



BONNE  
FÊTE  
TOUT  
MONDE





A photograph of a man and a woman dancing at a festival. The man is on the left, wearing a black cap and a grey and black long-sleeved shirt. The woman is on the right, wearing a red top and denim shorts. They are both smiling and looking at each other. In the background, other people are visible, some dancing and some standing. The scene is outdoors with a yellow canopy tent visible in the upper right.

FESTIVALS ACADIENS ET CREOLES

# The World's Largest Cajun and Creole Music Festival

Festivals Acadiens et Creoles is one of Louisiana's largest festivals, bringing in more than 11 million dollar economic impact to Acadiana region every year. In addition to being a significant economic contributor to the community, Festivals mission to present the current state of Cajun and Creole culture through performances that range from thoughtful preservation to daring innovation in areas of music, food and art.

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I was at your festival this year with 20 music lovers from all over Europe.  
We tremendously enjoyed it and would love to come back next year.

— Rolf Schubert, Cologne, Germany

## FESTIVALS ACADIENS ET CREOLES

# Festivals Fast Facts

**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 125,000 attendees from all 50 states & dozens of countries

**Sponsorship Opps:** Presenting Sponsor; Platinum, Gold, Silver and Media Sponsors

**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 \$11 million annually for Lafayette Parish

**Engagement:** Over 26,000 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 a sleepy music stage to a full-blown, five-day event. Today, Festivals Acadiens represents a combination of three historic festivals: the Bayou Food Festival, Louisiana Craft Fair and the Festival de Musique. Offsite venues include the Hilliard University Art Museum and Vermilionville, where educational and art components further Festivals mission to keep Cajun and Creole culture alive.

### 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

Hilliard University Art Museum  
Vermilionville  
Tour des Atakapas Run & Paddle



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## Festivals Acadiens et Creoles

impact goes beyond culture and into the roots of our community. We believe in and are committed to helping to build a vibrant, diverse and cultured community.

Since 2008, we have invested over \$100,000 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 CREOLES

# 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 & Creole 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 & Creole culture.
3. Festivals annually generates more than \$11 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 since 2013.
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. Since 2008, Festivals Acadiens et Creoles has given back more than \$100,000 community cultural initiatives.
10. For 47 years, this Festival has been the lead driver working to promote and sustain Cajun and Creole music with a focus on local culture and traditions.

# Sponsorship Opportunities

As a sponsor of Festivals Acadiens et Créoles, have your company logo visible to **TENS OF THOUSAND OF VISITORS FROM AROUND THE WORLD** during the Festival and in our promotional and marketing materials, while supporting a nonprofit 501(c)3, community-based organization and its benefit charities.

## PRESENTING SPONSOR \$100,000

- Your company logo locked with the Festivals Acadiens et Créoles logo in all printed materials and advertising in local, regional and national print publications, TV and radio.
- Locked logo on the cover of Official Festival Pocket Guide, on Festival promo poster and website.
- Inclusion in media interviews and a Friday morning live remote featuring a company representative, as well as five stage appearances and multiple speaking opportunities from all stages.
- Social media mentions on Facebook, Twitter and Instagram, reaching over 300,000 fans.
- Inclusion in pre-taped audio loop created by KRVS in both French and English running in between 75 band performances and at ALL other venues throughout the day.
- Fifty VIP and 25 parking passes to be shared with company representatives or clients.

## PLATINUM SPONSOR \$75,000

- Your company logo featured at both main music venues: Scène Ma Louisiane AND Scène Mon Héritage (as well as 7 other performance areas).
- Company logo featured in Official Festival Pocket Guide, on Festival promo poster and website.
- Social media mentions on Facebook, Twitter and Instagram, reaching over 300,000 fans.
- Inclusion in pre-taped audio loop created by KRVS in both French and English running in between 75 band performances and at ALL other venues throughout the day.

## GOLD SPONSOR \$50,000

- Your company logo featured at one main music venue: Scène Ma Louisiane OR Scène Mon Héritage (as well as 5 other performance areas).
- Company logo featured in Official Festival Pocket Guide, on Festival promo poster and website.
- Social media mentions on Facebook, Twitter and Instagram, reaching over 300,000 fans.
- Inclusion in pre-taped audio loop created by KRVS in both French and English running in between 75 band performances and at ALL other venues throughout the day.

