The Mid-City Bayou Boogaloo Festival celebrates Louisiana’s music, art, food, and culture every year on the third weekend of May. The festival features four stages exploring New Orleans’ musical roots in blues, jazz, zydeco, Cajun, funk, hip-hop, and rock.

**LOCAL FAVORITES**
- Cyril Neville
- Mannie Fresh
- Big Chief Bo Dollis & The Wild Magnolias
- Tank and the Bangas
- Jon Cleary
- George Porter
- Anders Osborne
- Deacon John
- The Soul Rebels

**GRAMMY AWARD WINNERS**
- Beausoleil avec Michael Doucet
- Grupo Fantasma
- Terrence Simien
- Lost Bayou Ramblers
- Irma Thomas
- Leo Nocentelli
- Lowrider Band
- The Wailers
Families are made welcome with a kid’s stage and full schedule of activities for all ages.

An art market offers original works of art in a variety of mediums from 60 of Louisiana’s most celebrated artisans. The festival also boasts 30 food vendors, serving a plethora of traditional New Orleans cuisine and original, inventive recipes.

Locals consider the Bayou Boogaloo to be one of the city’s signature events and a highlight of the annual festival calendar.

Friends of Bayou St. John received a proclamation from the City of New Orleans for producing an economically and environmentally sustainable festival.

In 2022, FOBSJ also received an advertising grant from Louisiana Travel.

Offbeat Magazine, which is considered to be “the music resource” of Louisiana, voted Bayou Boogaloo “Best Neighborhood Festival” in 2010, 2014, and 2015.

In 2017 the Mid-City Bayou Boogaloo was the only U.S. festival to receive a commendation from international non-profit organization A Greener Festival (AGF) for improved environmental impact.

Bayou St. John connects many communities in New Orleans and traces a path through the city’s history. Friends of Bayou St. John connects people to this unique natural and cultural resource.

The Mid-City Bayou Boogaloo music festival is the organization’s signature program. The inaugural festival was held in 2006 to help revitalize a neighborhood and support musicians, artists and community businesses in the wake of Hurricane Katrina. It has since grown into a celebration and demonstration of how Bayou St. John can bring New Orleans together.

Our mission is to uplift this resource by promoting stewardship, cultural appreciation, responsible recreation and initiatives that support a clean, healthy Bayou St. John that is accessible to all.

Other community works include:

- Anti-litter campaigns, invasive species control, and monthly trash clean-ups in partnership with Kayak-Iti-Yat.
- Public art projects such as the transformation of a dead oak tree into a sculpture, in collaboration with renowned chainsaw artist Marlin Miller and Mardi Gras float craftsman Jonathan Bertuccelli.
- Eight Live Oak trees planted along the bayou as part of the Restore the Bayou Canopy campaign.

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Every year, Friends of Bayou St. John selects a group of local nonprofits and community organizations to be outreach partners and festival beneficiaries. These organizations each receive a portion of the proceeds from ticket sales. Since its inception, The Mid-City Bayou Boogaloo has raised over $160,500 for our community partners!
OUR AUDIENCE

ATTENDANCE
ON-SITE AUDIENCE OF
15,000

GENDER
41% MALES
59% FEMALES

ANNUAL INCOME
$100K OR HIGHER
33%
$50K-$99K
35%
$49K OR LESS
32%

AGE
50+ YEARS OLD
26%
25-49 YEARS OLD
64%
18-24 YEARS OLD
8%

FAMILY FRIENDLY
ABOUT 25% OF OUR AUDIENCE BRINGS AT LEAST 1 CHILD WITH THEM TO THE FEST

HOMETOWN
84% NEW ORLEANS METRO AREA
2% ELSEWHERE IN LOUISIANA
14% OUT-OF-STATE

SURVEY DATA PROVIDED BY THE UNIVERSITY OF NEW ORLEANS HOSPITALITY RESEARCH CENTER

THEY DON'T JUST LIKE US
THEY LOVE US!

80% SAID THEY ARE VERY LIKELY TO RETURN.
WE'RE CREATING GREAT TIMES FOR GREAT PEOPLE AND WE WANT YOU TO BE A PART OF IT.

