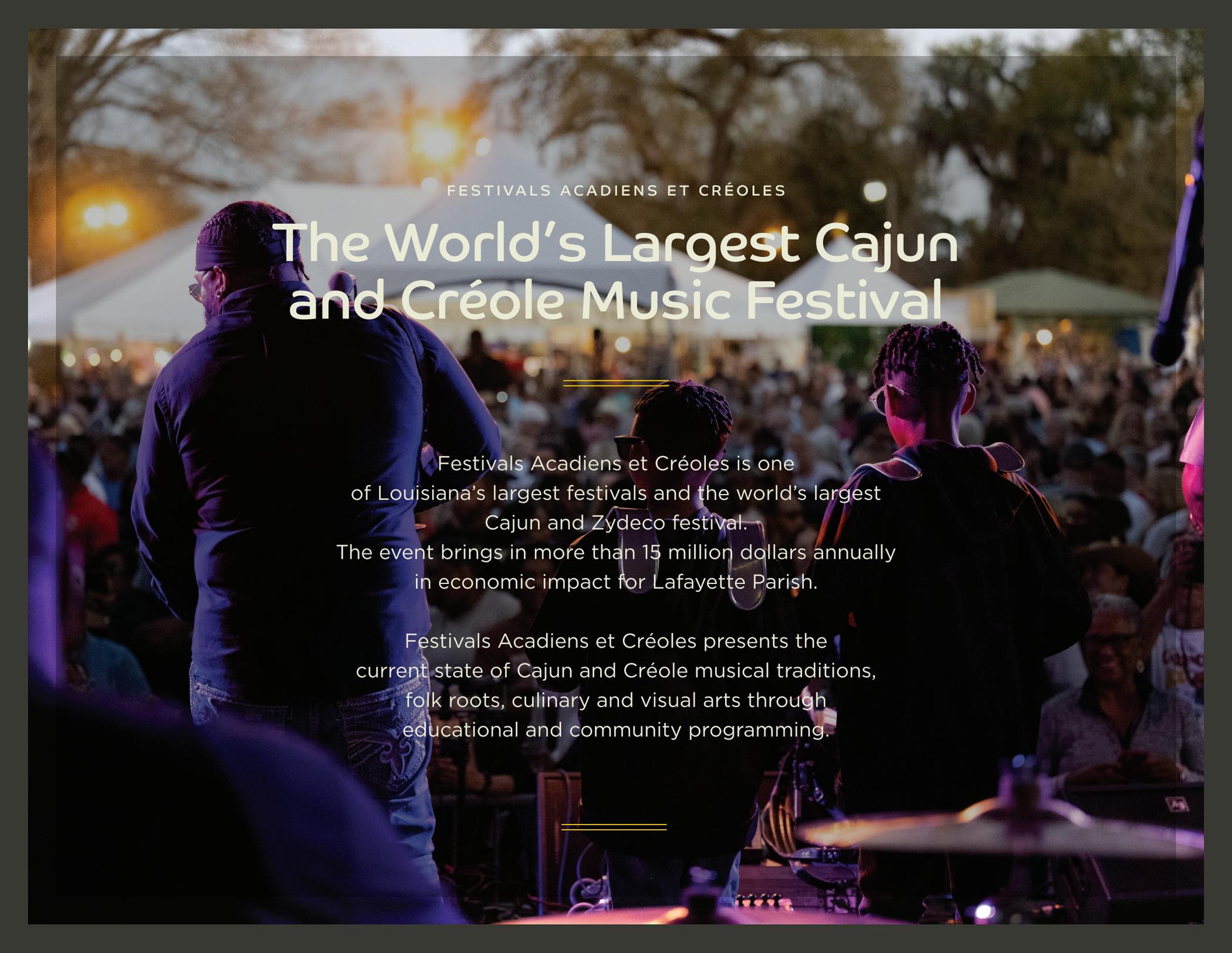




FESTIVALS  
ACADIENS ET CRÉOLES

2023

**COMMUNITY PARTNER  
OPPORTUNITIES**



FESTIVALS ACADIENS ET CRÉOLES

# The World's Largest Cajun and Créole Music Festival

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Festivals Acadiens et Créoles is one of Louisiana's largest festivals and the world's largest Cajun and Zydeco festival.

