



# Project Lazarus Sponsorship Opportunities



2026

P.O. BOX 3906, NEW ORLEANS, LA 70177



## About

# Project Lazarus

Project Lazarus is a New Orleans-based nonprofit dedicated to supporting historically marginalized individuals living with HIV.

Since its founding in 1985 by Fr. Pawell and Fr. Desrosiers in partnership with the Archdiocese of New Orleans, Project Lazarus has provided transitional and supportive housing, access to critical medical and wellness programs, and opportunities for community engagement. **Our organization is the last transitional housing program for individuals living with HIV in the U.S.**

Committed to improving health outcomes and promoting stability, **Project Lazarus empowers residents to lead more independent lives to create a healthier Greater New Orleans.** As you review the following sponsorship information, please know that our team is happy to create tailored involvement options that are the best fit for your organization. We appreciate your consideration and look forward to speaking with you soon.

Ian Bicko  
Executive Director

**"THROUGH EVERY CHAPTER, ONE TRUTH ENDURES: PROJECT LAZARUS IS A PLACE THAT PROVIDES AN ENVIRONMENT OF HEALING FOR ALL.**

*- IAN BICKO, EXECUTIVE DIRECTOR, PROJECT LAZARUS*



# About the Guardian Angel Gala

## OVERVIEW

The Guardian Angel Gala is a glamorous experience that highlights the contributions of volunteers who have dedicated their time and talents to our mission of providing a home, hope, and resources to historically marginalized people living with HIV.

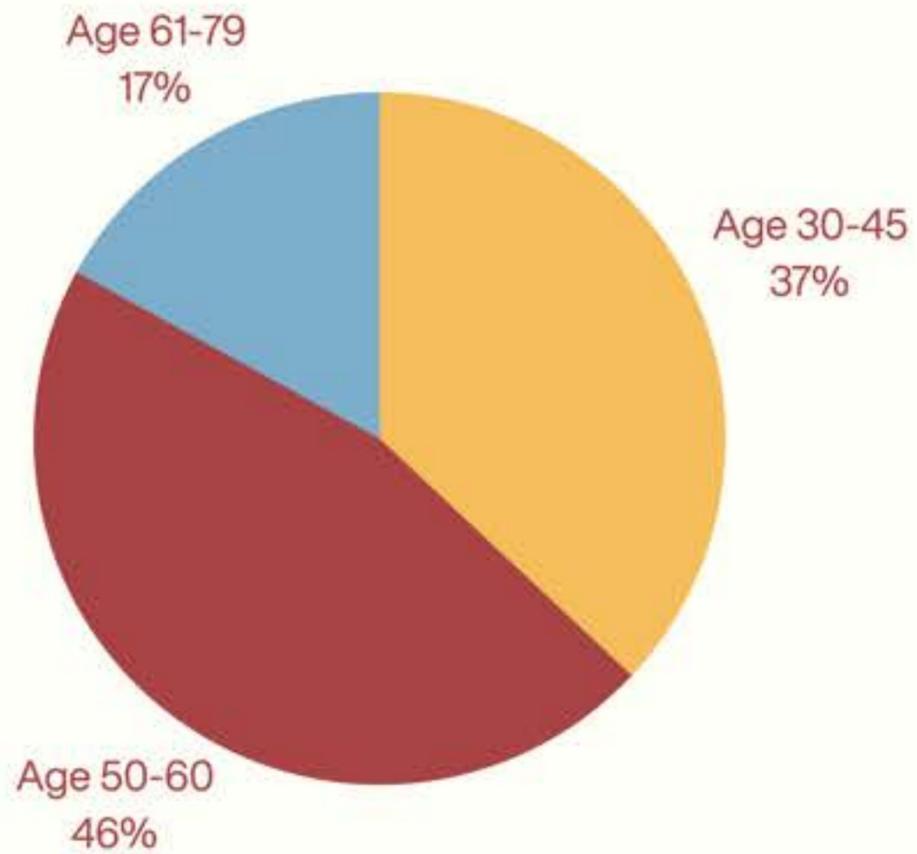
Our event has always taken place in some of the most luxurious settings in New Orleans, revolving around fine dining, live entertainment, motivational guest speakers, dancing, and multiple full-bar service areas. The annual dining experience features a sit-down dinner with multiple gourmet plated courses selected by guests before the event.

This opportunity attracts some of the most elite business, social, and entertainment leaders within the region, such as Bryan Batt, of AMC's Mad Men fame, allowing sponsors to connect directly with individuals that would otherwise be difficult to reach. Marketing opportunities for this event are magnified due to heavy earned media coverage and highly visible owned marketing placements.



