



GIVING BACK  
**The Soul of  
Philanthropy**  
Reframed and Exhibited

**New Orleans, LA**



“ I think there’s something better waiting for us in this country, rather than another century of conflict and tension and burden because we won’t face the legacy of our past. I think it’s important that we understand all the brutal ugly details because those are the things that actually give rise to what might allow us to one day claim something really beautiful.”

— BRYAN STEVENSON

Founder and Executive Director, Equal Justice Initiative



Dear X,

Thank you for the opportunity to share about the ACLU of Louisiana and TEP Center's joint project, *The Soul of Philanthropy*, a 90-day art exhibit dedicated to telling the often erased story of Black philanthropy in this country. From Social Aid and Pleasure Clubs pooling resources for its members during times of need, to funding transportation during the bus boycotts, to cooking for the community, Black philanthropy has always edified and supported New Orleans, and we are especially proud to host this National, traveling exhibit in the Crescent City. The exhibit's opening night at the TEP Center will mark the ACLU of Louisiana's 43rd Ben Smith Fete gala, and each weekend during the course of the exhibit's run, TEP will host events that support the local Black community, in partnership with Black-led organizations. With so many businesses piloting ways to genuinely align their brand with equity, hearing your thoughts on this special project, and beginning a conversation about meaningfully partnering to make this experience a reality for New Orleanians would be deeply appreciated. Thank you for your leadership in New Orleans, and for daring to dream big alongside us.

Warmly and gratefully,

A handwritten signature in white ink that reads "Alanah Odoms". The signature is fluid and cursive, with a large initial 'A'.

Alanah Odoms  
Executive Director

The logo for the ACLU of Louisiana. It features the word "ACLU" in a large, bold, white, sans-serif font. Below it, the word "Louisiana" is written in a smaller, white, serif font.



# New Orleans: The Epicenter of the Fight for Racial Justice

New Orleans is home to one of the largest concentrations of Black people in the United States. Through their philanthropy, New Orleans' Black sons and daughters — alongside a community of “cousins” — have and continue to power the national movement for Black civil rights.



# Black History Is Under Attack

Despite this, a coordinated and far-reaching effort to erase Black history is in full bloom, burying our identities as philanthropists and our role in pulling this country closer to its highest values. Without confronting this wave of racially motivated censorship, white supremacist policies and rhetoric will continue to erode our rights and ensure our erasure.