FANS SAID THEY CAME FOR:

FOOD
PET FRIENDLY

ATMOSPHERE

MUSIC

DRINKS

BOATS

PEOPLE

WATER

LOCATION

VENDORS

FAMILY FRIENDLY

ABOUT 25% OF OUR AUDIENCE BRINGS AT LEAST 1 CHILD WITH THEM TO THE FEST.
Our sponsor’s brands are showcased across a variety of earned and paid media sources:

- **OVER $500,000** in earned media coverage
- **2 MILLION +** Social Media impressions
- **11%** average engagement rate
- **7,000** E-mail subscribers
- **OVER $50,000** in marketing investments and media sponsorships
- Features & Advertising with all major local media outlets including print, TV and radio.
- **OVER 1.2 MILLION** online ad impressions in LA. & the Gulf Coast

Opportunities for media appearances, mentions and social media campaigns are available for our sponsors at a variety of levels, including exclusive naming rights, interviews, contests, take-overs and more.
OPPORTUNITIES FOR OUR SPONSORS

Create meaningful connections with your target audience while supporting New Orleans’ cultural traditions. Sponsorships are available at a variety of levels. Let us customize a package to meet your business goals.

TITLE SPONSOR

Be the brand responsible for making New Orleans’ favorite neighborhood festival possible. Our title sponsor is our #1 Partner-In-Fun. You go where we go!

- Your brand is identified every time the festival is mentioned in any public capacity
- Your name will be incorporated into our logo and featured front and center in festival signage, advertising, media releases, all emails and more
- Opportunities for your content to be featured on our social media accounts, website, mobile app, and digital displays at the festival
- Opportunities for developing joint social media campaigns
- An optional 20x20 ft tent space for the duration of the festival to promote your brand, products, and services
- Speaking opportunities at the Main Stage and in media appearances
- Brand mention in pre-recorded stage announcements
- Exclusive page on festival video screens
- Logo on website header & all artists ads

STAGE SPONSOR

The live music experience is at the core of our festival: sponsor a stage and place yourself at the center of attention!

- Your brand is identified every time the stage is mentioned in any public capacity
- Your brand name or logo featured on the stage’s backdrop banner
- Opportunity to place additional sponsor-produced signage around the stage
- Speaking opportunities on the stage
- Brand mention in pre-recorded stage announcements
- Logo included in mainstage digital display videos
- Logo included in all advertising, including print & web
- Logo and link included in the footer of our website, which appears on all pages
- Logo included in our Sponsor Panel, which appears on the website, printed collateral, and event signage
- Brand name or logo included in the official festival map
PROGRAMMING SPONSORSHIPS

Sponsor individual musical acts, the art market, VIP lounge, health and wellness activities, the Community Village, boat decorating contests and more! You care about the same things your audience cares about - so show them!

- Your brand is identified every time the programming is mentioned in any public capacity
- Logo included in our Sponsor Panel, which appears on the website, printed collateral, and event signage
- Brand name or logo included in the official festival map (when applicable)
- Brand identified as the presenter on stage signage (when applicable)
- Opportunity for additional sponsor-produced signage during sponsored programming

ACTIVATIONS

Engage with your audience on an individual level to create lasting impressions. 10x10 and 20x20 activation spaces are available on the festival grounds. Space is limited, secure yours today!

CATEGORY EXCLUSIVITY

Weed out the noise of the competition as an exclusive category sponsor! Many categories are available, talk to us today about securing this important advantage.

Welcome to the YOUR BRAND Art Market

CANOPY CLUB

Sponsors may receive an allotted amount of passes to our VIP lounge, the Canopy Club. The VIP area has a viewing platform on the side of the main stage, a shaded seating area on the bayou, complimentary boat rentals, a climate controlled bathroom, food, and a private bar.

Sound like your kind of place? Ask about sponsoring the lounge to enjoy the festival in true (and branded) style.
“We focus on grassroots marketing in New Orleans, and we’ve found there’s no better event to sponsor than the Bayou Boogaloo.”

- Bryan Chevrolet, Mitsubishi, and Subaru

“We know that when we sponsor Bayou Boogaloo, these sponsorship dollars then go so much further into the community and so we feel our dollars get multiplied.”

- Jennifer Weishaupt, Ruby Slipper Café

“Whole Foods Market has enjoyed partnering with Bayou Boogaloo for several years, especially for their contributions throughout Mid-City, including beautification along Bayou St. John. The festival is a great way to celebrate music, food, and neighbors.

- Whole Foods Market

“Authentic and open to all, Bayou Boogaloo is a cultural common ground, an unrivaled experience for sharing joy and peace with so many locals and most welcome visitors alike.”

- Ben Faulks, Positive Vibrations Foundation

“The Boogaloo truly represents what New Orleans is all about—food, music, and people getting together for a great time. We’re proud partners!

- Cumulus New Orleans, home of Old School 106.7, Power 102.9, NASH 106.1, and ALT 92.3
THANKS TO OUR PAST SPONSORS

Join the ranks of businesses that care about their community.

Become a sponsor today!

For more information on sponsorship opportunities, contact Jared Zeller, president of Friends of Bayou St. John and founder of the Mid-City BayouBoogaloo

JARED@BAYOUSTJOHN.ORG  (504) 460-5957