

MID-CITY BAYOU BOOGALOO

MAY 17 • 18 • 19

MUSIC • FOOD • ART • COMMUNITY

2024



PRESENTED BY

SPONSOR NAME



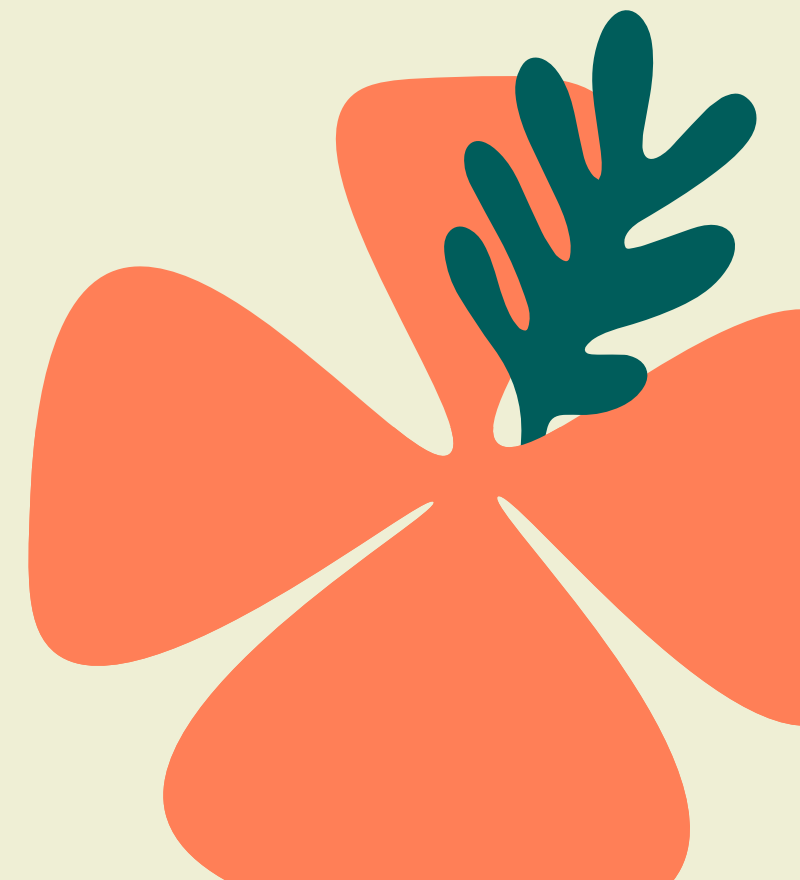
GENERAL FESTIVAL OVERVIEW

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.

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 50 of Louisiana's most celebrated artisans. The festival also boasts 25 food vendors, serving a plethora of traditional New Orleans cuisine and original, inventive recipes.





BENEFITING FRIENDS OF BAYOU ST. JOHN AND OTHERS

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.

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 \$170,000 for our community partners!



DATA & DEMOGRAPHICS OF ATTENDEES

- According to an economic impact study conducted in 2022 , we learned that 24.6% of the Mid-City Bayou Boogaloo (MCBB) Festival attendees were visitors to the New Orleans metro area, the largest figure reported since 2011, and is continuing to grow.
- Study found that 65.3% of the respondents were between the ages of 25 and 49 years old.
- 72.7% of New Orleans metro area attendees hail from Orleans Parish, while 19.3% came from Jefferson Parish.
- We saw an increase of returning patrons, exactly 55.8% of respondents, as well as a steady increase in the number of attendees who bring children to the event, 16.4%.
- Similar to previous years, 79.6% of the respondents identified as white/Caucasian. with 13.5% identified as black/African American.
- Attendees were expected to spend, on average, \$42 on food, \$38 on drinks, and \$36 on merchandise per day at the Festival.
- Over half (50.7%) of the respondents had an annual household income of \$100,000 or more, the largest since 2011.
- Attendees cited that what makes The Mid-city Bayou Boogaloo Festival unique is the music, location along the Bayou, art, and food and drinks .

