

# MID-CITY BAYOU BOOGALOO

MAY 17 • 18 • 19

MUSIC • FOOD • ART • COMMUNITY

2024



## PROGRAMMING SPONSORS

FRIENDS OF BAYOU ST JOHN IS A 501(C)(3) NONPROFIT THAT PROMOTES STEWARDSHIP, CULTURAL APPRECIATION, RESPONSIBLE RECREATION AND INITIATIVES THAT SUPPORT A CLEAN, HEALTHY BAYOU ST JOHN THAT IS ACCESSIBLE TO ALL.



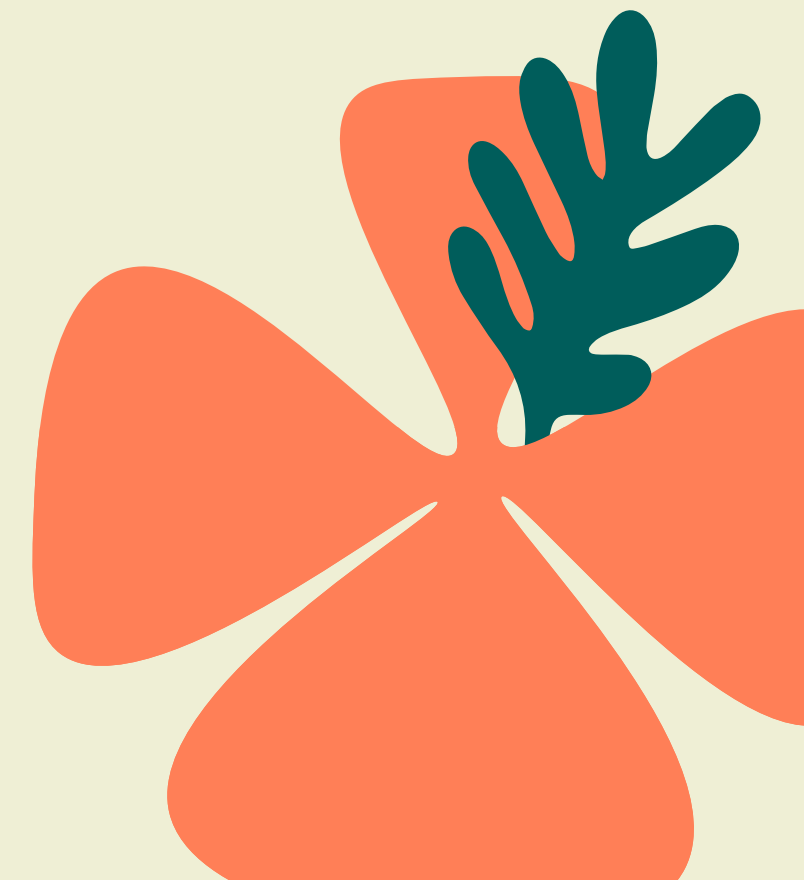
# GENERAL FESTIVAL OVERVIEW

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 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.





# 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 .



# HEADLINER

## \$10,000 INVESTMENT



- BRAND PLACEMENT ON MAIN STAGE VIDEO SCREEN (ROTATING)
- 6 CANOPY CLUB VIP WEEKEND PASSES OR GA EQUIVALENT
- DEDICATED SOCIAL MEDIA POST
- STATIC COMPANY LOGO ON WEBSITE FOOTER
- LISTING ON FESTIVAL SCHEDULE (Signage and Digital)
- PRINT OF OFFICIAL FESTIVAL POSTER
- \$1,000 GENERAL ADMISSION TICKET BANK
- STAGE SIGNAGE DURING PERFORMANCE RECOGNIZING SPONSOR
- LINK AND LOGO ON WEBSITE SPONSOR PAGE

# OPENER

## \$5,000 INVESTMENT



Thank You  
SPONSORS!



- 4 CANOPY CLUB VIP WEEKEND PASSES OR GA EQUIVALENT
- DEDICATED SOCIAL MEDIA POST
- STATIC COMPANY LOGO ON WEBSITE FOOTER
- LISTING ON FESTIVAL SCHEDULE (Signage and Digital)
- PRINT OF OFFICIAL FESTIVAL POSTER
- \$500 GENERAL ADMISSION TICKET BANK
- STAGE SIGNAGE DURING PERFORMANCE RECOGNIZING SPONSOR
- LINK AND LOGO ON WEBSITE SPONSOR PAGE

# STAGEHAND

## \$2,500 INVESTMENT



- 2 CANOPY CLUB VIP WEEKEND PASSES OR GA EQUIVALENT
- DEDICATED SOCIAL MEDIA POST
- STATIC COMPANY LOGO ON WEBSITE FOOTER
- LISTING ON FESTIVAL SCHEDULE (Signage and Digital)
- PRINT OF OFFICIAL FESTIVAL POSTER
- \$250 GENERAL ADMISSION TICKET BANK
- STAGE SIGNAGE DURING PERFORMANCE RECOGNIZING SPONSOR
- LINK AND LOGO ON WEBSITE SPONSOR PAGE



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](http://BlueBikesNola.com)

# ROADIE

## \$1,000 INVESTMENT



- 4 GA WEEKEND PASSES
- LISTING ON FESTIVAL SCHEDULE (Signage and Digital)
- PRINT OF OFFICIAL FESTIVAL POSTER
- \$100 GENERAL ADMISSION TICKET BANK
- STAGE SIGNAGE DURING PERFORMANCE
- RECOGNIZING SPONSOR
- LINK AND LOGO ON WEBSITE SPONSOR PAGE

**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**



# CRAWFISH EATING CONTEST

*Presented by*

**LOUISIANA LOTTERY**

## **SUPER FAN** **\$500 INVESTMENT**



- 2 GA WEEKEND PASSES
- 1- PRINT OF OFFICIAL FESTIVAL POSTER
- \$50 GENERAL ADMISSION TICKET BANK
- STAGE SIGNAGE DURING PERFORMANCE  
RECOGNIZING SPONSOR

**“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*