The event brings in more than 15 million dollars annually in economic impact for Lafayette Parish.

Festivals Acadiens et Créoles presents the current state of Cajun and Créole musical traditions, folk roots, culinary and visual arts through educational and community programming.

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# Festivals Fast Facts

**Admission:** FREE

**Dates:** Second full weekend in October

**Location:** Girard Park, Lafayette, La. and off-site participating venues

**Venues:** Six stages with live music, plus a cooking demo tent, food festival, children's area, crafts fair and sports tent

**Attendance:** Over 100,000 attendees from the continental United States and worldwide

**Sponsorship Opps:** Presenting Sponsor; Platinum, Gold, Silver, Bronze and More

**Media Opportunities:** FestivalsAcadiens.com, Facebook, Twitter, Instagram, Print, Radio, Television, On-site banners & signage, e-newsletter

**Total Marketing Value:** Over \$350,000

**Beneficiaries:** 5 nonprofit partners and funds dedicated to beautification of Girard Park, music, art, language and food

**Community Impact:** Economic impact of \$15 million annually for Lafayette Parish

**Engagement:** Over 40,000 followers and fans on social media channels; combined reach on social media is over 300,000

**In-Kind Media:** Approximately \$300,000 of in-kind advertising from media partners along with editorial coverage

**Advertising:** Total advertising campaign spend is approximately \$350,000



With six stages for live music and areas for food, crafts and children's activities in Girard Park, Festivals Acadiens et Créoles has grown from one music stage to a three-day event with multiple stages. Today, Festivals Acadiens represents a combination of three historic festivals: the Bayou Food Festival, Louisiana Craft Fair and the Festival de Musique.

## FESTIVAL VENUES

Scène Ma Louisiane

Scène Mon Héritage

Salle de Danse

Bayou Food Festival

Culture Sur la Table

Louisiana Craft Fair

Scène Atelier

JAM ÇA! Jam Tent

La Place des Petits

Louisiana Sports Tent

## OFFSITE FESTIVAL VENUES & EVENTS

Tour des Atakapas Run & Paddle

Festivals Acadiens et Créoles Legacy Series

Blue Moon Saloon

FESTIVALS ACADIENS ET CRÉOLES

# Our Community Impact

1. Festivals Acadiens et Créoles is one of the largest FREE public events in the state of Louisiana and the largest Cajun & Créole celebration in the world.
2. Festivals Acadiens et Créoles supports tourism efforts, as visitors from around the world travel to Lafayette to experience firsthand our unique Cajun & Créole culture.
3. Festivals annually generates more than \$15 million in economic impact for Lafayette Parish.
4. Each year, the festival attracts tens of thousands of attendees from all 50 states and dozens of countries, including France, Canada, England, Germany, Belgium, Denmark, Sweden, the U.S. Virgin Islands, and Scotland to name a few.
5. Festivals has increased attendance by 20 percent annually.
6. 38 percent of attendees travel 500 miles or more to attend the festival.
7. Lafayette residents spend an average of \$362 per person, while visiting attendees spend an average of \$945 per person.
8. 75% of Festivals attendees recognize the names of major sponsors, and one-fourth are likely to purchase these sponsors' products simply because of their affiliation with the festival.
9. Festivals Acadiens et Créoles has invested thousands of dollars into cultural community initiatives.
10. For 49 years, this Festival has been a leading advocate working to promote and sustain Cajun and Créole music, cultural traditions and the French language.

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Festivals Acadiens et Créoles' impact goes beyond culture and into the roots of our community.

We are committed to helping to build a vibrant, diverse and cultured community.