## PREVIOUS HIGHLIGHTS





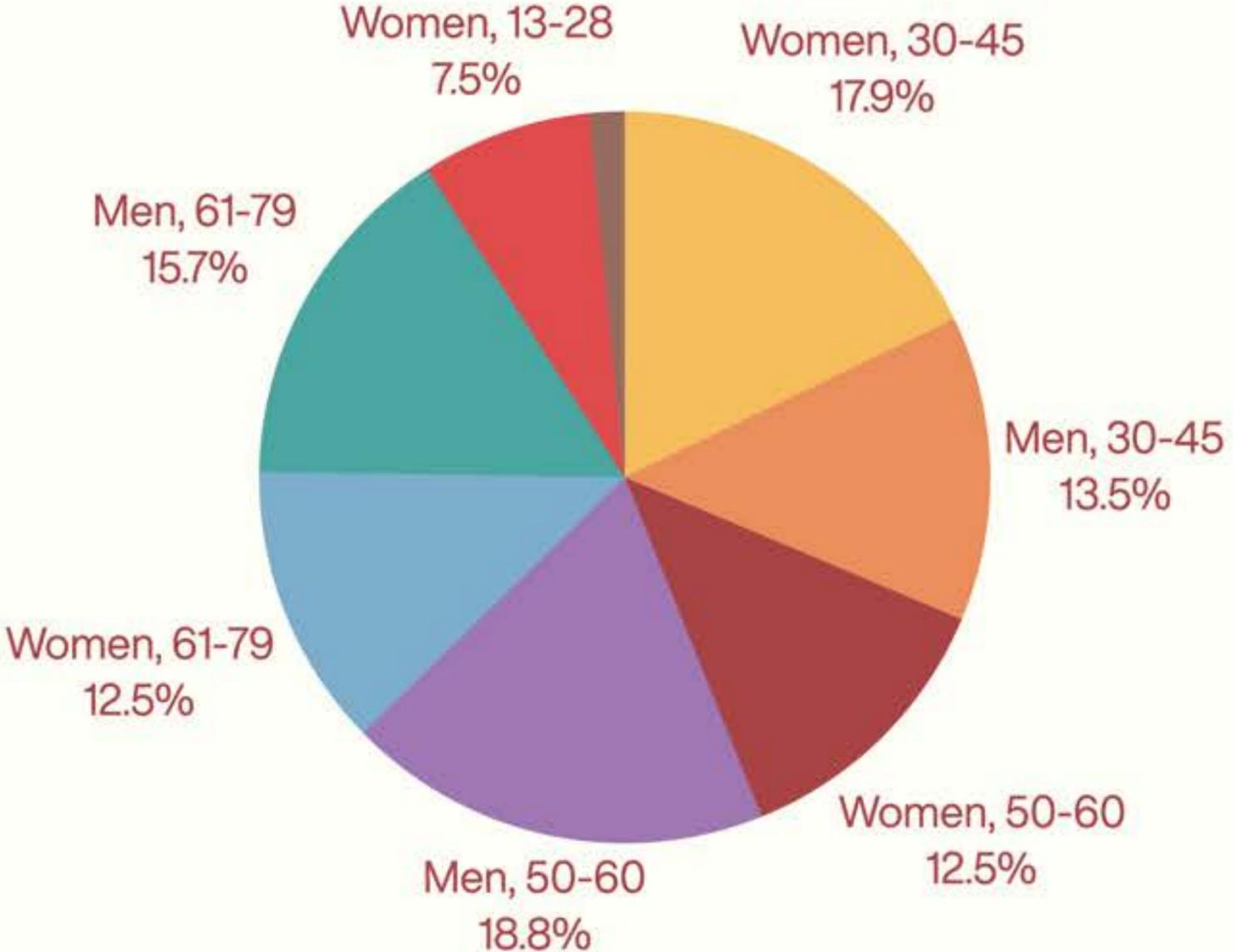
- **37%** AGE 30-45
- **46%** AGE 50-60
- **17%** AGE 61-79

## Who's Coming?

SAMPLE VISITOR PERSONA



# The Gala Breakdown





## Strategic Sponsorship Opportunity

### REACH



#### EXPOSURE POTENTIAL

- New Orleans: 68.8%
- Metairie: 9%
- Baton Rouge: 6.3%
- New York: 3.4%
- Mandeville: 2.7%
- Kenner: 2.2%

### BRANDING



#### ALIGNMENT WITH LIFESTYLE/AUDIENCE

- Public Relations  
Mentions/Media Positioning
- Website Mentions
- Event Landing Page Mentions
- Event Signage
- Email Blasts
- Social Media Posts/Ads

### ENGAGEMENT



#### HIGH FOOT TRAFFIC & MEDIA COVERAGE

- Facebook Followers: 3.1k
  - Rate: 1.3k
- Instagram Followers: 1k
  - Rate: 17.3k
- Email Outreach List: Over 5k
  - Average Open Rate: 51%



