Every year on the third weekend of May, Friends of Bayou St. John celebrates Louisiana's music, art, food, and culture with its Mid-City Bayou Boogaloo Festival, which takes place along the historic and beautiful urban waterway of Bayou St. John. The festival features four live music 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. Our Art Market offers original works of art in a variety of genres from 60 of Louisiana's most celebrated artisans. The festival also boasts 30 Louisiana food vendors, serving a plethora of traditional New Orleans cuisine and original, inventive recipes.

Friends of Bayou St. John has produced the Mid-City Bayou Boogaloo since 2006, experiencing tremendous growth each year and becoming recognized as Mid-City's highest quality three-day festival.

-Over the past 13 years, the festival has featured-

**GRAMMY award winners:**
- Irma Thomas
- Leo Nocentelli
- Lowrider Band
- The Wailers

**Local FAVORITES:**
- Cyril Neville
- Walter "Wolfman" Washington
- Mannie Fresh
- Big Chief Bo Dollis & The Wild Magnolias
- Tank and the Bangas
- Jon Cleary

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

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

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

+ 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.

The following pages will tell you more about this valuable opportunity to connect with your market and gain effective exposure for your business. Please consider supporting Friends of Bayou St. John's mission by sponsoring this growing multi-cultural, family-friendly event.
Our audience

Attendance: Onsite audience of 35,000

Gender:
- 41% Male
- 59% Female

Age:
- 28% 55+ yrs old
- 64% 25-49 yrs old
- 8% 18-24 yrs old

Annual Income:
- 33% $100k or higher
- 35% $50k-$99k
- 32% $49k or less

Hometown:
- 84% New Orleans Metro Area
- 2% Elsewhere in Louisiana
- 14% Out-of-State

Family Friendly:
Parents bring over 12,000 children & youth annually.

Survey data provided by
The University of New Orleans Hospitality Research Center
Satisfaction

Our audience doesn’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
- Free
- Family friendly
- Vendors
Out-of-town visitors who travel to New Orleans primarily to attend The Bayou Boogaloo make a valuable financial contribution to the local economy.

- **Economic Impact**: $739,000
- **Economic Impact**: $215,000
- **Economic Impact**: $56,000

**Over $50,000**
- **Art Vendor Sales**: Over $50,000 in 2018
- **Nonprofit Partners**: Over $24,000 raised in 2018
- **Local Musicians + Performers**: Over $60,000/yr paid to local musicians + performers
MEDIA DATA

TV
- WWLTV
- WDSU
- WGNO
- WVUE

OUTDOOR
- LAMAR (BILLBOARDS)

PRINT
- THE ADVOCATE
- OFFBEAT MAGAZINE
- GAMBIT WEEKLY
- TIMES PICAYUNE
- WHERE Y’AT
- NEW ORLEANS MAGAZINE
- ACADIANA PROFILE
- LOUISIANA LIFE

RADIO
- WWNO 89.9
- WWOZ 90.7
- ALT 92.3
- POWER 102.9
- WBOK 1230AM
- NASH 106.1
- OLD SCHOOL 106.7

DIGITAL
- NOLA.COM
- WWLTV.COM
- THEADVOCATE.COM
- OFFBEAT.COM
- BESTOFNEWORLEANS.COM
- MYNEWORLEANS.COM
- BizNewOrleans.com

SOCIAL

"Over 2 million impressions on social media in 2018"

*Over 1.2 million online impressions!

Over $600,000 in earned media coverage

Over $70,000 in marketing investments and media sponsorships

Over 6 million ad impressions
Friends of Bayou St. John’s mission is to promote 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 partners with several local nonprofits, enabling them to conduct outreach and raise funds via our audience. Since its inception, The Mid-City Bayou Boogaloo has raised over $140,000 for community partners!
THANK YOU TO OUR 2018 SPONSORS

Join the ranks of businesses that care about their community. Become a sponsor today!
“Don’t just take it from us...”

“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

“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

“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

“We know that when we sponsor Bayou Boogaloo, those sponsorship dollars then go so much further into the community and so we feel like our dollars get multiplied”
– Jennifer Weishaupt, Ruby Slipper Café
For more information on sponsorship opportunities, contact Jared Zeller, President of Friends of Bayou St. John and Founder of the Mid-City Bayou Boogaloo.

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