



2025 Bayou Boogaloo Green Sponsorship Fact Sheet

Bayou Boogaloo is more than just a festival—it's a celebration with a purpose. In alignment with our mission to promote the preservation of a healthy, sustainable Bayou St. John for all, through ecological, cultural, and community-based programming, we are committed to making Boogaloo as green and sustainable as possible. Through environmental initiatives, we strive to reduce the

festival's footprint, protect Bayou St. John, and engage the community in sustainability efforts. As a Green Sponsor, your brand will be directly associated with impactful environmental programs while demonstrating your commitment to sustainability, corporate social responsibility, and the local community. Every sponsorship is fully customizable and flexible, and we will work with you to create a package that aligns with your brand's values, goals, and interests.

As a Bayou Boogaloo Green Sponsor, you will receive a comprehensive package of deliverables that maximizes your brand's visibility and engagement. In addition to sponsorship specific deliverables, all sponsorship opportunities include prominent recognition on physical signage, digital displays, and marketing materials, a VIP and/or GA ticket bank, and opportunities for on-site activation, allowing you to engage directly with festival-goers. Sponsors are also featured in digital marketing efforts, including co-branded content, dedicated social media posts, and online exposure.

We'll work with you to customize a sponsorship package that aligns with your sustainability commitments while making a tangible impact on the festival and local environment. See below for Green Sponsorship opportunities, and let's build a cleaner, greener Bayou Boogaloo together. For more information, please contact us at sponsorship@bayoustjohn.org.

Recycling Initiatives

Last year, in partnership with the Keep Louisiana Beautiful Greener Grounds Program, we diverted over 1,395 lbs of waste from landfills through our recycling and sustainability programs. This year we are again partnered with KLB, and we're looking to ramp up our efforts. With your help, we can make our biggest impact yet in 2025. Your brand logo will be prominently displayed on all recycling signage throughout the festival.

Sponsorship opportunities include:

- Recycling Program Support – Sponsor the transportation costs, materials, containers, and bags needed to run our expanded recycling program (\$2,000).
- Volunteer and Labor Support – Help cover expanded costs for our nonprofit partner REALCYCLE, which operates the program on-site, transportation costs, and support and materials for our volunteers (\$5,000).
- Litter Reduction Program – Fund our participant-based litter program, which provides festival-goers with reusable recycling and trash bags to collect waste during the festival (\$2,000).

Bayou Cleanups & Volunteers

In partnership with our sister organization, Waterway Eco Team, we host specialized bayou cleanups before, during, and after the festival to ensure Bayou St. John remains clean and beautiful. Your brand will be featured on cleanup signage and volunteer t-shirts.

Sponsorship opportunities include:

- Volunteer Supplies & T-Shirts – Fund cleanup supplies, volunteer materials, and branded t-shirts featuring your company's logo (\$1,000–\$2,000).
- Team Volunteering – Interested in bringing your employees or organization to volunteer? Let us know!

Water Stations & Reusable Cups Program

One of our biggest goals for Bayou Boogaloo 2025 is to expand our water stations to encourage the use of reusable water bottles and containers. In previous years, we've provided water manually via small coolers, but festival-goers have consistently asked for expanded access to clean, cold water throughout the festival.

Sponsorship opportunities include:

- Water Refill Stations – Fund a high-capacity, centralized refill station for festival-goers (\$9,000-\$10,000). Your logo will be prominently displayed on the station.
- Reusable Cup Program – Support our reusable cup initiative at all festival bars, reducing single-use waste. Your brand can be featured on the cups (\$4,000).

Shade Sponsorship

This year, we are working to increase shade spaces at the festival by using recycled materials like sails to create comfortable, shaded areas for attendees.

Sponsorship opportunities include:

- Shade Structure Sponsorship – Your logo will be prominently displayed in these much-needed shaded areas (\$2,000–\$5,000).

Accessibility & Sign Language Interpreters

In addition to sustainability, we are committed to making Bayou Boogaloo as accessible as possible. Each year, we provide sign language interpreters on our main stage to ensure deaf and hard-of-hearing attendees can fully experience the festival. Your brand will be featured on signage recognizing our accessibility efforts.

Sponsorship opportunities include:

- ASL Interpretation Support – Fund our sign language interpreters to increase accessibility across multiple stages (\$2,000–\$5,000).

Make a Difference All Year Long

Bayou Boogaloo is our biggest event, but our environmental efforts continue year-round. We regularly host invasive species cleanups, litter pickups, native plantings, and environmental education events to keep Bayou St. John clean and thriving.

If you or your organization would like to get involved in our year-round programming through sponsorship, volunteering opportunities, or other collaborations, please reach out to us at zoe@bayoustjohn.org.

Thank you for your interest in making Bayou Boogaloo a leader in sustainability. We look forward to working with you to build a cleaner, greener, and more sustainable festival!