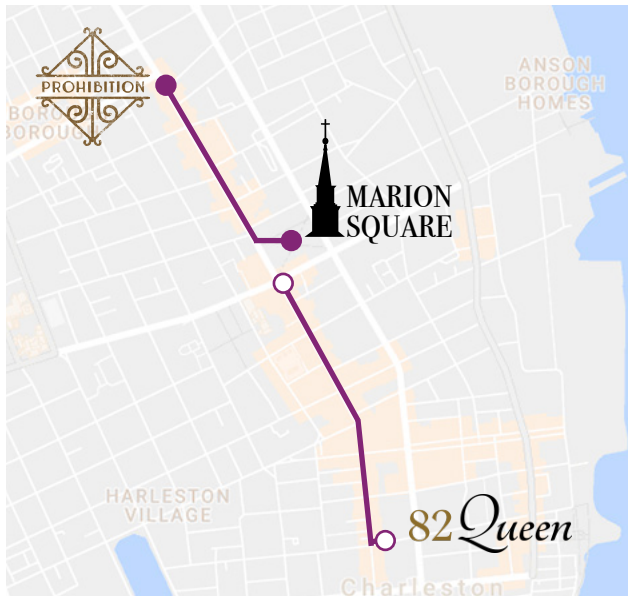


2018 PROPOSAL



SECOND LINE

SUNDAY
JULY 8TH
3:00PM - 7:00PM



Second Line #1 | 0.6 miles



Second Line #2 | 0.4 miles

JOIN THE KREWE

We're launching a nationwide Kick-starter campaign and we're looking for cross-promotional partners!

Several people have asked if we would "Bring the Spirit of New Orleans" to their home towns. We're going to test the waters by running a national Kickstarter campaign to incorporate the NOLA Kid at Heart Foundation and expand the reach of the unique celebration and community impact. The 4th Annual Jazz Crawl in Charleston is going to be our springboard for gaining the attention of national media and press for the launch of the crowdfunding campaign. We are hoping to find sponsors and partners that believe in our mission and want to be a part of our big launch.

Cross-Promotions

Items or events used to promote the Kickstarter, yield revenue, and contribute a portion to the charity.

Kickstarter Rewards

Donate items or unique 'VIP experiences' that we can offer to backers of the Kickstarter campaign.

Event Involvement

Help us 'Bring New Orleans' and entertainment value with festively themed promotions or product donations.

Title Sponsorships

Have your brand's name and logo advertised as title sponsor of one of the second lines, or the 'Krewe Party'.

[RICK@SCJAZZCRAWL.COM](mailto:rick@scjazzcrawl.com)



SECOND LINE

JAZZ CRAWL

For Charity

"Bringing the Spirit of New Orleans to Charleston, SC"



www.scjazzcrawl.com



Mystic Krewe of Vieux Do
ROYAL CROWNING

Spirit of New Orleans
KREWE PARTY

Taste of New Orleans
DINNER PARTY

Designer Showcase

Upon check-in there is a display of custom designed accessories to choose from to brighten the Second Line.

Carnival Krewe

A 'Royal Court of the Krewe' is crowned to lead the Second Line parade along with the Grand Marshal and the band.

Random Drawing

The King and Queen, Dukes and Maids, and a Jester are determined by drawing Mardi Gras doubloons and roses.

Second Line!

The New Orleans Second Line parades as a tribute to the donations made in honor of dearly departed loved ones.

Local Creativity

The local community of creative arts and crafts offer their works in an effort to raise money for the charities.

Mixology Masters

Cocktails and shooters are served up by the best mixologists in the city to sample the spirits of the Big Easy.

Krewe Snacks

Zapp's potato chips and other classic small bites of New Orleans hold everyone over until the Dinner Party.

Cultural Presentations

Performers share the cultural history of New Orleans through dance, drums, horns, and a gospel choir 'dirge'.

Buffet Dinner

New Orleans is tasted through the imagination of local chefs with the sampling of cajun and creole favorites.

Photo Booth

Grab your friends and some Mardi Gras props for a snapshot of how much fun you had at the Jazz Crawl for Charity!

Raffle Prizes

Those that make direct donations receive raffle tickets for prize items from participating sponsors and artists.

Encore Performance

Musicians and performers get together for a 'Grand Finale' to finish the event strong after dinner and the raffle.

The most powerful element of a traditional New Orleans Second Line is how the spirit of the music moves you to let loose physically and mentally. The festive energy of the parade creates a magical atmosphere.

The public attention sets the stage for local creatives to showcase their craft through interpretations of New Orleans favorites. 'The Sights, The Sounds, and Tastes of New Orleans' are showcased with a local twist.

The event has become a vehicle for sharing the artistic culture and festive traditions of New Orleans. Contributions aid the talents of exceptional music students and preserve the beautiful tradition of the Second Line.