well, providing a livestream so that revelers around the country could enjoy this taste of Mardi Gras on our beautiful lakefront campus. With special appearances from local celebrities like Margaret Orr and Arthur Hardy (and more!), our parade is quickly growing and we would love for you to be part of this exciting time!

Become a Parade Sponsor

Your generous donations will be a huge help to support entertainment, parade publicity and general administrative costs of coordinating the annual Krewe of UNO Parade. The parade is a favorite tradition for the University of New Orleans community and Hynes Charter School, with hundreds of viewers on-campus and over one thousand livestream viewers on Facebook Live each year.

For questions pertaining to sponsorships, please contact LeeAnne Sipe at the University of New Orleans: 504-280-7449 | Email: lsipe@uno.edu.

Krewe of UNO

Sponsorship Opportunities

Benefits

	Diamond Sponsor (\$1,000)	Silver Sponsor (\$500)	Blue Sponsor (\$250)
Your business name/logo on...			
Advertising and publicity efforts	●		
Volunteer shirts	●	●	
Parade website with link	●	●	
Parade website (without link)			●
Parade poster	●		
Press release	●		
Social media promotion	●	●	
Parade Day			
Opportunity for up to five (5) members to march with the UNOettes in the parade	●	●	
King Cake (for on-campus pick-up or Orleans Parish delivery)	●		
Company name announced on livestream	●	●	●
Complimentary company vehicle in parade (business to provide signage and vehicle)		●	
Complimentary float entry for sponsor/designated group (provided by business)	●		

Other Levels of Sponsorship

Marching Band Sponsor - \$1,500

The Sophie B. Wright and Morris Jeff marching bands are highlights of the Krewe of UNO parade route. In recognition of your marching band sponsorship, your business name will be displayed on a banner in front of the band, supplied by the parade committee.

Title Sponsor - \$5,000

The Krewe of UNO parade is a favorite tradition for the University of New Orleans community and Hynes Charter School, with hundreds of viewers on-campus and over one thousand livestream viewers on Facebook Live each year. As the title sponsor of the parade your business name will be mentioned when we talk about the parade and your logo will be incorporated into the livestream. Your business name will be displayed on the title banner at the start of the parade, supplied by the parade committee.



Thanks for supporting the Krewe of UNO!