



Louis Armstrong New Orleans International Airport Community Partners Program

OVERVIEW

The New Orleans Aviation Board (NOAB) is committed to supporting the community in which it operates Louis Armstrong New Orleans International Airport. To manage expectations, demonstrate fairness, and provide the most useful support possible, partnership opportunities must be closely reviewed for alignment with NOAB standards.

NOAB will partner with organizations within the community, provided those organizations meet the criteria explained in the program guidelines document. One nonprofit organization will be selected, every three months, to be featured on approved digital display location throughout the airport terminal. Nonprofits can share their mission with passengers via digital displays.

The NOAB is not creating a free speech forum in the locations where Community Partners' artwork or messaging will be displayed. Display locations are limited in time and location based on availability of inventory space not otherwise used for commercial purposes, and solely within the NOAB's discretion.

PROGRAM GUIDELINES

Louis Armstrong New Orleans International Airport proudly collaborates with local nonprofits, highlighting their important work on digital monitors throughout the terminal. Regional nonprofits are invited to apply online for the Community Partners Program.

Program Eligibility

The Community Partners Program is for nonprofits throughout Greater New Orleans Region that are registered with the State of Louisiana. For registration information, visit <https://geauxbiz.sos.la.gov/>.

Consideration will be given to 501(c)(3) designated non-profit organizations that meet one of the following mission descriptions:

- Supports and/or promotes access to aviation history
- Supports and/or promotes access to career development in aviation
- Supports and/or promotes access to higher education
- Supports and/or promotes the health and well-being of individuals and families
- Supports and/or promotes the preservation of local arts and culture
- Supports and/or promotes access to educational resources and programming

Organizations whose mission is aligned with any religious, political, discriminatory, or controversial agendas are not eligible to participate in the Louis Armstrong New Orleans International Airport Community Partners Program.

Organizations must have gross receipts less than \$200,000 and total assets at the end of the year less than \$500,000, file a non-profit 990EZ form, OR have organizational expenses that EXCEED 90% of their revenue.

Terms

The organization's digital artwork may be used by the New Orleans Aviation Board (NOAB) for promotional purposes, including, but not limited to, the Louis Armstrong New Orleans International Airport website and social media accounts. Images will include attribution wherever possible.

Digital Display Locations

The following locations, if available, may be considered for use by the Community Partner Program:
Airport Ticketing Monitors (level 3)
Eye-level LEDs (baggage claim)
Airport BIDs (level 1)

Guidelines for Artwork

Selected organizations may submit only one digital artwork design, which must be in PNG format and have dimensions of (width x height):

480 x 160 pixels
1920 x 450 pixels
1920 x 1080 pixels

Your artwork should display the organization's website and/or social media handles for passengers to connect with you.

Content Limitations

The artwork may only promote the organization, rather than a specific program or campaign. Donations may not be solicited within the artwork. No other product or organization may be promoted within the artwork. All artwork and content must be for non-commercial purposes.

The artwork may not recruit membership for any institution or cause. NOAB will make the final decision regarding the suitability of the content. While it is not the intent to censor, inappropriate messaging will not be permitted.

The NOAB prohibits artwork, displays of weblinks, or QR codes that lead to a webpage that falls within one or more of the following categories:

1. Public Issue. Artwork that expresses or advocates opinions, positions, or viewpoints on matters of public debate about economic, political, religious, or social issues.

2. Political. Artwork that is political in nature or contains political campaign speech that refers to a specific ballot question, initiative petition, or referendum, refers to a candidate for public office, promotes or opposes a political party, or directly or indirectly implicates the action, inaction, prospective action, or policies of a government entity.

3. Religious. Artwork that promotes the existence or non-existence of deities, that promotes a specific religion, religious beliefs, or lack thereof. This prohibition also covers the depiction of text, symbols, or images commonly associated with any religion or deities.

4. Marijuana or Cannabinoid Products. Artwork that promotes the use and consumption of marijuana or cannabinoid products. This restriction includes marijuana or cannabinoid products (such as CBD), in any form, as well as any business or service that traffics in cannabinoids.

a) For purposes of this restriction, “cannabinoid” means any substance or compound derived in whole or in part from a plant within the genus Cannabis. This term also includes any synthetic substance or compound designed to imitate the properties of a cannabinoid.

b) Any content displaying the marijuana plant image are also prohibited.