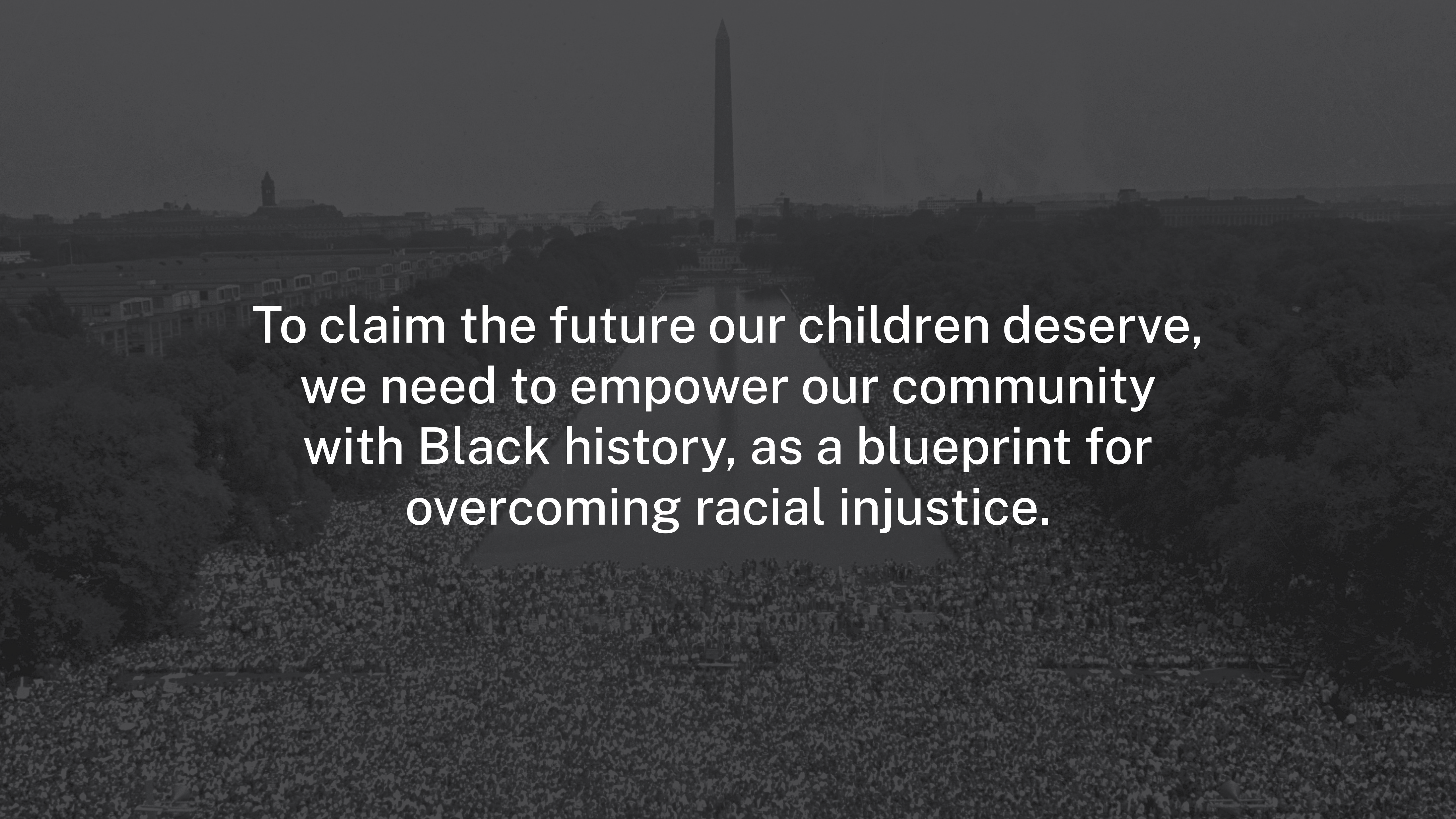


**563**

pieces of anti-CRT legislation  
was introduced nationwide from  
2021-2022, and

**241 were enacted**





To claim the future our children deserve,  
we need to empower our community  
with Black history, as a blueprint for  
overcoming racial injustice.





# Learning Our History to Claim Our Future

Through vivid depictions of the unsung legacy of Black philanthropists, from generous donors of wealth, to givers carving a way out of no way, *The Soul of Philanthropy* exhibit experience provides a roadmap for resisting, overcoming, and flourishing. With your support, and the investment changemakers and organizations statewide, we want this exhibit's stay in New Orleans to inspire a new era of changemakers to get involved in creating a society that is firmly rooted in equity for everyone.



## Two Black Women Leaders Helm Venture at Civil Rights Landmark

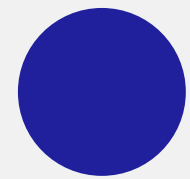
*The Soul of Philanthropy* - New Orleans is a joint venture between two esteemed organizations: The Tate, Etienne and Prevost Center (TEP) and the ACLU of Louisiana. Led by visionary Black women, Leona Tate and Alanah Odoms, these organizations are driving forces for change and justice.

Leona Tate's courageous role in desegregating McDonogh #19 school at the age of six, alongside Gail Etienne and Tessi Prevost, remains an indelible moment in civil rights history. Similarly, Alanah Odoms, as the first Black leader of ACLU Louisiana, has transformed the organization into a stronghold for racial justice litigation and advocacy within the American South.