OVER
\$300K

SALARIES AND
INDEPENDENT
CONTRACTORS

FESTIVAL BUDGET AND ECONOMIC IMPACT

\$120K

PAID TO
PERFORMING
ARTISTS
ANNUALLY

OVER
\$100K

ANNUALLY

SALES GENERATED
FOR SMALL
BUSINESS
FOOD AND ART VENDORS

\$296K

STATE AND
LOCAL TAXES
GENERATED

RAISED FOR
NON-PROFITS

\$10K

ANNUALLY

\$170K

SINCE INCEPTION

SOCIAL CONSCIOUS EVENT YOUR BRAND SAFE



8,184
CANS RECYCLED

3,000
LBS OF GLASS

405
LBS OF PLASTIC
(CUPS AND WATER
BOTTLES)

AND ONE
**CARDBOARD
FULL
SUPERSTACK**

* YOUR BRAND POSITIONING WITH BAYOU BOOGALOO

Your name will be incorporated into the Bayou Boogaloo logo and featured front and center in all festival produced collaterals, including relevant social media posts, website, email blasts, print ads and digital displays at the festival.





TICKET BANK * AND * COMPS



A generous bank of VIP and general admission comp tickets for clients, employees, constituents, staff, vendors,

Further develop those relationships with your intended audience by providing comp tickets to the festival or Canopy Club area.

PAID ADVERTISING AND MEDIA

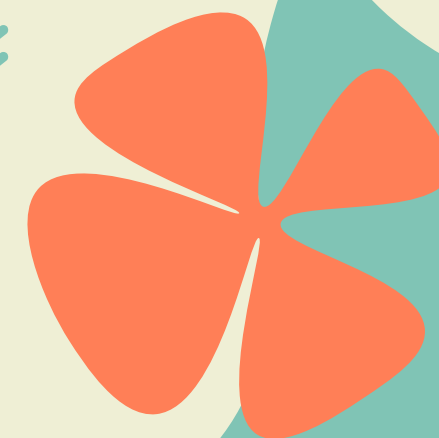
Brand identity included in all
advertising to include digital, mobile,
outdoor, TV, radio, print & web