5. Economic. Artwork that addresses controversial issues relating to the financial status of businesses, individuals, groups, or organizations, including but not limited to the issues of wages, taxes, trade, labor conditions, the financial system, entitlements, health insurance coverage, and subsidies.

6. Illegal or unlawful goods. Artwork that promotes or encourages the use or possession of illegal or unlawful goods or services, behavior, or activities under Federal, State, or Local Law.

7. Obscenity, nudity, and adult oriented goods or services. Artwork that promotes or encourages sex, adult book stores, adult video stores, adult telephone services, adult internet sites, nudity, nude or partially nude dance clubs, escort services, sexual conduct, sexual innuendo, sexual arousal/excitement, or other obscene materials or images.

8. Revealing Clothing. Artwork that promotes, endorses, or includes any images of people wearing revealing clothing; The clothing shall cover the body, from the armpit to the bottom of the rib cage, and from hips to midthigh, and may not be translucent or telegraph the details of the body parts through the clothing.

9. Reproduction. Artwork for products or services related to human reproduction or sexuality, including but not limited to contraceptive products or services, other products or services related to sexual hygiene, counseling with regard to pregnancy, abortion, or other sexual matters.

10. Weapons. Artwork that promoting the sale, rental, distribution, discharge, or availability of weapons. Weapon means an object (such as a bow, sword, club, knife, or gun) or any object that has a primary purpose of injuring or destroying.

11. Profanity, hatred, bigotry, disparagement, and violence. Artwork that includes any profane language, portrays images or descriptions of violence, or that promotes hatred, bigotry,

disparagement, or violence towards individuals, groups, businesses, organizations or images/dialogue that exploit or objectify based on gender, race, color, national origin, creed, disability, sex, and religion.

12. Unauthorized Endorsement. Artwork that implies or contains any endorsement of the Airport or the City of New Orleans without prior permission.

13. False or misleading. Artwork that is false, misleading, or deceptive.

14. Libelous speech or trademark or copyright infringement. Artwork that is libelous or infringes on any copyright, trademark, or service mark. Moreover, neither the NOAB's nor MSY's name, logo, and designations, nor testimonials by current NOAB or MSY employees, may be used in artwork to endorse non-airport products or services, unless the Director of Aviation has specifically authorized the use.

15. Directly competing with the Airport. Artwork that promotes an airport other than MSY or is competitive with the other commercial interests or revenue generating activities of the Airport which could result in reducing any of the Airport's aeronautical and/or non-aeronautical revenues or its ability to be financially self-sustaining, or that could reduce travel and tourism in Southeast Louisiana.

16. Harmful or disruptive to airport operations. Artwork that is so objectionable to contemporary community standards as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with the safe and secure operation of the airport.

17. Age restricted activities. Artwork that contains age-restricted activities (smoking, drinking, gambling, etc.)

Selection

Program selections will be made by the NOAB. The artwork will be displayed on designated digital monitors throughout the terminal for six months.

If your organization has previously participated in the Community Partners Program, you may apply again, but preference may be given to new program applicants.

It is important to note that the NOAB cannot support all requests for partnership that are received. The financial and operational impact of the proposed partnerships on the NOAB will be considered during the evaluation process. The NOAB reserves the right to approve or deny partnership opportunities at its discretion.

Community Partners Program Application

All applicants must complete this application and submit it by the deadline, along with the following documents:

***REQUIRED**

Your organization's IRS 501(c)3 determination letter*:

Proof of registration that your organization received from the Louisiana Secretary of State*

Organization's Most Current 990-EZ Confirmation, OR Audited Financials*

Organization Name*

Organization Address*

Primary Contact*

Primary Contact Phone*

Email*

Website Address*

Mission Statement*

Describe Revenue Sources*

Federal Employer Identification Number*

If you have any problems submitting your application, contact renatar@flymsy.com.