



Louisiana NOW Pavilion, Washington Mardi Gras 2026 Corporate Sponsorship

Summary

The Louisiana NOW Pavilion is where innovation takes center stage at Washington Mardi Gras 2026.

Step inside the Louisiana NOW Pavilion to celebrate the people, ideas, and industries driving Louisiana's future. Presented by Louisiana Economic Development (LED), the Pavilion connects business leaders, innovators, and policymakers for dynamic programming, partnership, and discovery.

The Louisiana NOW Pavilion is more than a gathering space. It's an economic development showcase, designed as a launchpad for progress. The Pavilion highlights the companies, communities, and creative talent that move Louisiana's economy forward—boldly, confidently, and together.

Guiding Principles

1. **Investing in Louisiana's Future:** Corporate sponsors of the Louisiana NOW Pavilion are collaborators in shaping Louisiana's next generation of industry, innovation, and talent. Every partnership helps amplify the state's competitiveness and visibility on the national stage.
 2. **Advancing Shared Prosperity:** Each engagement contributes to a shared goal - sustainable economic growth that benefits Louisiana's communities, businesses, and workforce. Partnerships reinforce the idea that economic development succeeds when public and private sectors move forward together.
 3. **Championing Innovation and Adaptability:** Louisiana is home to world-class innovators. Corporate sponsors join the Pavilion to celebrate and strengthen the state's spirit of ingenuity, adaptability, and collaboration.
 4. **Upholding Transparency and Public Trust:** Every sponsorship is structured with accountability and transparency, ensuring that corporate participation aligns with Louisiana Economic Development's public mission and ethical standards.
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Levels of Sponsorship

- **Innovation Sponsor (\$100K+)**
 - One exclusive 1-hour hosting opportunity at the Pavilion
 - Naming rights to a Pavilion meeting alcove + scheduling right of refusal
 - Recognition as a Louisiana Opportunity Campaign Launch Partner
 - Digital brand visibility across all selected event mediums
 - Access to Pavilion hospitality and programming
 - **Growth Sponsor (\$50K)**
 - Naming rights to a Pavilion meeting alcove
 - Recognition as a Louisiana Opportunity Campaign Launch Partner
 - Digital brand visibility across all selected event mediums
 - Access to Pavilion hospitality and programming
 - **Community Sponsor (\$25K)**
 - Recognition as a Louisiana Opportunity Campaign Launch Partner
 - Digital brand visibility across all selected event mediums
 - Access to Pavilion hospitality and programming
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Connect

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