



Dedicated To
**CANCER RESEARCH
AND PATIENT CARE**

**2024 - 2025
SPONSORSHIP PACKET**



AMY DEJEAN
2024-2025 PRESIDENT

Get Ready To... **MARDI GRAS MAMBO!**

I am delighted to begin my first term as President of Karnival Krewe de Louisiane for the 2024-2025 philanthropic season! Since its founding in 1987 as the Governor's Mardi Gras Ball, Karnival Krewe de Louisiane has grown into a distinguished organization dedicated to raising funds for cancer research, education, and support for indigent patients in the Baton Rouge area. For 38 years, we have seamlessly blended our commitment to combating cancer with the vibrant tradition of Mardi Gras.

My involvement with the Krewe began when my dear friend and neighbor, Alysia Graves, invited me to assist in developing a digital strategy to streamline the organization's membership processes. This role was particularly meaningful to me due to my family's personal experience with cancer. It has been a privilege to contribute to the Krewe's evolution from a small volunteer-led group into a fully operational entity with advanced digital systems and a robust online presence.

I am immensely proud to share that we have raised over \$5.3 million to support Mary Bird Perkins Cancer Center's mission of improving survivorship and alleviating the burden of cancer. This achievement is a testament to the unwavering support of our members, donors, sponsors, and the broader community. I also want to extend my heartfelt thanks, along with the entire Board of Directors, to Gerry Lane Enterprises and the Lane Family for their continued support, as well as to my husband, family, and office team for their dedication and encouragement throughout my term.

As someone deeply committed to cancer advocacy, I am honored to lead this organization and continue our impactful legacy. Our ongoing success relies on the dedication and partnership of individuals and organizations like yours. Together, we can drive meaningful change and support those in need. I invite you to learn more about our mission by visiting karnivalkrewe.com and to join us for our 38th Annual Mardi Gras Ball – a Party with a Purpose on Friday, February 14th.

Amy DeJean
President, Karnival Krewe de Louisiane



**MARK YOUR CALENDARS FOR
FRIDAY, FEBRUARY 14TH, 2025**

**AND LET'S MAKE A DIFFERENCE WHILE WE
PARTY FOR A PURPOSE!**



THE 2023- 2024 IMPACT

Karnival Krewe de Louisiane has donated our net funds to the Mary Bird Perkins Cancer Center. These funds have assisted in numerous ways over the years.

Our 2024 donation has been allocated for the following services:

Prevention + Early Detection	\$75,000
Dental Services Program	\$40,000
Patient Navigation	\$65,000
Patient Support	\$40,000
Clinical Research	\$100,000
Tumor Registry Program	\$75,000
Cancer Services	\$30,000
Endowment	\$75,000
Total	\$500,000

Karnival Krewe de Louisiane (KKdL) has been a key partner to Mary Bird Perkins Cancer Center for over 35 years. In 2024, thanks to the generous support of the KKdL board, sponsors, supporters and donors, \$500,000 was raised to support the transformational work done at Mary Bird Perkins Cancer Center. Through your investment in the Mary Bird Perkins Cancer Center, you are making a difference in the health of our community.

YOUR SUPPORT HELPS MAKE AN IMMEASURABLE IMPACT

*Stats below are from May 2023 - May 2024

1,203 first-time screening participants	357 patients navigated*	35 kids camp participants	40+ patients received dentistry services
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LIFETIME GIVING: MORE THAN \$5 MILLION

Thank you for helping us transform cancer care today and for generations to come.

MISSION

It is the mission of Karnival Krewe de Louisiane to be the Mardi Gras Krewe that provides the most exciting and entertaining Mardi Gras Ball experience in Baton Rouge and to donate net profits to assist in cancer care of the patients in our community, including cancer screening, education, indigent care and cancer research.



From left top row: Madison Mannino, Berlin Gomez, Caroline Campbell, Brett Furr, Jaime Odom, Benjamin Boudreaux, Jennifer Hataway; From left bottom row: Krewe President, Ashley Munn, Eric Lane, Tyler Lane, and Sandra Lane

PRESENTING SPONSOR



Gerry Lane Enterprises and the Gerry Lane family have been our constant supporters for many years. Their dedication to the mission of Karnival Krewe de Louisiane is unsurpassed.

As our Presenting Sponsor, they have provided the backbone funding for the Krewe, making it possible for us to continue our efforts throughout the years.

We are extremely grateful for all that Gerry Lane Enterprises and the Gerry Lane family have and continue to do for the Krewe.



