

**14**  
**YRS**

# MID-CITY **BAYOU** **BOOGALOO**

PRESENTED BY



**BECOME A 2019 SPONSOR TODAY!**



- A FESTIVAL FOR ALL!
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# A FESTIVAL FOR ALL!

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
- + Beausoleil avec Michael Doucet
- + Grupo Fantasma
- + Terrence Simien
- + Lost Bayou Ramblers

### **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

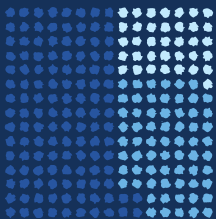


**41%**



**59%**

## 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

**DRINKS** **ATMOSPHERE**

**MUSIC**

**BOATS**

**PEOPLE**

**WATER**

**LOCATION**

**FREE** FAMILY FRIENDLY

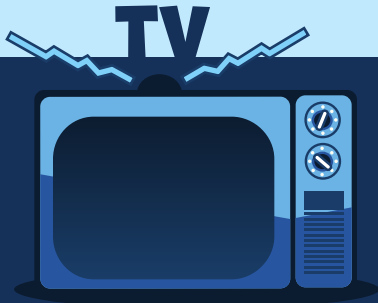
**VENDORS**

# CULTURAL CAPITAL



# MEDIA DATA

## TV



- WWLTV
- WDSU
- WGNO
- WVUE

## OUTDOOR



- LAMAR (BILLBOARDS)

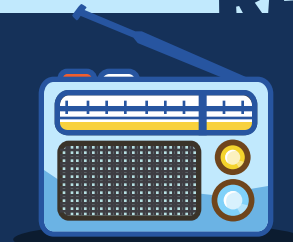
\*1.4 MILLION BILLBOARD AD IMPRESSIONS!

## 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

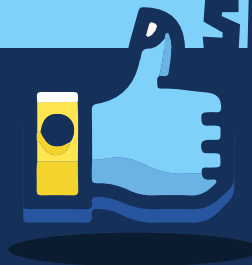
## DIGITAL



- NOLA.COM
- WWLTV.COM
- THEADVOCATE.COM
- OFFBEAT.COM
- BESTOFNEWORLEANS.COM
- MYNEWORLEANS.COM
- BIZNEWORLEANS.COM

\*OVER 1.2 MILLION ONLINE IMPRESSIONS!

## SOCIAL



\*OVER 2 MILLION  
IMPRESSIONS  
ON SOCIAL MEDIA  
in 2018

# OVER \$600,000

# IN EARNED MEDIA COVERAGE

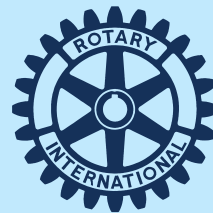
# OVER \$70,000

IN MARKETING INVESTMENTS  
AND MEDIA SPONSORSHIPS

# OVER 6 MILLION AD IMPRESSIONS

# 2018 COMMUNITY PARTNERS

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!



POSITIVE  
VIBRATIONS  
FOUNDATION



Jose Cuervo





# 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**



# CONTACT



**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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