PHILANTHROPY WILL BRING THIS VISION TO NEW ORLEANS

# Project Budget

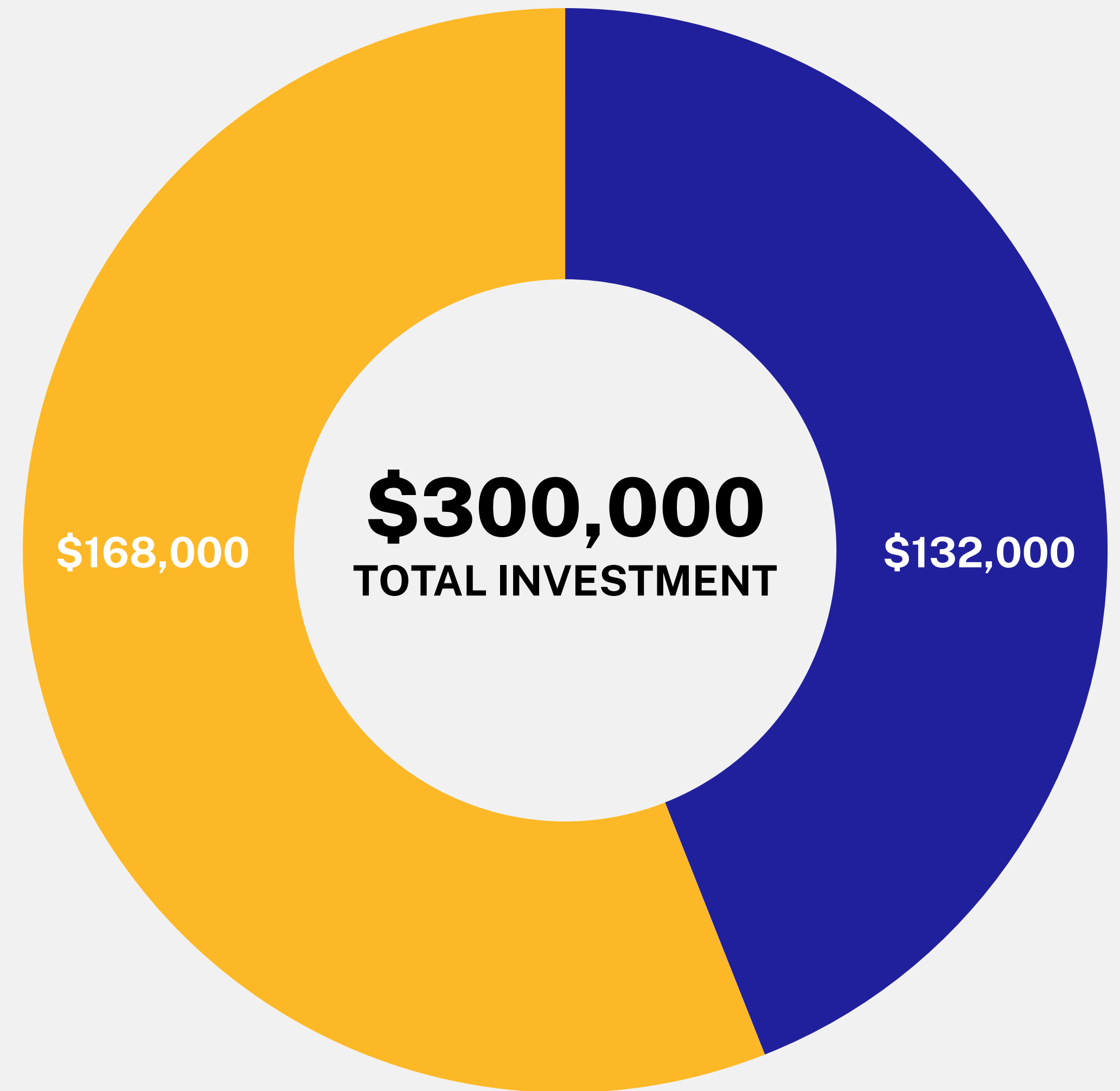


SECURED FUNDS



FUNDS TO RAISE

We are deeply grateful to our community of supporters who have graciously made an investment in this project, and invite all who are able and passionate about Black history to partner with us as a sponsor. We are working creatively and closely with individuals and organizations to develop this initiative into a mutually beneficial event with undeniably, positive impact on the New Orleans region.





## Partner with us on this initiative.

We're working creatively and closely with partner organizations, companies, and individuals to develop this project into a mutually beneficial initiative with undeniable impact in the New Orleans region.

For more information about a partnership, please contact Jarvis Gorden at [jgorden@laaclu.org](mailto:jgorden@laaclu.org).

Just as our ancestors' tireless commitment fueled the national movement for Black freedom, this sponsorship opportunity invites you to continue their legacy of meaningful change. Your sponsorship will fund the exhibit's run and allow opportunities to co-create programming for the community, and make the exhibit accessible to students, teachers, & culture bearers.

Investment levels correlate with the impact each level will have on the community (See attachment for more information).