From left: Ananda holding Silas & Tyler Lane, Lisa and Eric Lane, Ashton and Jonathan Duhon, Will Lane Seated: Faye Lane & Sandra Lane



24-25 BOARD OF DIRECTORS Executive Officers

Amy DeJean, President

Naomi Nelson, Vice President
 Josh Guagliardo, Treasurer
 Valerie Bargas, Legal Counsel
 Elizabeth Johnson, Board Secretary

Ashley Munn, Past President
 Kim Kwan, Officer
 Linda Crochet, Officer
 Katie Graves, Advisor


24-25 DIRECTORS

Josh Morgan	Alysia Graves
Chrissy Dupuy	Brad Mathews
Lexie Magee	Brandi Alford
Angelle Crochet	Katie Allgood
Scott Miller	Julie Piedrahita
Chad Sabadie	Dodie Albarado
Mikala Morgan	Katie Varnado
Kati Weaver	Lisa Johnson

Bob Riches



2024-2025 SPONSORSHIP OPPORTUNITIES

SPONSOR LEVEL DONATION	PLATINUM \$21,000	GOLD \$11,000	SILVER \$5,500	ASSOCIATE \$3,000
COMPANY PUBLICITY				
 <p>Recognition on WVLA Local 33/ WGMB Fox 44/ BRProud.com</p>	<p>Television: Your business, with employees, featured in a custom commercial, shot and edited in studio that will run 40 times per month for up to 3 months.</p>	<p>Television: Your business featured in a commercial that will run 20 times for a minimum of 3 months.</p>	<p>Television: Your business featured in a commercial that will run 10 times for a minimum of 3 months.</p>	
	<p>Digital: 10,000 impressions with custom banner advertising on BRProud.com</p>	<p>Digital: 5,000 impressions display ads on BRProud.com</p>	<p>Digital: 2,500 impressions display ads on BRProud.com</p>	
Donation Impact Report	Name/Logo	Name/Logo	Name/Logo	Company Name
Coronation Brunch Program				
Ball Signage + Presentation Screens				
Ball Program	Full Page Ad	1/2 page ad	1/4 page ad	Company Name
KKdL Website + Facebook	Name/Logo	Name/Logo	Name/Logo	Name/Logo
Press Releases	Company Name			
KARNIVAL KREWE EVENTS				
Wine Wednesday Sponsor Event	x	x	x	x
Taco Tuesday Sponsor Event	x	x	x	x
Tickets to Coronation Social/Auction	Reserved Table of 8 + Bar Sponsor	8 Tickets	6 Tickets	4 Tickets
Reserved Table of 8 at the Ball	Premium Location Reserved Tables (2)	2	1	1
Food for Reserved Tables	Royal Platter/Per Table	Royal Platter/Per Table	Royal Platter/Per Table	Royal Platter/Per Table
Black Skirted to the Ground Tablecloth and Premium Gold Chiavari Chairs with Creme Cushion	x	x	x	x
Flower/Centerpiece	x	x	x	x
Uber Credit for Transportation The code will be distributed with your wristbands	\$75	\$50	\$25	

THANK YOU FOR YOUR CONSIDERATION!



KARNIVAL KREWE DE LOUISIANE CORPORATE SPONSOR COMMITMENT

2024-2025 SEASON

38TH ANNUAL BALL ON FEBRUARY 14, 2025

Thank you for supporting Karnival Krewe de Louisiane! Sponsor benefits extend from May 2024 to April 2025, dependent upon payment date. Anticipate email communication regarding the purchase of extra tickets and food during the Fall timeframe.

SPONSORSHIP LEVEL

- Platinum Sponsor - \$21,000 Silver Sponsor - \$5,500
 Gold Sponsor - \$11,000 Associate Sponsor - \$3,000

Scan to Pay Online



COMPANY INFORMATION PLEASE

Email high resolution logo (preferably png or eps with a transparent background) to KarnivalKrewe@gmail.com

Company Name _____		
Main Contact _____		
Address _____		
City _____	State _____	Zip _____
Phone (wk) _____		(cell) _____
Email Address _____		

PAYMENT

- MASTERCARD VISA AMERICAN EXPRESS CHECK IS ENCLOSED SEND AN INVOICE

Account Number _____ Exp. Date _____ CVV# _____

Signature _____

Please mail payments to the address below or scan credit card information and email to karnivalkrewe@gmail.com.

For More Information: _____

Treasurer President
Josh Guagliardo Amy DeJean
337-581-4940 225.252.5828
karnivalkrewe@gmail.com amy@torapath.com

Make Checks Payable to:

Karnival Krewe de Louisiane
P.O. Box 82680
Baton Rouge, LA 70884-2680
www.karnivalkrewe.com