## About

# Bon Appétit

## OVERVIEW

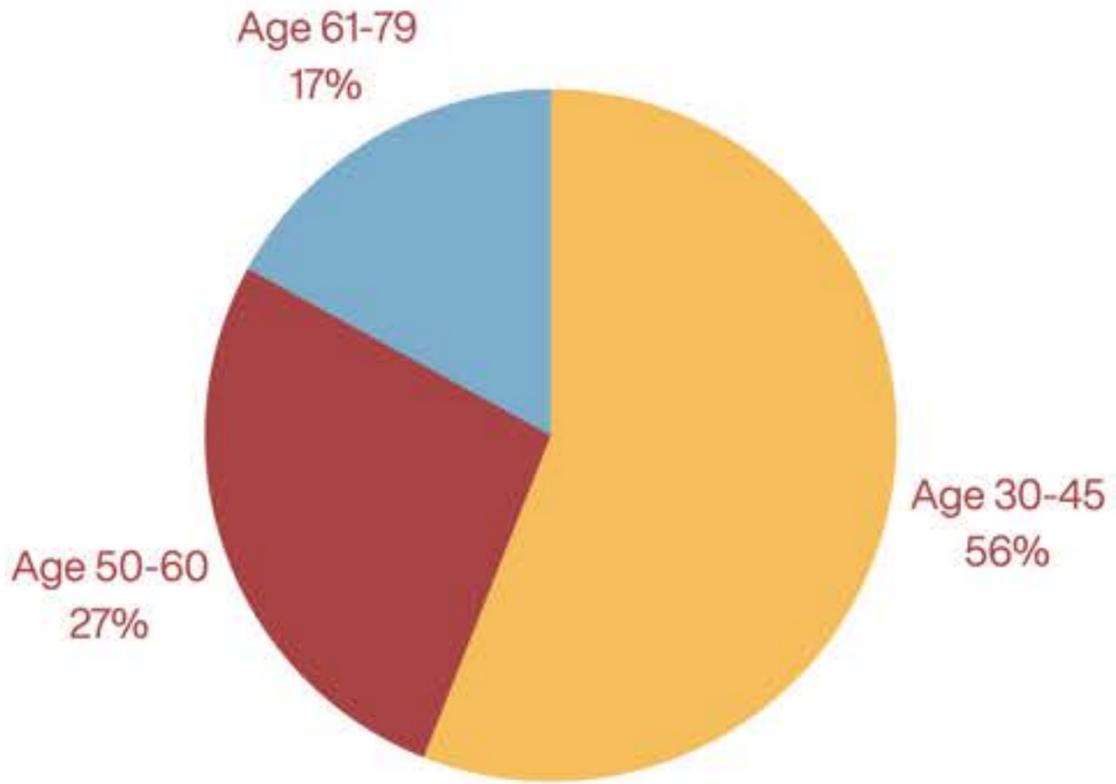
Bon Appétit is a progressive dinner fundraiser that takes place throughout the Greater New Orleans area and beyond! These private dinners have ranged from pizza parties to home-cooked Southern spreads to elaborately catered events with accompanying entertainment, enjoyed by two guests or even up to 150 attendees. *Historically, Project Lazarus has experienced an average of 12 party hosts a year, with an average of 20 attendees at each event.*

The annual Bon Appétit Afterparty is a themed event that is organized by Project Lazarus board leadership, staff, and volunteers, and often boasts over 350 attendees of varying demographics. The afterparty, which takes place in New Orleans, features a plethora of dessert options, donated by well-known restaurants across the city, alongside sparkling champagne and several full-service bar options.

Our sponsors are encouraged to influence and actively participate in the event by hosting their own dinner sessions and attending the afterparty.