**Champion:** \$50,000

**Leader:** \$25,000

**Advocate:** \$15,000

**Activist:** \$10,000

**Ally:** \$5,000

**Friend:** \$2,500



# ACLU of Louisiana Insights

- We have more than **6,000 active donors** and over **88,000 engaged community members** across the country
- We are the home of ACLU's first-ever Black Donor Network
- After leading a state-wide redistricting advocacy campaign, we are now co-counsel on the Congressional Map case, and the State House and Senate Map case, which will determine the future of voting rights for Black Louisianans
- In 2023, we convened more than **100 influencers** from across the state to lobby for LGBTQ+ rights during the legislative session
- We have given Know Your Rights presentations to more than **3,000 people detained in immigrant detention centers** in one year
- Since launching our police accountability program called Justice Lab, in the wake of George Floyd's murder, we've **filed 53 cases against police** and **secured nearly half-million in settlements** for clients, and led the advocacy for the historic Department of Justice Investigation of Louisiana State Police

## JOIN THE MOVEMENT:

 [ACLU.Louisiana](https://www.facebook.com/ACLU.Louisiana)

 [ACLU.Louisiana](https://www.instagram.com/ACLU.Louisiana)

 [ACLUofLouisiana](https://twitter.com/ACLUofLouisiana)

 [Laaclu.org/TSOP](https://www.laclu.org/TSOP)

## SPONSOR LEVELS

### FORMULA FOR SPONSOR DOLLAR SHARING:

TSOP -60%    ACLU-20%    TEP -20%

# CHAMPION:

**50K (30K TSOP, 10K ACLU, 10K TEP)**

### MARKETING BENEFITS

- Press announcement of your gift and your company as the event Champion
- Invitation to participate in Live Media Events
- Featured brand recognition at event(s)
- Opportunity to have :45 second video looped during the exhibit and on event webpage
- Named Host of “Gathering of the Icons”, the Sunday Table Talk for those who desegregated schools across the south
- Full page color ad on the back cover of the Gala program
- Recognition in ACLU, TEP, TSOP email newsletter and social media & digital platforms
- Recognition on the event webpage-[www.TSOPNOLA.com](http://www.TSOPNOLA.com)
- Opportunity to host and name three (3) Sunday Sessions with your mission aligned programming-band, guest speakers, snowball truck, etc.

### GALA EXPERIENCE, ENTERTAINMENT AND HOSPITALITY BENEFITS

- Invitations to Sponsor Reception for twenty (20) attendees
- One table with premier placement during Ben Smith Fete for twenty (20) guests
- Opportunity to sponsor two (2) tables for named students/teachers/budding activists/culture bearers
- Reserved, premier seating for twenty (20) attendees to Sunday Table Talk
- Admission Passes to exhibit for duration of exhibit
- Twenty (20) invitations to private Exhibit Screening Q&A
- Discounted Rate to Host Private Event during exhibit at TEP

## SPONSOR LEVELS

### FORMULA FOR SPONSOR DOLLAR SHARING:

TSOP -60%    ACLU-20%    TEP -20%

# LEADER:

**25K (15K TSOP, 5K ACLU, 5K TEP)**

### MARKETING BENEFITS

- Press announcement of your gift and your company as the event Leader
- Invitation to participate in Live Media Events
- Featured brand recognition at event(s)
- Opportunity to have :30 second video looped during the exhibit and on event webpage
- Named Host of “Gathering of the Icons”, the Sunday Table Talk for those who desegregated schools across the south
- Full page color ad on the back cover of the Gala program
- Recognition in ACLU, TEP, TSOP email newsletter and social media & digital platforms
- Recognition on the event webpage- [www.TSOPNOLA.com](http://www.TSOPNOLA.com)
- Opportunity to host and name three (3) Sunday Sessions with your mission aligned programming-band, guest speakers, snowball truck, etc.

### GALA EXPERIENCE, ENTERTAINMENT AND HOSPITALITY BENEFITS

- Invitations to Sponsor Reception for fifteen (15) attendees
- One table with premier placement during Ben Smith Fete for fifteen (15) guests
- Opportunity to sponsor two (2) tables for named students/teachers/budding activists/culture bearers
- Reserved, premier seating for fifteen (15) attendees to Sunday Table Talk
- Admission Passes to exhibit for duration of exhibit
- Fifteen (15) invitations to private Exhibit Screening Q&A
- Discounted Rate to Host Private Event during exhibit at TEP



## SPONSOR LEVELS

### FORMULA FOR SPONSOR DOLLAR SHARING:

TSOP -60%    ACLU-20%    TEP-20%

## ADVOCATE:

**15K (9K TSOP, 3K ACLU, 3K TEP)**

### MARKETING BENEFITS

- Press announcement of your gift and your company as the Leader of the event
- Invitation to participate in select Live Media Events
- Featured brand recognition at events
- Opportunity to have :30 second video looped during the exhibit and on event webpage
- Full page color ad, centerfold, in official Gala program
- Recognition in ACLU, TEP, TSOP email newsletter and social media & digital platforms
- Recognition on the event webpage- [www.TSOPNOLA.com](http://www.TSOPNOLA.com)
- Opportunity to name and host two (2) Sunday Sessions