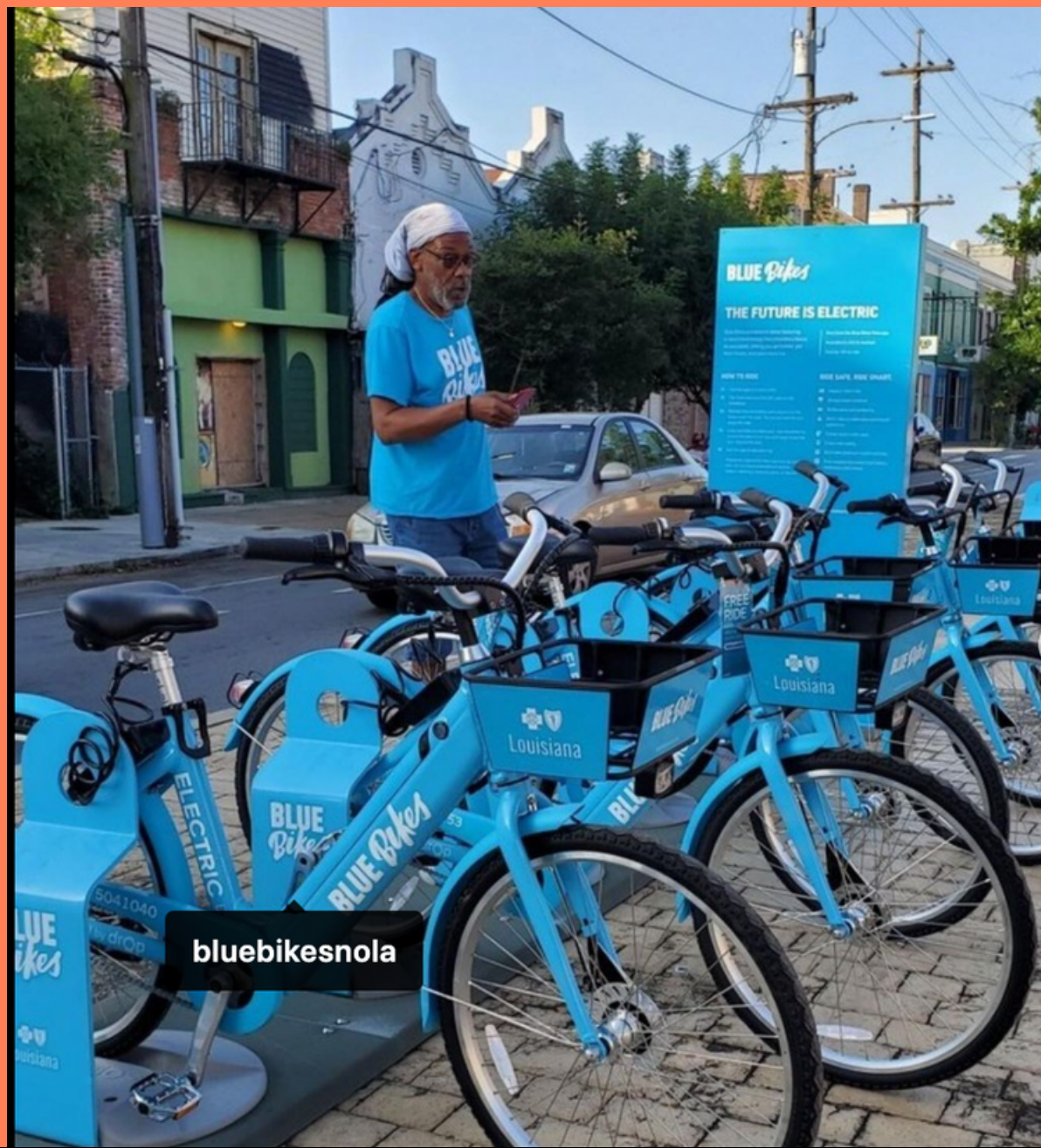




EARNED MEDIA APPEARANCES

Brand identity included in all advertising
to include digital, mobile, outdoor, TV,
radio, print & web





bluebikesnola



thebayouboogaloo 🚲 Grab a bike from @bluebikesnola & head to the fest THIS weekend! 🚲

Blue Bikes are an affordable, convenient, fun, and flexible transportation option...that's EASY on the environment too!

Before heading to the fest, download the Blue Bikes Nola app to your phone to get riding. For more info, visit BlueBikesNola.com

SOCIAL MEDIA INCLUSION

A minimum of 5 dedicated social media posts tailored to your brand's messaging

Opportunities for developing joint social media campaigns

Contesting opportunities through Bayou Boogaloo channels

ON-SITE STAGE PRESENCE

Exclusive speaking opportunities for company representative at all stages for entire festival weekend

Brand mention in pre-recorded stage announcements broadcast over PA system

Exclusive page on festival LED wall displayed next to main stage for duration of festival

Brand is featured on all programming stages side wings



SITE ACTIVATION

Optional 20x20ft activation space for the duration of the festival to promote your brand, products, and services

10 barricade covers with your brands logo/messaging at festival entry/ exit points

Opportunity to place additional sponsor-produced signage around festival site.





LARGE FORMAT SPONSOR PANELS

Logo Included in our sponsor panel, which appears on the website, printed collateral, & event signage



BRAND INCLUSION ON MAPS AND SCHEDULES

Brand name or logo Included In the
official festival map

**FRIENDS OF BAYOU ST. JOHN
ORLEANS STAGE**

**URBAN SOUTH
LAFITTE STAGE**

Mainline
presented by Offbeat Magazine
5PM - 6PM

Pet Fangs
presented by Urban Vision
Properties
6:30PM - 7:30PM

Marc Broussard
presented by Jose Cuervo
8PM - 9:30PM

DJ Nice Rack
presented by The Drifter Hotel
6PM - 6:30PM

Otto
presented by The Drifter Hotel
7:30PM - 8PM

SPONSOR COLLATERALS AND DELIVERABLES

- Your name will be incorporated into the Bayou Boogaloo logo and featured front and center in all festival produced collaterals
- Your content to be featured on our social media accounts, website and digital displays at the festival
- Opportunities for developing joint social media campaigns
- Optional 20 x 20ft tent space for the duration of the festival to promote your brand, products, and services
- Speaking opportunities at the Main Stage and media appearances with festival producer
- Brand mention in pre-recorded stage announcements run during festival weekend

SPONSOR COLLATERALS AND DELIVERABLES CONT.

- Exclusive page on festival video screens displayed next to main stage for
 - duration of festival
- Logo on Bayou Boogaloo website header and footer
- Placement opportunity for 10 branded barricade covers at festival entry/ exit points
- Opportunity to place additional sponsor-produced signage around the site
- 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, & event signage
- Brand name or logo Included In the official festival map

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

*– Pat, Cumulus Radio New Orleans,
Home of Old School 106.7, Power 102.9, NASH 106.1, and ALT 92.3*

TESTIMONIALS

“We focus on grassroots marketing in New Orleans, and we’ve found there’s no better event to sponsor than the Bayou Boogaloo.”

– Morgan, Bryan 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 Cafe