## PREVIOUS HIGHLIGHTS



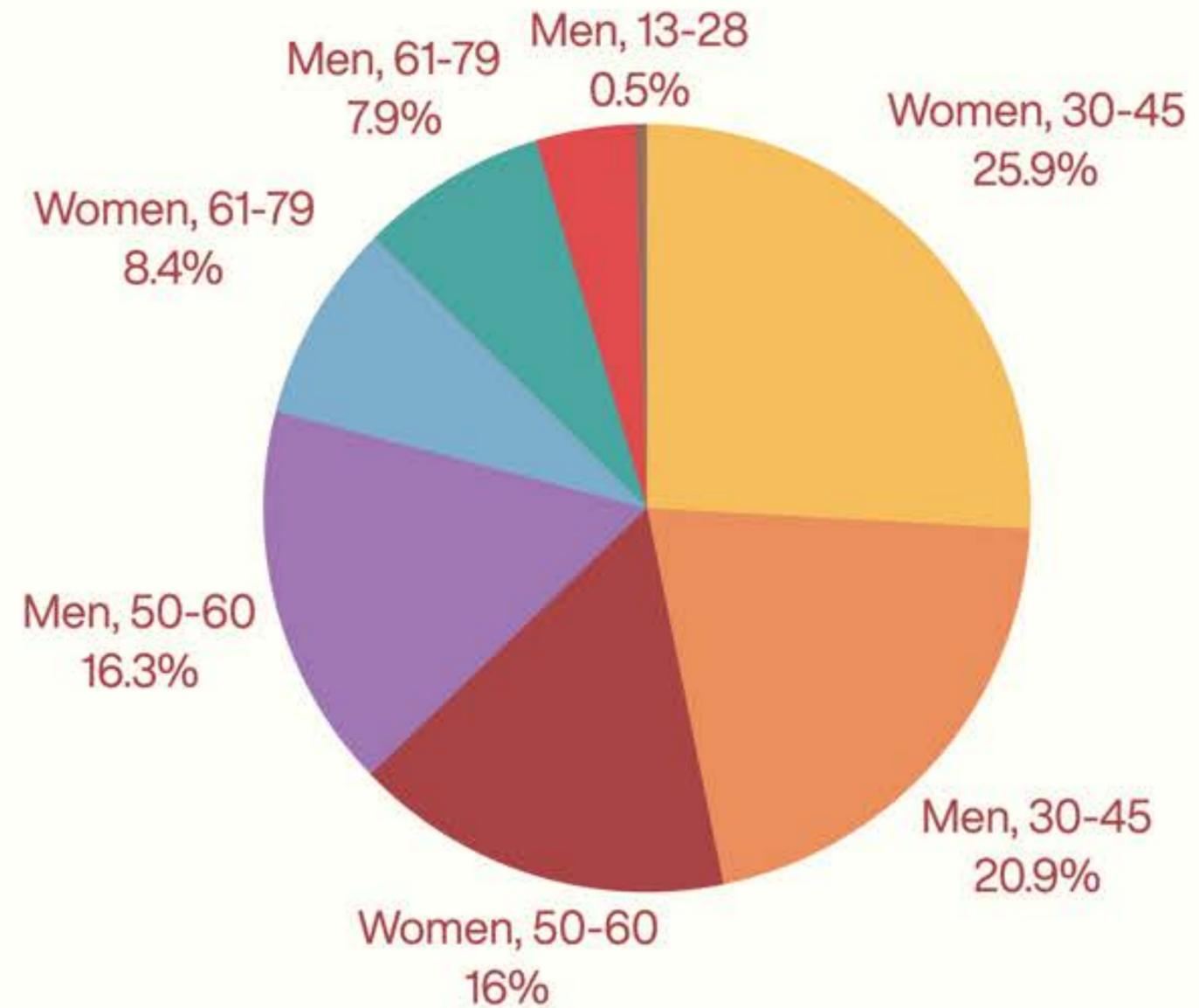


- **56%** AGE 30-45
- **29%** AGE 50-60
- **15%** AGE 61-79

## Who's Coming?



## The Bon Appétit Breakdown





## Strategic Sponsorship Opportunity

### REACH



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## About

# Our Giving Season

## OVERVIEW

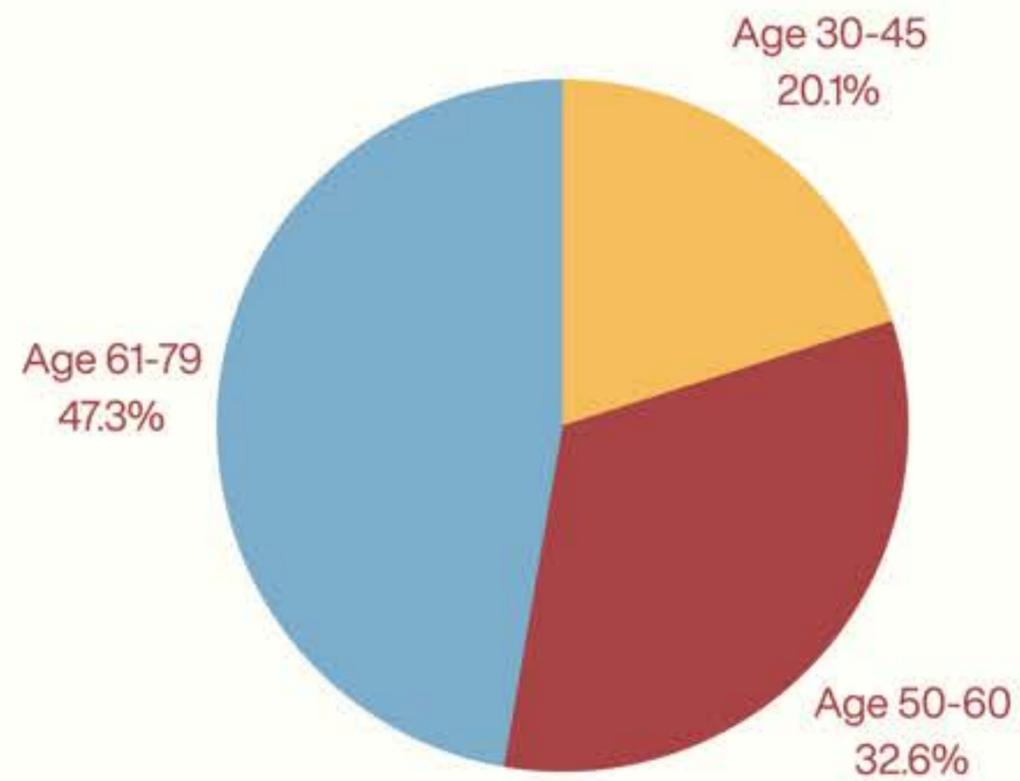
As the weather cools and the holiday season approaches, Project Lazarus offers sponsors an opportunity to actively invest in the financial planning of the organization. Giving season funding critically defines Project Lazarus programming, development, and outreach for the upcoming year, and sponsor engagement helps navigate the direction of future projects.

Annually, we offer our supporters the option to engage in ways that their organizations and teams are most aligned. This ranges from employee giving programs, to matching gifts, to pledges, to annual volunteer commitments, to grants and beyond.

Our leadership team is committed to community collaboration, and is open to creating involvement packages that benefit our supporters the most.

## PREVIOUS HIGHLIGHTS





- **20%** AGE 30-45
- **33%** AGE 50-60
- **47%** AGE 61-79

## Who's Giving?

### SAMPLE VISITOR PERSONA



## How We Promote Our Events



### SOCIAL MEDIA STRATEGY

Your branding featured in sponsor recognition social media posts and speciality posts, as applicable.