### GALA EXPERIENCE, ENTERTAINMENT AND HOSPITALITY BENEFITS

- Ten (10) Event Admissions to VIP Sponsor Reception
- Table at Ben Smith Fete, with preferred seating for ten
- Reserved, Preferred seating for ten to Sunday Table Talk
- Ten (10) invitations to private Exhibit Screening Q&A
- One (1) Named table for Budding Activists (Students) / Culture Bearers / Teachers
- Discounted Rate to Host Private Event during exhibit at TEP
- Complimentary Admission to exhibit for duration of exhibit

## SPONSOR LEVELS

### FORMULA FOR SPONSOR DOLLAR SHARING:

TSOP -60%    ACLU-20%    TEP -20%

# ACTIVIST:

**10K (6K TSOP, 2K ACLU, 2K TEP)**

### **MARKETING AND RECOGNITION BENEFITS**

- Inclusion in press materials & social media outreach across three organizations
- Brand recognition at the exhibit
- Full page ad in the Official Exhibit & Event program
- Recognition in ACLU, TEP, TSOP organizational' email newsletter and social media
- Recognition on the Gala webpage [www.TSOPNOLA.com](http://www.TSOPNOLA.com)

### **GALA EXPERIENCE, ENTERTAINMENT AND HOSPITALITY BENEFITS**

- Ten (10) Admissions to VIP Sponsor Reception
- Ten (10) Admissions to Ben Smith Fete, with preferred seating
- Ten (10) Invitations to private Exhibit Screening Q&A with artist near the end of the exhibit
- Opportunity to co-host one (1) Sunday Sessions
- Complimentary admission throughout December and January for up to ten people
- One table to the event with reserved seating
- Discounted Rate to Host Private Event during exhibit at TEP

## SPONSOR LEVELS

### FORMULA FOR SPONSOR DOLLAR SHARING:

TSOP -60%    ACLU-20%    TEP -20%

# ALLY:

**\$5,000 (3K TSOP, 1K ACLU, 1K TEP)**

### **MARKETING AND RECOGNITION BENEFITS**

- Inclusion in press materials & social media outreach across three organizations
- Brand recognition at the exhibit, scaled according to size
- Half-page ad in the Official Exhibit & Event program
- Recognition in ACLU, TEP, TSOP organizational' email newsletter and social media
- Recognition on the Gala webpage [www.TSOPNOLA.com](http://www.TSOPNOLA.com)

### **GALA EXPERIENCE, ENTERTAINMENT AND HOSPITALITY BENEFITS**

- Ten (10) Admissions to VIP Sponsor Reception
- Ten (10) Admissions into exhibition
- Ten (10) Admissions to Ben Smith Fete, with preferred seating
- Ten (10) Admissions to TSOP Private Reception, near the end of exhibit
- Ten (10) Admission ticket to Sunday Table Talk
- Discounted Rate to Host Private Event during exhibit at TEP
- Open Admission in December & January



## SPONSOR LEVELS

### FORMULA FOR SPONSOR DOLLAR SHARING:

TSOP -60%    ACLU-20%    TEP -20%

## FRIEND:

**\$2,500 (\$1,500 TSOP, \$500 ACLU, \$500 TEP)**

### **MARKETING AND RECOGNITION BENEFITS**

- Recognition in press materials & social media outreach
- Brand recognition at the exhibit, scaled according to size
- Listing the Official Exhibit & Event program
- Recognition in ACLU, TEP, TSOP organizational' email newsletter and social media
- Recognition on the Gala webpage [www.TSOPNOLA.com](http://www.TSOPNOLA.com)

### **GALA EXPERIENCE, ENTERTAINMENT AND HOSPITALITY BENEFITS**

- 4 Admissions to Ben Smith Fete, with reserved seating, shared table
- 4 Admissions to VIP Sponsor Reception
- 4 General Admission ticket to Sunday Table Talk (\$500 value)
- 4 One-time use Admissions to exhibit during December

### **INDIVIDUAL TICKET \$100 (\$100 TSOP)**

- Single Event admission to Ben Smith Fete with opportunity to sit in open perimeter seating
- Name listed on event signage at event
- Opportunity to peruse exhibit during event

### **COMMUNITY TICKET / STUDENT TICKET \$25 (\$100 TSOP)**

### **SUNDAY TABLE TALK SINGLE ADMISSION \$125 (\$100 ACLU)**