The Festival has invested thousands of dollars back into the community. Beneficiaries include:

Girard Park Beautification

Second Harvest Food Bank

Université Sainte-Anne in Nova Scotia

Scholarships

Boy Scouts Evangeline Area Council

UL Lafayette Folklore Department

"*La Belle Vie*" single & video featuring

Zachary Richard with French

Immersion students from North Lewis

Elementary in New Iberia

Louisiana Folk Roots Annual Music Camp

Lafayette and the UL Biology Society

And Many More

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FESTIVALS ACADIENS ET CRÉOLES

# Community Partnership Opportunities

# Community Partnership Opportunities

Becoming a community partner of Festivals Acadiens is a great way to support and maintain the cultural heritage that makes Acadiana so special. By partnering with us, you help ensure that these vital assets continue to thrive and grow. Plus, as a partner, your company will gain valuable exposure to a global audience, reaching thousands of visitors from all around the world. It's a win-win situation for everyone involved!

## Community Partners Recieve Special Festival Perks:

- Acknowledgment at Official Festival Poster and Pin Unveiling Party
- Recognition in event marketing and advertising
- Yearlong visibility as a Festival partner via the website and social media
- Partner shoutout in the Official Festival E-Newsletter
- Inclusion in pre-taped audio loop created by KRVS in both French and English running in between 65 band performances during Festival weekend
- Commemorative Festivals Acadiens et Créole Merchandise

## PARTNERSHIP LEVELS:

**PRESENTING**

**\$75,000**

**PLATINUM**

**\$50,000**

**GOLD**

**\$25,000**

**SILVER**

**\$10,000**

**BRONZE**

**\$5,000**

**BAND FAN**

**\$2,500**

FESTIVALS ACADIENS ET CRÉOLES

# Partnership Exposure

**Big Festival. Big Exposure for Your Company.**

**Pocket Guide:** **30,000** printed and distributed throughout the community and available during the weekend of Festival

**Official Festival Poster:** **300** printed (*Presenting Partner Only*)

**Promotional Poster:** **300** printed

**LUS Bill Stuffer:** **63,000** households with company named

**Social Media & Email:** Sponsors announced and thanked via **Facebook, Twitter, Instagram** and **e-newsletter**, reaching over **300,000** people and approximately **15,000** subscribers.

**Festival Signage & Gear:** Promotional signs on-site include **stage signage** and **partner panels, company logo flags, stage crowns** and **VIP badges**.

**Radio & Broadcast:** A **partner loop** highlighting your participation will be recorded by KRVS 88.7 FM and broadcast at all music stages and venues throughout the event.

Top-tier partners are included in **television and radio** commercials broadcast on KATC TV-3, KLFY TV10, KADN, LUS Fiber Cable System, Townsquare Media and out-of-market stations.

LCVC places regional ads in more than 20 print and online publications, including:  
AAA Southern Traveler,  
San Antonio Magazine, Austin Monthly, Houstonia Magazine, Travel 50 & Beyond, Louisiana Life and Texas Monthly Online.

PR REACH:

culturemap  
HOUSTON

TexasMonthly

CountryRoads

offBEAT  
MAGAZINE

LouisianaLife  
MAGAZINE

AMERICAN  
FOLKLORE  
SOCIETY

# PRESENTING PARTNER \$75,000

## Presenting Partner Company Logo placement on all printed festival materials, including:

Company logo locked with Festival Logo and highlighted where ever the Festival Logo appears

Presenting Sponsor Stage Signage at both main music venues: Scène Ma Louisiane AND Scène Mon Héritage, Scène Atelier, La Place des Petits, Louisiana Sports Tent and Culture Sur La Table

Logo featured on the Stage Crown at Scène Ma Louisiane as the Presenting Partnership Acknowledgment at all Performances

Locked logo featured on the cover of Official Festival Pocket Guide - 30K printed

Locked logo featured on Promotional Festival Poster distributed throughout the community

Festival Merchandise Swag Bag

Logo featured on Festival Website

## Presenting Partnership Locked Logo featured in all festival advertising:

Locked Logo with audio "Festivals Acadiens et Créoles Presented by" in all Television & Radio and Print Advertising (\$300,000 value)

Partnership recognition in E-Newsletter - 15K subscribers

Social Media Marketing highlighting your company as the Presenting Sponsor.