### INFLUENCER & PR APPROACH

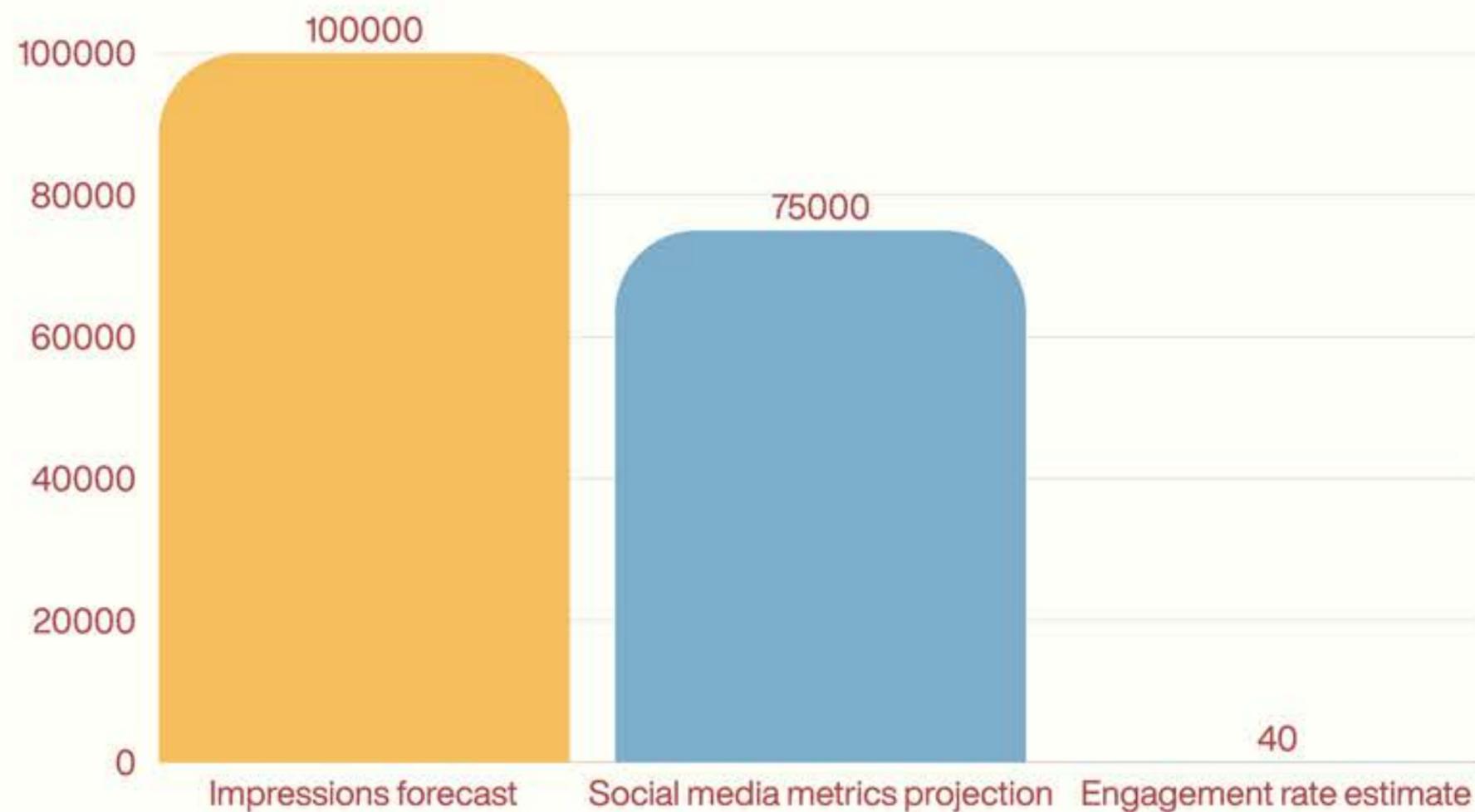
Specialty mentions and shoutouts provided by key organizational constituents, including Project Lazarus leadership and partners.



### TRADITIONAL MEDIA / OOH

On-air or digital mentions leading up to our events. Event/news coverage throughout the year, as appropriate.

# Averaged Measurable **Reach & ROI**



Measurable Reach & ROI



**100,000+**  
IMPRESSIONS FORECAST

**75,000+**  
SOCIAL MEDIA  
METRICS PROJECTION

**40%**  
ENGAGEMENT RATE ESTIMATE

# How Your Donation Makes An Impact

While we are able to provide a place of rest and transformation for our residents, Project Lazarus touches the lives of many across the Greater New Orleans region, far beyond our threshold.

