

Spirits of Louisiana

Annual fundraising event benefiting the Old State Capitol Foundation, a 501(c)(3) organization

Sponsorship Information Packet



ABOUT SPIRITS

Louisiana's Old State Capitol has a story unlike any other. From the historic House Chamber where in 1861, Louisiana seceded from the Union to the impeachment proceedings of Gov. Huey P. Long in the Senate Chamber, this old Statehouse has seen it all! We celebrate the spirit of this building each October with a signature fundraising event, Spirits of Louisiana. For this unique event we invite local distilleries to serve up their spirits for our guests. The event has quickly grown to be one of the premiere events in Baton Rouge with attendance growing each year. Our guests are encouraged to dress up and have fun in this historic setting! Guests enjoy an open bar and fine catered food along with music, photos, raffles and an art auction.



WHY SPIRITS?

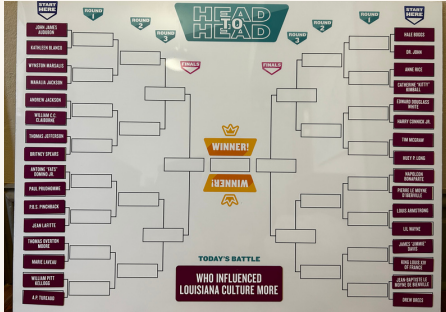
The Old State Capitol's mission is to educate children and adults about our rich history and the democratic process through educational programming and interactive exhibitions. Louisiana's vibrant history is unique and it's our goal to share that with visitors. All proceeds from Spirits of Louisiana go directly to support the museum's mission. In 2022, the Old State Capitol was visited by more than 50,000 visitors spanning all 50 states and 77 countries. We offer free admission making our museum a feasible option for the many Title 1 schools in our area along with community summer camps. Our educational programming and events throughout the year are free to the public made possible by proceeds from Spirits of Louisiana.



SPONSORSHIP LEVELS

TOP SHELF	\$10,000	Company logo prominently placed on: <ul style="list-style-type: none">• Ticket purchase site• Invitations• Social Media Campaign + E-mail Blasts• Billboard• Recognition at event + 16 tickets
PRIVATE RESERVE	\$5,000	Company logo prominently placed on: <ul style="list-style-type: none">• Ticket purchase site• Invitations• Social Media Campaign• Billboard• Recognition at event + 12 tickets
PREMIUM	\$3,000	Company logo prominently placed on: <ul style="list-style-type: none">• Ticket purchase site• Invitations• Social Media Campaign• Signage at event• 8 tickets
SELECT	\$1,250	Company name prominently placed on: <ul style="list-style-type: none">• Ticket purchase site• Invitations• Signage at event• 6 tickets
HOST COMMITTEE	\$500	Name of individual/couple prominently placed on: <ul style="list-style-type: none">• Invitations• Signage at event• 4 tickets

YOUR SUPPORT IN ACTION



Educational Activities

What better way to teach the importance of democracy and voting than through fun, interactive games. With funds raised by Spirits of Louisiana, we created this unique bracket style tournament game that encourages students to collaborate, debate and vote! Older students battle out who is the most influential Louisianian while our younger visitors debate over which food is most unique to Louisiana.



Permanent Exhibits

Through funding from Spirits we are able to not only update existing exhibits but also create new ones! In 2019, we opened *Castle on the River*, an exhibit that focuses on the history of this building from its beginning as a plot of land to the million dollar restoration in the early 1990s. We are currently in the planning phase of a new permanent exhibit that will center on the Reconstruction era, an often overlooked period of history.



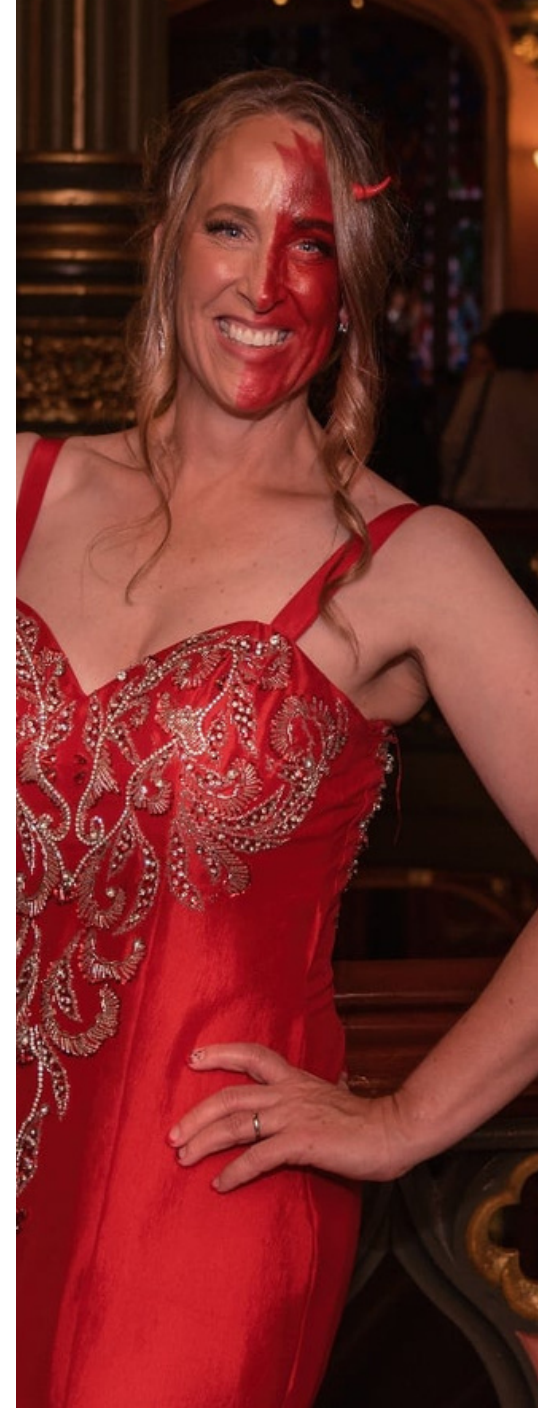
Educational Programming

Throughout the year we host various programming and events in conjunction with our current exhibits for both children and adults. In 2021, we hosted *Dreamland at the Old State Capitol* a free, family-friendly event that drew hundreds of guests to our building. This event was held as part of programming for the traveling exhibit, *Coney Island: Visions of an American Dreamland*.



Museum Enhancements

We are constantly looking for ways to enhance the visitor experience as technology changes daily. In late 2019, we launched a brand new website, designed to provide us with the capabilities to reach larger audiences and provide support for educators. This new website proved pivotal in the following months as the COVID-19 pandemic forced our closure. Through our website we were able to bring our museum into homes across the globe and provide children with simple and educational stay-at-home activities. This website was funded entirely through the Old State Capitol Foundation and funds raised at Spirits of Louisiana.



"The Spirits of Louisiana event is a wonderful opportunity for people to enjoy one of Louisiana's most beautiful and historic buildings while supporting its historical and educational missions. The proceeds from this annual event fund important projects that educate and entertain locals and visitors from around the world."

-Secretary of State Kyle Ardoin

CONTACT US

Now more than ever we understand the importance of engaged citizenship and the democratic process. With your sponsorship, we can continue to reach more audiences and further our mission of educating the public through exhibits, programming and the arts. With this sponsorship, we hope to help your company make the most of your philanthropy budget by bringing awareness to your business and by highlighting you as a valuable sponsor.

Please contact Mary Durusau with any questions.



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