Friends of Lafitte Greenway

Donation & Sponsorship Invitation
the lafitte greenway

is the vibrant backbone of New Orleans' growing bike network, used by 300,000 people annually on foot and on bicycle to get to school, to work, for exercise, and play.

THE LAFITTE GREENWAY

Opened in 2015 from a converted canal and railroad corridor, the Lafitte Greenway is a 2.6-mile linear park and trail that connects neighborhoods in the heart of New Orleans from the French Quarter to City Park.

The Greenway features a bike and walking trail, playgrounds, sports facilities, fitness parks, open greenspace, public art, and innovative stormwater management features.

friends of lafitte greenway

The non-profit stewards of the Greenway

OUR MISSION
To build, program, and promote the Lafitte Greenway as a great public space.

OUR VISION
A healthy and vibrant Lafitte Greenway that connects people to nature, their destinations, and each other.

OUR HISTORY
Formed by community members in 2006 to transform a vacant rail corridor into the Lafitte Greenway, Friends of Lafitte Greenway is a non-profit committed to working in partnership with the community and the City.
13,000 people
live within 1/4 mile

300,000 users
bike, walk, run, and play on the
Greenway annually

500 volunteers
help care for and beautify the
Greenway each year

20% growth
in Greenway use
from 2017 to 2018

3,000 people
participate in our community
programs annually

7,000 supporters
subscribe to our emails and
social media

“A Mid-City renaissance catalyzed
by the completion of the Lafitte
Greenway”

“Friends has grown into one of the
most influential forces behind the
Greenway’s development. Leading
community-based programs
and events that promote health,
wellness and recreation.”

“I never would of thought that the
redevelopment of an old railroad would
bring the greatest upcoming of this
neighborhood that I have ever seen. I
now see a gumbo of all kinds of beautiful
people safely biking through the Mid-City
streets. The booming of housing and small
businesses are astonishing along the trail!
We have only to thank Friends of Lafitte
Greenway for the vision that has impacted
our city so proudly.”
-Justin Kennedy, General Manager

“52 Places to Go in 2018: #1 New
Orleans, Louisiana: Planned
developments include a $6 million
makeover for Bourbon Street, streetcar
service expansions and additions
to the Lafitte Greenway in Mid-City
(including a new outdoor bar).”

“The Greenway is beneficial to
everyone who lives, works and plays
in the area.”
-Charles Barclay, Mid-City Market
THE 7TH ANNUAL GREENWAY SOIRÉE

is a sophisticated celebration of the Greenway with live, local music, cuisine featuring New Orleans’ premier restaurants, fine wine and refreshments, silent and live auctions.

This elegant evening is an ideal networking opportunity with a substantial audience of over 400 of the Greenway’s premier patrons and supporters, who will appreciate your commitment to our community.

The Greenway’s biggest fundraiser of the year, the Greenway Soirée makes possible year-round community programming and trail enhancements.
GREENWAY FEST
TUNES, TALES, AND TRAILS
SATURDAY, MARCH 21ST, 2020

The Greenway’s Signature Festival • Free • Live Music • Food & Art Vendors • Family Activities
Storytelling • Guided Walking Tours • Celebrating Local Culture • Community Input

11 AM - 6 PM • the Greenway’s Great Lawn // 500 N Galvez Street

GREENWAY FEST will bring together **3,000 New Orleanians** to celebrate the Lafitte Greenway, enjoy local live music, food, drink, and crafts, share stories of the Greenway on guided walking tours, and contribute their ideas to shape the future of this great public space.

This annual spring event, newly renamed “Greenway Fest,” began in 2005 as “Hike the Lafitte Greenway.” Community members bushwhacked along an abandoned railroad corridor, and dreamed of transforming the long-blighted space into a trail and park for New Orleans.

Today, the Lafitte Greenway is the vibrant backbone of New Orleans’ bike network--used by 300,000 people annually on foot and on bicycle to safely get where they are going, to connect to nature and health, and to celebrate the unique culture and community of our city.
GREENWAY SOIRÉE
SPONSORSHIP

You’re invited to connect your brand with a sophisticated celebration for 400 of the Greenway’s premier patrons, including business, philanthropic, and political networks.

SOIRÉE LEVELS

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<tr>
<th>Level</th>
<th>Sponsorship</th>
<th>Banners</th>
<th>Emails</th>
<th>Event Program</th>
<th>Print Invitations</th>
<th>Media Releases</th>
<th>Promotional Posters</th>
<th>Event Website</th>
<th>Social Media</th>
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Your gift is tax-deductible to the fullest extent permitted by law.

PLEASE CONTACT
Sophie Harris Vorhoff, Executive Director
504.702.6777  |  sophie@lafittegreenway.org

Please contact us for additional sponsor and partnership opportunities to meet your giving goals.

HIKE + SOIRÉE PACKAGES

Ask about opportunities to support and be recognized at the Greenway’s two biggest events with one combined gift: the March Hike festival and October Soirée gala.
You’re invited to connect your brand with the residents of the Greenway’s growing and thriving neighborhoods and the larger New Orleans community through the Greenway’s first festival.

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<tr>
<th>FEST LEVELS</th>
<th>Website</th>
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*Customized Recognition Opportunities Available*  
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**GREENWAY FEST + SOIRÉE PACKAGES**  
Ask about opportunities to support and be recognized at the Greenway’s two biggest events with one combined gift: the March Greenway Fest and October Soirée gala.
The best way to support & align your organization with the Greenway
- One Gift Includes 12-Months of Recognition -
AT 2 MAJOR EVENTS: THE GREENWAY FESTIVAL & SOIRÉE GALA
ON THE TRAIL*, THE MAP, IN-PRINT & ONLINE

### GIVING LEVELS

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<th>Level</th>
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*Customized Recognition & Program Sponsorship Opportunities Available

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