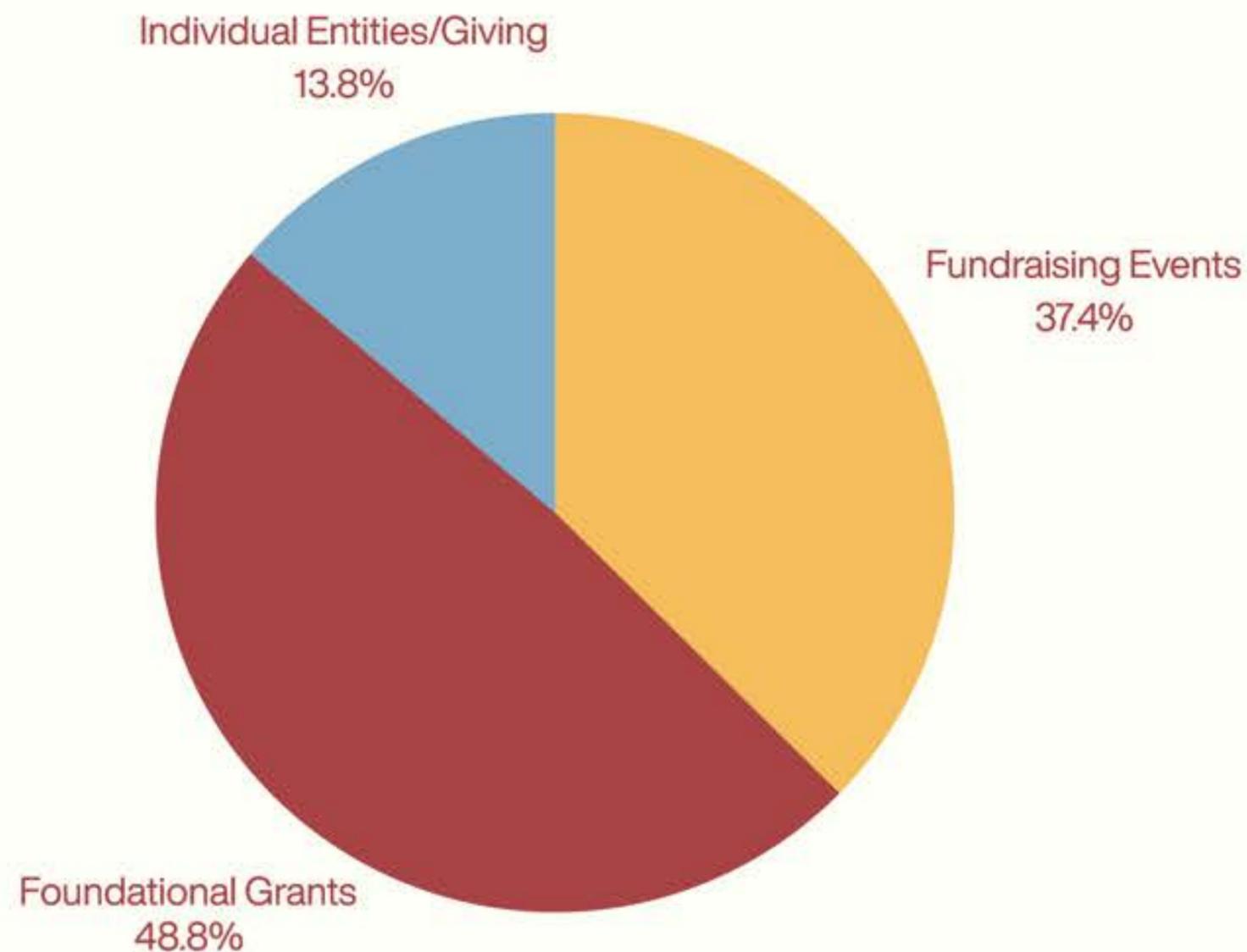
## Our nonprofit is a conduit of progress, supporting:

- the local economy through the **provision of workforce development**
  - helping residents become fiscally stable and generate income for themselves and their communities
  - providing university learner program participants from **Loyola, Tulane, and The University of New Orleans** a safe and effective space to practice skill development under the leadership of experienced staff
  - generating employment opportunities for care professionals
- the improvement of our **regional quality of life**
  - programming addresses individual challenges of homelessness, hunger, substance addiction, financial instability, and the reduction of crime
- **equity in health and human services** within the state and city
  - reducing HIV/AIDS related complications within Black and Latino populations, which are disproportionately impacted by higher rates of HIV
  - ensuring access to resources such as medical treatment, medication, case management, life skills development, and more

With the dramatic reduction in federal, state, and city grant and foundational funding, Project Lazarus depends on our corporate and individual partners to actively support their communities.



