



Sponsorship Fact Sheet

We invite you to be part of **Bayou Boogaloo 2026** and join us in making an even greater impact in our community. To explore sponsorship opportunities or discuss a custom partnership, please contact us at sponsorship@bayoustjohn.org

For more details please also see our linked Sponsorship decks: [Presenting](#), [Stage](#), or [Music Program](#)

Investment \$50K

As the **Presenting Sponsor** of Bayou Boogaloo 2026, your brand will receive premier visibility across event marketing, on site recognition, and audience engagement opportunities. This premium partnership offers high profile brand placement, promotional visibility, hospitality, and activation opportunities that position your brand at the center of one of New Orleans' signature cultural events.

Deliverables include:

Digital Presence

- Your content featured across our social media and website
- A minimum of 5 dedicated social media posts
- Opportunities for joint social media campaigns and/ or contests
- Logo placement in website header and footer
- Branding in the newsletter sent to 15,000 subscribers
- Brand inclusion across digital advertising, partner promotions, and event listings

On Site Presence

- Private 12' x 14' cabana space at The Broadside for hospitality or activation
- Branded visual placement on venue monitors during the event
- Brand mention in stage announcements
- Placement for up to (6) sponsor provided barricade covers at Broadside plus (2) at Pitot House
- Opportunity for additional sponsor produced signage at both venues
- Premium first line placement on sponsor recognition signage
- Premium placement across event wide signage and multiple venues

Sponsor Benefits

- Your Brand prominently featured alongside the Bayou Boogaloo logo across all event produced collateral
- Exclusive speaking opportunities from the stages at both venues
- Media appearance opportunities
- Canopy Club VIP & GA ticket bank for client and guest hosting
- Presenting sponsor recognition across event materials

Stage Sponsorship

As a **Stage Sponsor** at Bayou Boogaloo 2026, your brand will be prominently featured at one of our three dynamic event stages: **Broadside Outdoor Stage (\$20K)**, **Broadside Pavillion (\$7.5K)**, or **Pitot House Outdoor Stage (\$7.5K)**. This sponsorship includes brand integration across marketing and event materials, along with on site recognition through stage signage, sponsor panels, and inclusion on event schedules. Sponsors receive a ticket package and opportunities for on stage recognition and audience engagement.

Deliverables include:

Digital Presence

- Brand identity included in stage related advertising, promotions, and marketing materials
- Dedicated social media recognition tailored to your sponsorship
- Opportunities for joint social media campaigns and/ or contests
- Branding in the newsletter sent to 15,000 subscribers
- Logo and link included in the website footer

On Site Presence

- Speaking opportunities from the sponsored stage
- Brand mention in stage announcements
- Prominent placement on large format signage boards
- Logo included on sponsor recognition signage across the event
- Large format backdrop signage at the sponsored stage

Sponsor Benefits

- Brand inclusion on maps and schedules
- A generous bank of VIP and GA tickets for clients, employees, constituents, staff, and/ or vendors.
- Opportunity for private cabana space for hospitality or activation, based on sponsorship level

Programming Sponsorship

As a **Music & Programming Sponsor** of Bayou Boogaloo 2026, you will help bring live performance to the event while directly supporting New Orleans' cultural economy. With sponsorship levels designed for a range of businesses and budgets, partners receive brand visibility, on site recognition, and meaningful opportunities to connect with event goers.

Sponsorship Levels and Investment Benefits:

Headliner \$5,000

- Brand placement on large format signage boards
- 6 Canopy Club VIP weekend passes
- One Dedicated social media post
- Static company logo on website footer
- Listing on festival schedule (signage and digital)
- Link and logo on website sponsor page
- Stage signage during performance
- Merchandise Package

Opener \$2,500

- Brand placement on large format signage boards
- 4 Canopy Club VIP weekend passes
- One Dedicated social media posts
- Static company logo on website footer
- Listing on festival schedule (signage and digital)
- Stage signage during performance
- Link and logo on website sponsor page
- Merchandise Package

Stagehand \$1,250

- Brand placement on large format signage boards
- 2 Canopy Club VIP weekend passes
- 1 Dedicated social media post
- Listing on festival schedule (signage and digital)
- Stage signage during performance recognizing sponsor
- Link and logo on website sponsor page
- Merchandise Package

Roadie \$750

- Brand placement on sponsor board
- 4 GA weekend passes at The Broadside
- Listing on festival schedule (signage and digital)
- Stage signage during performance
- Link and logo on website sponsor page
- Merchandise Package

Super Fan \$375

- Brand placement on sponsor board
- 2 GA weekend passes at The Broadside
- Stage signage during performance
- Merchandise package

Green Sponsorship Opportunities Bayou Boogaloo is not 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 being a green festival with a strong focus on sustainability. We offer meaningful sponsorship opportunities for businesses looking to support recycling, daily bayou cleanups, water refill stations, and other initiatives that reduce our environmental impact. If you're interested in partnering with us to help make Bayou Boogaloo as green as possible, we'd love to collaborate!