# Sponsorship Opportunities

## SILVER SPONSOR \$25,000

- Company logo featured at Scène Mon Héritage and 3 other performance areas.
- Company logo featured in Official Festival Pocket Guide, on Festival promo poster and website.
- Social media mentions on Facebook, Twitter and Instagram, reaching over 300,000 fans.
- Inclusion in pre-taped audio loop created by KRVS in both French and English running in between 75 band performances and at ALL other venues throughout the day.

## BRONZE SPONSOR \$15,000

- Your company logo featured at 3 performance areas.
- Company logo featured in Official Festival Pocket Guide, on Festival promo poster and website.
- Social media mentions on Facebook, Twitter and Instagram, reaching over 300,000 fans.
- Inclusion in pre-taped audio loop created by KRVS in both French and English running in between 75 band performances and at ALL other venues throughout the day.

## BAND FAN \$1,500

- Your company featured as the sponsor for one of our 75 bands performing (you get to pick from a who's who of Cajun and Zydeco performers!).
- Your company logo featured on Band Name Stage Banner.
- On-stage speaking opportunity about why you chose to support the Festival and YOUR BAND as a Band Fan.
- Company logo featured on website and all social media platforms.
- Meet and greet with YOUR BAND after they perform.

### Additional Sponsor Perks Include:

- Special thank you at Official Festival Poster and Pin Unveiling Party
- Yearlong visibility as a Festival sponsor via the website and social media
- Sponsor's profile in Official Festival E-Newsletter
- VIP Tent access
- Special VIP Parking Pass (limited)
- Special stage viewing platforms (limited)

### 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 CREOLES

# In-kind Sponsorships

Festivals Acadiens has all of the local media resources behind it, including print, television, radio and more. The festival is a community-based effort on the part of the media, and all outlets work together to promote the Festival and its sponsors.

- 7 media partners donating \$300,000 in in-kind advertising.
- \$50,000 regional campaign targeting the southeastern U.S. by Lafayette Convention & Visitors Commission.
- Total annual advertising campaign is over \$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.

A **sponsor's loop** recorded by KRVS 88.7 FM is broadcast at all 5 music stages and ALL other venues throughout the event. **Commercials** created by Holbrook Multi Media are broadcast on KATC TV-3, KLFY TV10, KADN, and LUS Fiber Cable System.

NEWS15



THE ACADIANA  
ADVOCATE



LUS FIBER

KRVS  
88.7 FM

KLFY  
NEWS 10

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.

"I adore Festivals Acadiens so much. It represents everything that I love about Lafayette—great food, fantastic local music, talented artisans and crafts people and the friendliest folks on the planet. If you want to show people who are not from here what we're all about, make sure you bring them to this beloved annual event that celebrates our Cajun heritage and lifestyle so perfectly!"

— Stephanie Crist,  
Townsquare Media/The Dawg 97.3



FESTIVALS ACADIENS ET CREOLES

# Sponsorship Exposure

Voted "Best Festival Outside New Orleans" in 2013 by Offbeat Magazine

Received the International Business Award for 2015 from Le Centre International Business Organization for promoting Lafayette positively to an international audience.

Named "Best Cultural Festival" for 2015 as chosen by readers of USA Today

"Instrument Makers Turn Visions Into Music."  
– *The Daily Advertiser*

"5 Reasons to Make the Drive to Lafayette for Festivals Acadiens et Créoles."  
– New Orleans Moms Blog

**Pocket Guide:** 40,000 printed and distributed by Schilling Distributing, Lafayette Coca-Cola and University of Louisiana at Lafayette

**Posters:** 600 printed

**Symposium Postcards:** 2,500 printed

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

**Exhibit Announcement:** 300 printed

**Social Media & Email:** Sponsors announced and thanked via **Facebook**, **Twitter**, **Instagram** and **e-newsletter**, reaching over 300,000 people and over 3,000 subscribers.

**Festival Signage & Gear:** Promotional signs on-site include **banners** and **sponsor panels**, **sponsor flags**, **stage crowns**, **VIP volunteer badges** and **t-shirts**.

**Broadcast & Live Feed:** A **sponsor's loop** recorded by KRVS 88.7 FM is broadcast at all 5 music stages and ALL other venues throughout the event. **Commercials** created by Holbrook Multi Media are broadcast on KATC TV-3, KLFY TV10, KADN, and LUS Fiber Cable System.





**On va se voir au Festivals!  
See you at Festivals!**