



PRESENTS

IRMA THOMAS

THE SOUL QUEEN OF NEW ORLEANS

A CONCERT DOCUMENTARY FILM

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THE SOUL QUEEN OF NEW ORLEANS

From the award-winning executive producers of the nationally distributed documentaries, *Fats Domino – Walkin’ Back to New Orleans* and *A Tribute to Toussaint* comes the latest documentary by WLAE-TV and LAE Productions.

Irma Thomas – The Soul Queen of New Orleans captures the essence of Irma Thomas in story and song. This documentary film traces Irma’s humble beginnings from Ponchatoula, Louisiana all the way to her role as New Orleans Soul Queen Ambassador. Along with her greatest hits and her compelling biography, we’ll hear from some of music’s top artists and Irma herself. The documentary will also feature never before released concert footage of Irma Thomas performing at her very best.

Irma Thomas – The Soul Queen of New Orleans will debut on WLAE-TV (New Orleans Public Television) in the Fall of 2021 to coincide with the return of Jazz Fest and the ongoing celebration of Ms. Thomas’ 80th birthday.

For more information, please contact:

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www.soulqueenofneworleans.com

WLAE is available on these services:

Cox Ch. 714 & 1014

Charter Ch. 11 & 711

AT&T Ch. 1032

Satellite and over the air Ch. 32

Comcast (Houma) Ch. 3

Vision Comm. (including Grand Isle) Ch. 32 & 1032

RTC (Reserve) Ch. 2

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Two-time Emmy Award-winning Executive Producers Ron Yager and Jim Dotson are the power team responsible for numerous award-winning films for WLAE. Their individual and collaborative careers include extensive experience and expertise producing concerts for television audiences.

Three of their most popular documentaries which enjoy national distribution through American Public Television include: *Fats Domino – Walkin’ Back to New Orleans*, the Emmy-Award winning *A Tribute to Toussaint* and *Leah Chase – The Queen of Creole Cuisine*. WLAE’s broadcast of Irma Thomas’ 2020 Thanksgiving Day concert brightened the mornings of thousands of viewers; highlights from this footage, along with some of Irma’s classic Jazz Fest performances and a few never-before-seen concert clips will be featured in *Irma Thomas – The Soul Queen of New Orleans*.



Producer Steve Schulken has built a reputation as an award-winning professional in all facets of the communication industry, from television broadcasting as a producer, reporter, managing news editor and news assignment editor to marketing, advertising and public relations executive.

Schulken has earned Press Club of New Orleans awards for best Business News story and Best TV Spot news coverage, and Addy awards for numerous projects, in addition to serving as keynote speaker for the Louisiana Broadcasters Association, and the American Marketing Association.

As a longtime friend of Irma Thomas, we are honored to have Steve tell the Irma Thomas story to a local, regional and national audience.



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BECOME A PARTNER

PRESENTING

\$25,000+ (4 available)

- "Presented by" with logo on film, promos, poster and print ads
- "Presented by" with logo on DVD label, and on DVD front and back covers
- Up to 10 second Program Open/Close Credits
- "Presented by" logo and links/tags on documentary web page and social media posts
- Logo/link in WLAE Home Page "Featured Sponsor" section
- Signage at the Premiere Gala
- 10 Tickets to the Premiere Gala
- 1 Custom-Autographed, Framed Documentary Poster
- 30 DVDs and download codes

DIAMOND

\$20,000+ (4 available)

- Program Open/Close Individual Credits Listing with Logo + slogan
- Logo at bottom of print ads, poster and DVD back cover
- Logo and links/tags on documentary web page and social media posts
- Logo/link in WLAE Home Page "Featured Sponsor" section
- Signage at the Premiere Gala
- 8 Tickets to the Premiere Gala
- 1 Custom-Autographed, Framed Documentary Poster
- 20 DVDs and download codes

PLATINUM

\$15,000+ (4 available)

- Program Open/Close Group Credits Listing
- Logo at bottom of print ads, poster and DVD back cover
- Logo and links/tags on documentary web page and social media posts
- Logo/link in WLAE Home Page "Featured Sponsor" section
- Signage at the Premiere Gala
- 6 Tickets to the Premiere Gala
- 1 Autographed, Framed Documentary Poster
- 15 DVDs and download codes

GOLD

\$10,000+ (6 available)

- Program Open/Close Group Credits Listing
- Logo at bottom of print ads and poster; listing on DVD back cover
- Logo and links/tags on documentary web page and social media posts
- Logo/link in WLAE Home Page "Featured Sponsor" section
- Signage at the Premiere Gala
- 4 Tickets to the Premiere Gala
- 1 Framed Documentary Poster
- 10 DVDs and download codes

SILVER

\$5,000+ (10 available)

- Program Open/Close Group Credits Listing
- Listing in group credits at bottom of print ads, poster and DVD back cover
- Logo/link on documentary web page; tags on social media posts
- Banner listing at the Premiere Gala
- 2 Tickets to the Premiere Gala
- 1 Documentary Poster
- 6 DVDs and download codes

BRONZE

\$2,500+ (10 available)

- Program Open/Close Group Credits Listing
- Listing in group credits at bottom of print ads and poster
- Logo/link on documentary web page
- Banner listing at the Premiere Gala
- 1 Ticket to the Premiere Gala
- 1 Documentary Poster
- 4 DVDs and download codes

FRIENDS OF IRMA THOMAS

\$1,000+ (Unlimited)

- Listing in Program Credits
- 1 Documentary Poster
- 3 DVDs with download codes

FANS

\$500+ (Unlimited)

- Listing in Program Credits
- 2 DVDs with download codes

SUPPORTER

\$250+ (Unlimited)

- 1 DVD with download code