# Our 2026 Fiscal Goals



**\$75,000**  
INDIVIDUAL ENTITIES/GIVING

**\$203,000**  
FUNDRAISING &  
EVENTS

**\$265,000**  
FOUNDATIONAL GRANTS

Project Lazarus Budget Estimations

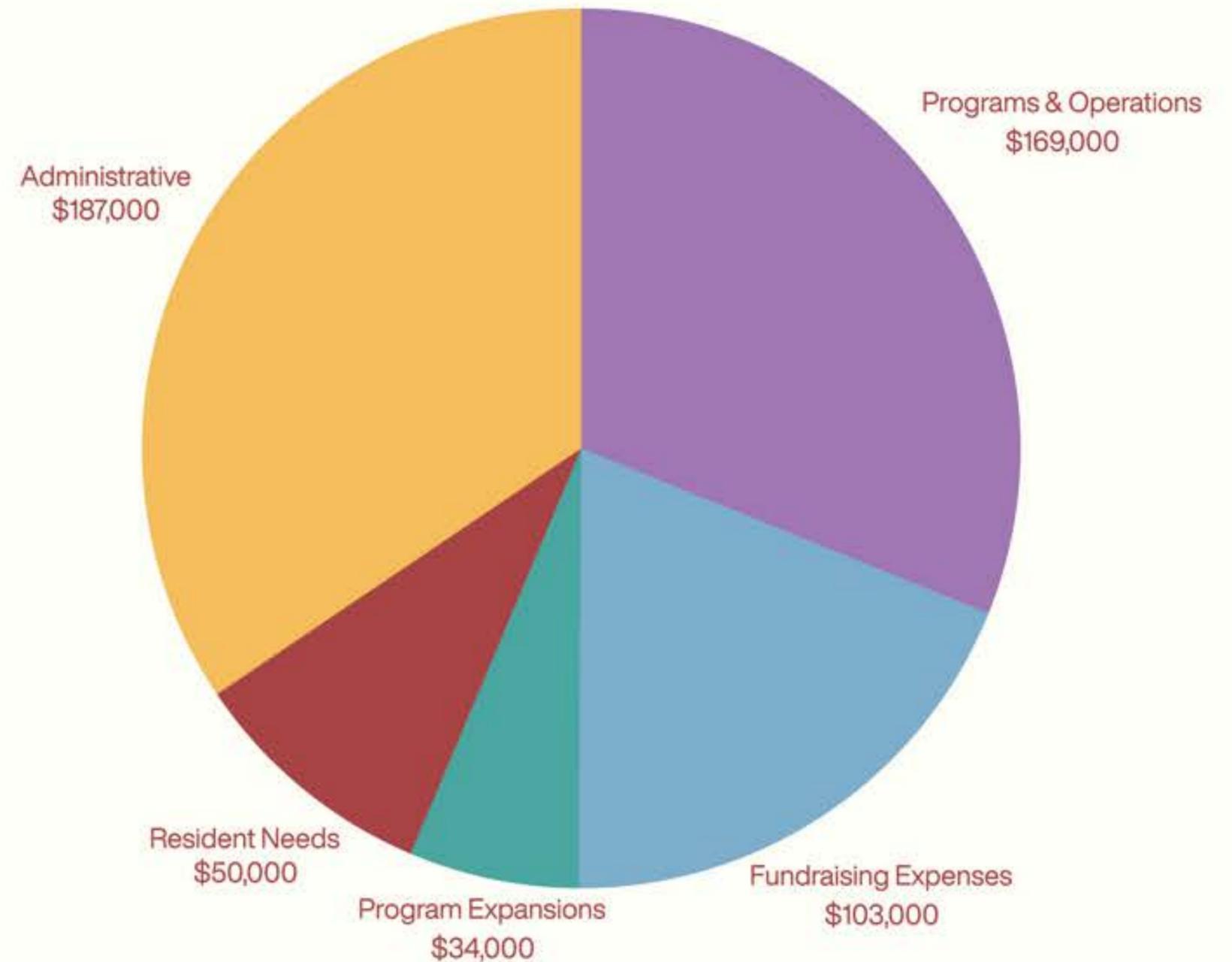
# Project Lazarus Fiscal Goals

Project Lazarus is a recipient of two federal grants: the Housing Opportunities for Persons With HIV/AIDS (HOPWA) grant and Ryan White Services and Resources (RWSR) grant. Our nonprofit also receives funding from other foundational grants. Their funding allows our nonprofit to cover over 73% of employee salaries and 56% of operating costs.

While those grants are instrumental for our services to be offered daily, the need to strategically prepare for innovation is critical. As our city and the virus evolves, so do the needs of our community members.

Because of this, Project Lazarus is committed to advancing our outreach, site offerings and programming to advocate for and meet the needs of our most vulnerable populations.

**The accompanying chart illustrates our estimations of how additional funding achieved through development efforts would be used.**



**ESTIMATED ALLOCATION OF FUNDING**

**24/7**

care and assistance is  
provided to all residents

**80%**

of residents experience marked  
physical improvement and report  
higher quality of life experience

