2027




ZACHARY
MARDI GRAS
LOUISIANA
EST. 2026

# Sponsorship Opportunities

**FEBRUARY 7 - 8, 2027**
**ZACHARY, LA**

# A Letter from the Executive Director

Dear Valued Partner,

Join Our Beloved Community United for our annual Mardi Gras weekend, a celebration honoring the best and brightest in Zachary.

By sponsoring this event, you'll gain valuable brand exposure while demonstrating your commitment to the community and volunteers who uplift our city. Please review the enclosed sponsorship tiers to find the best fit for your team.

Thank you for your partnership in building this lasting community tradition.

Warm regards,
**Jamar Hébert**
Executive Director, Our Beloved Community United

# Our Beloved Community United

Our Beloved Community United is a grassroots nonprofit organization dedicated to improving the quality of life for residents of Zachary, Baker, and Scotlandville, Louisiana. We are committed to building a stronger, more united region by focusing on the areas that matter most—our youth, our health, and our culture.

We are neighbors, mentors, parents, and advocates. We are builders of safe spaces, healthy families, and meaningful traditions. Together, we are creating the kind of community we all deserve—one rooted in dignity, unity, and purpose.

We put love into action—block by block, life by life.

The 2027 Zachary Mardi Gras celebration is a community festival featuring:

- **Sunday, Feb. 7th 2027:** 2nd Annual Parade with theme "Let the Good Times Roll: One City. Many Sounds. One Rhythm."
- **Monday, Feb. 8th 2027:** Love Your City: City-wide Cleanup

# About the City of Zachary

- **Population:** Approximately 19,300 residents (2020 U.S. Census)
- **Growth:** Ranked among the fastest-growing municipalities in Louisiana with over 40% growth since 2010
- **Demographics:** Median age of 32.9 years; diverse mix of families, professionals, and retirees
- **Economy:** Strong local economy anchored by healthcare, education, and small business; median household income of $66,000
- **Education & Community:** Home to top-rated schools, vibrant faith communities, and numerous parks and recreational facilities
- **Quality of Life:** Recognized for low crime rates, outstanding public services, and a close-knit, civic-minded atmosphere

# Partnership & Coordination

The Zachary Mardi Gras celebration is a collaborative effort among the Our Beloved Community United, the City of Zachary, and the Zachary Police Department. Together, we are coordinating planning, logistics, safety protocols, and community outreach to ensure a seamless and impactful three-day event.




# Parade Overview




- **Purpose:** Unite residents, spotlight local heroes, boost the local economy
- **Theme:** "Let the Good Times Roll: One City. Many Sounds. One Rhythm."
- **Features:** Traditional floats crafted by local artists, high school & college marching bands, dance teams, and civic groups
- **Benefits:** Increased foot traffic, civic pride, family-friendly entertainment, and broad community partnerships

# Use of Funds & Why Sponsor

The 2027 Zachary Mardi Gras celebration is a fun, safe, family-friendly event made possible by our generous sponsors. Your financial support helps cover key costs and ensures a well-coordinated festival, including:

- **Security & Safety:** Police, EMS units, and safety infrastructure
- **Parade & Event Operations:** Barricades, signage, and medical tents
- **Marketing & Media:** Advertising, press outreach, and promotional materials
- **Community Programming:** Logistics for the church mass, service project, and reception
- **Administrative Expenses:** Planning, coordination, and volunteer management

By sponsoring, you not only enable these critical functions but also demonstrate your commitment to Zachary's community. Sponsors receive prominent recognition—online, in print, on-site, and in media coverage—showcasing your leadership in supporting the city of Zachary.

# Sponsorship Levels

## Title Sponsor $10,000

- Recognized as “Presented by [Your Company]” on all official materials
- Premier logo placement across digital, print, and on-site signage
- On-stage speaking opportunity during event programming
- Option for a senior leader to serve as a float judge
- 10 VIP event tickets
- Full-page ad in the official program guide
- Featured in media and social media promotions
- Includes everything in Stage Sponsor

## Stage Sponsor $7,500

- Prominent logo placement on website, printed materials, and volunteer T-shirts
- Mention in official press release
- Speaking opportunity at press conference
- 8 VIP event tickets
- Half-page ad in the official program guide
- Two (2) social media spotlights
- Includes everything in VIP Sponsor

## VIP Sponsor $5,000

- Logo placement in the official program guide, on website, and on volunteer T-shirts
- Reserved vendor table for your organization or business for brand exposure and community engagement
- Opportunity to provide remarks during community service project
- 5 VIP event tickets
- Quarter-page ad in the official program guide
- Opportunity for on-site brand engagement at the VIP Reception (e.g., booth, display, or activation)
- One (1) social media spotlight
- Includes everything in Community Sponsor

## Community Sponsor $2,500

- Complimentary parade float entry
- 3 VIP event tickets
- Opportunity to host a volunteer station
- Recognition along the parade route (signage placement)
- Includes everything in Supporter

## Supporter $1,500

- Name listed in the official program guide and on website
- 2 VIP event tickets
- Logo placement on volunteer T-shirts
- Recognition in post-event sponsor highlights




If you select band, float, or walking group sponsorship, you will be connected directly to the teams in need.

Zachary Mardi Gras is a 501(c)(3) tax-exempt non-profit organization. EIN: 41-247228 All donations are tax-deductible to the extent allowed by law. No goods or services were provided in exchange for your contribution.

## Sponsorship Commitment

Please email your company's logo and info to zacharymardigras@gmail.com

Scan the QR code to make your commitment or click the link below to complete the online form.

Commitment Form

## Opportunities

- **In-Kind Sponsorships:** Goods or services (printing, catering, décor) can offset investment.
- **Media Partner:** Advertising support in exchange for on-site activation.

## Expected Reach & Impact

- **Total Attendance:** 4,000–5,000 unique visitors across the weekend
- **Parade Spectators:** 2,000–4,000 along Main Street
- **Special Events:** 60+ VIP guests
- **Service Project Participants:** 150+ volunteers from local schools
- **Digital Impressions:** 8,000+ website visits & social interactions
- **Media Reach:** 7,000+ households via TV, radio & print
- **Program Guide Distribution:** 4,000+ printed copies

## Sources

- Event reports from City of Zachary (2023–2024)
- Zachary Community Schools volunteer records (2025)
- Google Analytics & social media insights (Q1 2025)
- Nielsen Baton Rouge DMA Report (2024)

## Commitment Deadlines & Payment Terms

- **Sponsorship Commitment Due:** November 10, 2026
- **Deposit (50% of total):** December 15, 2026
- **Balance Due:** December 31, 2026
- **Accepted Payment Methods:** Check, ACH transfer, or credit card
- **Checks payable to:** Our Beloved Community United, Inc.
- **Mail to:** P.O. Box 1101, Zachary, Louisiana 70791

## Next Steps

- **Select your sponsorship level** and confirm participation at https://zmardigras.com.
- **Contact Email:** zacharymardigras@gmail.com.
- **Provide assets:** Logos, brand guidelines, ad copy by December 10, 2026.
- **Coordinate activation:** Arrange speaking slots, float details, and on-site branding.
- **Engage:** Utilize benefits during the festival and "Let the Good Times Roll: One City. Many Sounds. One Rhythm."

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FOR MORE INFORMATION VISIT
**ZMARDIGRAS.COM or**
**ZACHARYMARDIGRAS@GMAIL.COM**