Logo Placement in Digital Advertising

Public Relations and Media Interviews

## Partnership Perks:

20 Festival Friends VIP Tent Passes; Includes access to private restroom facilities plus complimentary beverages and food

8 Premium Festival Parking Passes

10 Backstage Access Passes at Scène Ma Louisiane Stage

Official Commemorative Festival Swag including Pins, Stickers and Bags, Poster and Festival T-shirts



Your Logo Here

Presenting Partner Company Logo on all printed festival materials

Presenting Partner Company recognition in all festival advertising

Company logo locked with Festival Logo and highlighted wherever the Festival Logo appears

Presenting Sponsor Stage Signage at both main music venues

8 Premium Festival Parking Passes

20 Festival Friends VIP Tent Passes

10 Backstage Passes at Scène Ma Louisiane Stage

All community partnerships are considered sponsorships and are tax deductible.

# PLATINUM PARTNER \$50,000

## Platinum Partner Company Logo placement on all printed festival materials, including:

Platinum Partner Stage Signage at both main music venues:  
Scène Ma Louisiane AND Scène Mon Héritage in addition to Salle de Danse, Scène Atelier,  
Place des Petits, Louisiana Sports Tent and Culture sur la table

Platinum Partnership acknowledgment at all performances

Partner logo featured in the Official Festival Pocket Guide - 30K printed

Partner Logo featured on Promotional Festival Poster distributed throughout the  
community - 300 Printed

Partner Logo featured on Festival Website

## Platinum Partner Company recognition in all festival advertising:

Logo featured in all Television & Radio and Print Advertising (\$300,000 value)

Logo Placement in Digital Advertising

Partnership recognition in E-Newsletter - 15K subscribers

Public Relations and Media Interviews

Social Media Marketing highlighting your company as Platinum Partner

## Partnership Perks:

10 Festival Friends VIP Tent Passes; Includes access to private restroom facilities plus  
complimentary beverages and food

6 Premium Festival Parking Passes

8 Backstage Access Passes at Scène Ma Louisiane Stage

Official Commemorative Festival Swag including Pins, Stickers and Bags, Poster and  
Festival T-shirts



Your Logo Here

Platinum Partner Company Logo on all  
printed festival materials

Platinum Partner Company recognition  
in all festival advertising

Platinum Sponsor Stage Signage at  
both main music venues

6 Premium Festival Parking Passes

10 Festival Friends VIP Tent  
Passes

8 Backstage Passes at Scène Ma  
Louisiane Stage

All community partnerships are considered sponsorships and are tax deductible.

## GOLD PARTNER \$25,000

### Gold Partner Company Logo placement on all printed festival materials, including:

Gold Partner Stage Signage at one main music venue: Scène Ma Louisiane OR Scène Mon Héritage as well as Salle de Danse, Scène Atelier, Place des Petits.

Partnership acknowledgment at all performances

Partner logo featured in the Official Festival Pocket Guide - 30K printed

Partner Logo featured on Promotional Festival Poster distributed throughout the community - 300 Printed

Partner Logo featured on Festival Website

### Gold Partner Logo recognition in all festival advertising:

Partnership recognition in E-Newsletter - 15K subscribers

Social Media Marketing highlighting your company as Platinum Partner

### Partnership Perks:

8 Festival Friends VIP Tent Passes; Includes access to private restroom facilities plus complimentary beverages and food

4 Festival Parking Passes

6 Backstage Access Passes at Scène Ma Louisiane Stage

Official Commemorative Festival Swag including Pins, Stickers and Bags, Poster and Festival T-shirts

All community partnerships are considered sponsorships and are tax deductible.