**1,000+**

individuals helped through  
comprehensive care services

PACKAGE	COMMITMENT	BENEFIT	VALUE
HERO	<ul style="list-style-type: none"> <li>Platinum Gala Sponsorship (\$25,000)</li> <li>Presenting Bon Appétit Sponsorship (\$5,000)</li> <li>Giving Tuesday: Employee Giving Program (\$25,000 annually)</li> <li>Annual volunteer commitment (20 volunteers each year, 4 hours each; 4 for the Gala, 4 for Bon Appétit, \$2,800 annual equivalent)</li> </ul>	<ul style="list-style-type: none"> <li>Industry partner exclusivity</li> <li>Recognition as Presenting Sponsor for Gala and Bon Appétit</li> <li>Opportunity for company representative to speak at the event</li> <li>High-visibility branding placement in all Project Lazarus-owned platforms</li> <li>Logo inclusion in all Gala/Bon Appétit/Giving Tuesday digital and print materials</li> <li>Eight (8) exclusive social media posts throughout the year</li> <li>PR mentions in all interviews/stories</li> <li>Event passes: Gala, 10; Bon Appétit, 8; HNO Weekend, 2 ; all premier seating</li> </ul>	\$60,000
SPONSOR	<ul style="list-style-type: none"> <li>Diamond Gala Sponsorship (\$10,000)</li> <li>Chef de Cuisine Bon Appétit Sponsorship (\$2,500)</li> <li>Giving Tuesday 1:1 Match (\$10,000)</li> <li>Annual volunteer commitment (10 volunteers, 3 hours each monthly; \$12,500 annual equivalent)</li> </ul>	<ul style="list-style-type: none"> <li>Industry partner exclusivity</li> <li>Opportunity for company representative to speak at the event</li> <li>High-visibility branding placement in all Project Lazarus-owned platforms</li> <li>Logo inclusion in all Gala/Bon Appétit/Giving Tuesday digital and print materials</li> <li>Four (4) exclusive social media posts throughout the year</li> <li>PR mentions in all interviews/stories</li> <li>Event passes: Gala, 8; Bon Appétit, 4; all premier seating</li> </ul>	\$35,000
MEDIA PARTNER	<ul style="list-style-type: none"> <li>General media spend of \$10,000 per event of choice, unrestricted <ul style="list-style-type: none"> <li>Mix: online, print, social mentions, promos</li> </ul> </li> <li>Media coverage/mentions (\$5,000 annual equivalent)</li> </ul>	<ul style="list-style-type: none"> <li>Industry partner exclusivity</li> <li>High-visibility branding placement in all Project Lazarus-owned platforms</li> <li>Logo inclusion in all Gala/Bon Appétit digital and print materials</li> <li>Event passes: Gala, 2; Bon Appétit, 4</li> </ul>	\$15,000
PARTNERS	<ul style="list-style-type: none"> <li>Sapphire Gala Sponsorship (\$2,500)</li> <li>Sous Chef Bon Appétit Sponsorship (\$1,000)</li> <li>Giving Tuesday Team Fundraising Pledge (\$6,500)</li> <li>Annual volunteer commitment (5 volunteers, 3 hours each monthly; \$5,000 annual equivalent)</li> </ul>	<ul style="list-style-type: none"> <li>High-visibility branding placement in all Project Lazarus-owned platforms</li> <li>Logo inclusion in all Gala/Bon Appétit/Giving Tuesday digital and print materials</li> <li>Social media mentions (2) throughout the event</li> <li>PR mentions in all interviews/stories</li> <li>Event passes: Gala, 2; Bon Appétit, 4</li> </ul>	\$15,000
FRIENDS	<ul style="list-style-type: none"> <li>Pearl Gala Sponsorship (\$500)</li> <li>Banquet Chef Bon Appétit Sponsorship (\$500)</li> <li>Giving Tuesday Team Fundraising Pledge (\$1,760)</li> <li>Annual volunteer commitment (8 volunteers each year, 4 hours each; 4 for the Gala, 4 for Bon Appétit, \$2,240 annual equivalent)</li> </ul>	<ul style="list-style-type: none"> <li>Logo inclusion in all Gala/Bon Appétit digital materials</li> <li>Branding placement on event signage</li> <li>Social media post mentions throughout event and immediately post-event</li> <li>Event passes: Gala, 2; Bon Appétit, 4</li> </ul>	\$5,000



## Add-On Sponsorships

### AUCTION SPONSOR

**\$7,500**

- (1) Priority table of 10 guests at event of choice
- Exclusive recognition as Auction Sponsor
- Logo placement on event program, slideshow, and signage
- Verbal acknowledgement during program
- Website brand placement
- Social media recognition post-event

### ENTERTAINMENT SPONSOR

**\$6,500**

- (1) Priority table of 8 guests at event of choice
- Exclusive recognition as Entertainment Sponsor
- Logo placement on event program, slideshow, and signage
- Signage near Entertainment Area
- Verbal acknowledgement during program
- Website brand placement
- Social media recognition post-event

### VIP RECEPTION SPONSOR

**\$5,000**

- (1) Priority table of 6 guests at event of choice
- Exclusive recognition as Reception Sponsor
- Logo placement on event program, slideshow, and signage
- Invitation for 10 guests to attend the exclusive, pre-event VIP Party Verbal acknowledgement during program
- Website brand placement
- Recognition post-event

## What Our Sponsors Say

Discover why our partners invest in Project Lazarus: Our sponsors share how their support empowers vital care, strengthens community wellbeing, and helps build a more compassionate New Orleans for those who need it most every day.



THE GALA REACHES A BROAD DEMOGRAPHIC BASE AND EDUCATES THEM ABOUT THE NEEDS OF OUR UNDERSERVED COMMUNITIES — COMMUNITIES AVITA IS DEDICATED TO SERVING WITH COMPASSION AND CARE.

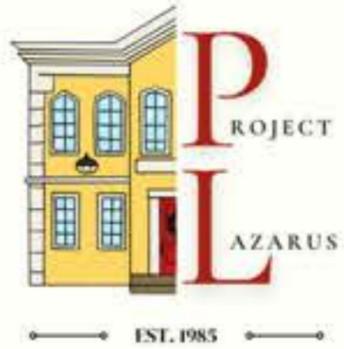
- STEVE SCIORTINO, SENIOR STRATEGIC ACCOUNT MANAGER, AVITA PHARMACY



PROJECT LAZARUS' WORK [PROVIDING RESOURCES FOR PEOPLE WITH HIV] ... AS A GRASSROOTS MOVEMENT ... IS CRITICAL ON A CITY AND STATE LEVEL.

- RITE MOISIO, SENIOR VICE PRESIDENT, HANCOCK WHITNEY BANK





## Contact & Next Steps

**NEED MORE  
INFORMATION?**

**LET'S CONNECT.**

Partnership contact :



(225) 615-6840



[lpeveto@projectlazarus.net](mailto:lpeveto@projectlazarus.net)



P.O. BOX 3906, New Orleans, La., 70177



**JOIN US IN  
SHAPING THE  
FUTURE OF  
PROJECT LAZARUS!**

