

**LOUISIANA OFFICE OF TOURISM  
2026 MUSIC AMBASSADOR PROGRAM  
GUIDELINES AND APPLICATION**

**I. PURPOSE**

The mission of the Louisiana Office of Tourism (LOT) is to promote tourism in Louisiana. The goal of the Lieutenant Governor’s Louisiana Music Ambassador Program (“Program”) is to provide a Louisiana presence at major national and international music festivals and music events to promote Louisiana’s music and cultural heritage and to encourage visitation to the state.

**II. APPLICATION DEADLINE:** Applications should be received a **minimum of 90 days** before the Event is scheduled to begin.

**III. GUIDELINES**

**A. ONE STIPEND PER EVENT**

- (1.) The maximum stipend in the 6-month Cycle is \$1,000.
  - (a) Music Ambassadors will be reimbursed a stipend of \$1,000 per qualified event.
- (2.) A Performer must apply for each qualifying event per performance.

**B. PAYMENTS**

- (1.) A Performer is eligible to receive reimbursement of one hundred percent (100%) of the \$1,000 for the performance at an **Event** and promotion of Louisiana at the **Event**.
- (2.) **After the Event**, a **single payment** will be made on a basis upon the Artist/Band submission of proof of performance and an invoice.
- (3.) Music Ambassadors must submit an original invoice on band letterhead including the event name with the reimbursement amount or use the sample on page 3.
- (4.) Once the invoice is received and approved, it will be processed with 4-6 weeks for direct deposit payment.

**C. EVENT ELIGIBILITY**

- (1.) The Event must take place between January 1, 2026, and June 30, 2026.
- (2.) The Event must take place outside of Louisiana.
- (3.) An Event qualifies as a festival or music event.
- (4.) The Event must be at least three (3) years old.

LOUISIANA MUSIC AMBASSADOR PROGRAM  
JANUARY 1, 2026 – JUNE 30, 2026

**D. APPLICANT ELIGIBILITY** – To be eligible to apply for the Music Ambassador Program, the applicant must:

- (1.) Be a Louisiana-based musical artist/band.
- (2.) Perform at a music festival where the attendance at the festival must be a minimum of 10,000-person venue or the prior year was at least 10,000. This is a cumulative number. For example, if the festival is two or three days then take the total of the cumulative.
- (3.) Make three (3) social media posts - one before, one during, and one after the Event using the hashtag, #OnlyLouisiana. Dated screenshots of each of the three (3) social media posts will be required for proof of performance.
  - i. Posts 1 and 2 should be made within thirty (30 ) days leading up to performance, with a minimum of 3 days between posts. For instance, if the performance is February 21, 2026, posts 1 and 2 should be made between January 23 and February 21, 2026 (prior to performance).
  - ii. Post 3 should be made within five (5) days after performance.
    1. For instance, Post 3 should be made between February 21 (after performance) - February 26, 2026.
- (4.) Sign the contract prior to their performance.

## VI. GRANT AWARDS

- A. Music Ambassadors will be notified by email of the final status of their requests.
- B. Prior to submitting the contract, the artist/band must fill out the attached Vendor Packet for Miles. Once an artist/band does this, they do not have to resubmit it for other events.
- C. An award is subject to execution of a Contract.
- D. The Contract will include the guidelines, reporting requirements, audit requirements, and payment terms.

## IV. HOW TO APPLY

- A. Complete the application [here](#) for the Music Ambassador Program.
- B. Send electronic copies via email to [lcowell@crt.la.gov](mailto:lcowell@crt.la.gov).
- C. Complete the Vendor Packet that can be found [here](#) and submit it to [maggie.heller@milespartnership.com](mailto:maggie.heller@milespartnership.com).

**Company Name**

*Your Company Slogan*

Street Address  
 City, ST ZIP Code  
 Phone: Phone Fax: Fax

**TO:**

Miles Partnership  
 10202 Perkins Rowe Suite E-160  
 PMB#3899  
 Baton Rouge, LA  
 Phone: 225-615-6307

**INVOICE**

INVOICE # XXX  
 DATE: DATE

DESCRIPTION		TOTAL
(Artist Name) performance for Music Ambassadors on (insert date/location)		\$
Due: Upon Receipt		
	TOTAL DUE	\$

**THANK YOU FOR YOUR BUSINESS!**