## SILVER PARTNER \$10,000

### Silver Partner Logo placement at the following areas:

Silver Partner Stage Signage at all of the following venues: Salle de Danse, Scène Atelier, Place des Petits, and Culture sur la Table.

Partnership acknowledgment at all performances

Partner logo featured in the Official Festival Pocket Guide - 30K printed

Partner Logo featured on Promotional Festival Poster - 300 Printed

Partner Logo featured on Festival Website

### Silver Partner Company Recognition:

Partnership recognition in E-Newsletter - 15K subscribers

Social Media Marketing highlighting your company as Silver Partner

### Partnership Perks:

6 Festival Friends VIP Tent Passes; Includes access to private restroom facilities plus complimentary beverages and food

3 Festival Parking Passes

4 Backstage Access Passes at Scène Ma Louisiane Stage

Official Commemorative Festival Swag including Pins, Stickers and Bags, Poster and Festival T-shirts

All community partnerships are considered sponsorships and are tax deductible.

## BRONZE PARTNER \$5,000

### Partner Logo placement at the following areas:

Partner Stage Signage at all of the following venues:  
Scène Atelier, Place des Petits, and Culture Sur La Table

Partnership acknowledgment at all performances

Partner logo featured in the Official Festival Pocket Guide -  
30K printed

Partner Logo featured on Promotional Festival Poster - 300 Printed

Partner Logo featured on Festival Website

### Bronze Partner Company Recognition:

Social Media Marketing highlighting your company as Bronze  
Partner

### Partnership Perks:

4 Festival Friends VIP Tent Passes; Includes access to private  
restroom facilities plus complimentary beverages and food

2 Festival Parking Passes

Backstage Access Passes at Scène Ma Louisiane Stage

Official Commemorative Festival Swag including Pins, Stickers and  
Bags, Poster and Festival T-shirts

All community partnerships are considered sponsorships and are tax deductible.

## BAND FAN \$2,500

### Sponsor the Cajun or Zydeco Band of your choice (Based on availability)

Name or Company Name featured in Official Festival Pocket Guide  
below Band chosen - 300K printed

Band Fan acknowledgment at all performances

Name or Company Name featured on Festival Website in  
Partnership section

### Band Fan Recognition:

Social Media Marketing highlighting you personally or your  
company as a Band Fan.

### Partnership Perks:

2 Festival Friends VIP Tent Passes; Includes access to private  
restroom facilities plus complimentary beverages and food

1 Festival Parking Pass

2 Backstage Access Passes with meet and greet with Band chosen

Official Commemorative Festival Swag including Pins, Stickers and  
Bags, Poster and Festival T-shirts

All community partnerships are considered sponsorships and are tax deductible.

### For more information about sponsorship opportunities, contact:

Patrick Mould, Vice President of Programming & Development

337-739-9404, [kjncchef2013@gmail.com](mailto:kjncchef2013@gmail.com)



FESTIVALS ACADIENS ET CRÉOLES

# In-kind Partnerships

Festivals Acadiens et Créoles is truly a community effort, and we are proud and honored to have the continued support of our in-kind media partners. Their contributions have made a significant impact on our marketing success.

- Over 7 media partners donating \$350,000 in in-kind advertising.
- \$30,000 regional campaign targeting the southeastern U.S. by Lafayette Convention & Visitors Commission.
- \$12,000 marketing grant awarded by Louisiana Office of Tourism.
- Total annual advertising campaign is approximately \$350,000.
- Presenting sponsors are invited to participate in interviews on Good Morning Acadiana, Passe-Partout, Meet Your Neighbor, Acadiana Today and live, on-site remotes to kick off Festivals weekend.
- Sponsor loops recorded by KRVS 88.7 FM are broadcast at all 5 music stages and ALL other venues throughout the event.

**NEWS15**



THE ACADIANA  
ADVOCATE



**LUSFIBER**

**KRVS**  
88.7 FM

**KLFY NEWS 10**



[FESTIVALSACADIENS.COM](http://FESTIVALSACADIENS.COM)

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