



**6<sup>TH</sup> Annual Crawfish Mambo Cook-Off & Music Festival On The Lake**  
**Saturday, May 13, 2017 | 11:00am-6:00pm**  
**University of New Orleans Lakefront Campus**  
**[www.CrawfishMambo.com](http://www.CrawfishMambo.com)**  
**NEW ORLEANS LARGEST CRAWFISH COOK-OFF!**

Alumni and Friends of the University of New Orleans:

As we prepare for the milestone of the *Sixth Annual Crawfish Mambo: Cook-off and Music Festival on the Lake*, we are proud to be able to claim the title “New Orleans’ Largest Crawfish Cook-Off”. Thanks to the foundation already laid, *Crawfish Mambo* is now poised to make a major move up in Greater New Orleans’ festival scene making it an exceptional and unique marketing and community development opportunity. We hope that you will support the signature spring fundraiser of the University of New Orleans International Alumni Association, and join us in extending the reach and impact of one of Louisiana’s most diverse universities and New Orleans’ premier public research university, the University of New Orleans.

Funds raised through *Crawfish Mambo* support the Association’s efforts to prepare the region’s future talent - *your future employees!* - through professional development programs such as a dining and social etiquette luncheon, resume review panel discussions, scholarships and networking events. In 2015-2016 alone, over 200 alumni and community volunteers supported thousands of current, future and former students with these and other programs. Due to the success of the event last year, the University of New Orleans Alumni Association was also able to provide funding for an endowed First Generation Scholarship.

Your investment in *Crawfish Mambo* will not only help the development of New Orleans future professionals, but builds positive community awareness of the University by bringing more people to the lakefront campus than any other single event throughout the year. And while the mission you are supporting is important, Mambo is fun, too! That’s why we’ve been successful at doubling our attendance, the number of boiling teams competing and the amount of crawfish boiled! It’s a recipe for success we plan to keep improving and we hope you’ll join us as a 2017 Mambo Sponsor.

For more information, please contact the University of New Orleans Office Alumni Affairs by email at [alumni@uno.edu](mailto:alumni@uno.edu) or by phone at (504) 280-2586.

Sincerely,

Brian Glorioso, Chair  
*Crawfish Mambo*

Glenn Scorsone, President  
*UNO Alumni Association*



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### CONTINUED GROWTH

TEAMS					PROJECTED
<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
20	25	31	47	85	100

POUNDS OF CRAWFISH BOILED					PROJECTED
<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
4,700	7,400	12,025	16,953	20,000	35,000

ATTENDEES					PROJECTED
<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
1,500	2,000	2,400	3,500	4,000	5,500

### 2016 EVENT POSTER- SAMPLE

**UNIVERSITY OF NEW ORLEANS LAKEFRONT CAMPUS**  
**NEW ORLEANS' LARGEST CRAWFISH COOK-OFF!**  
**ALL YOU CAN EAT HOT BOILED CRAWFISH!** BY OVER 50 COMPETING TEAMS-SAMPLE THEM ALL IF YOU CAN!  
**PLUS THE NATIONAL CRAWFISH EATING COMPETITION!**

**SATURDAY MAY 7**  
**11AM-6PM**  
**\$20 IN ADVANCE**  
**\$25 AT THE GATE**  
**CHILDREN 7 & UNDER ENTER FREE**

**AND MUSIC FESTIVAL ON THE LAKE** ★ ★ **FREE** ★ ★  
**CONVENIENT PARKING**

**FEATURING MUSIC ALL DAY BY:**  
**NEW BREED BRASS BAND**  
**BIG SAM'S FUNKY NATION**  
**BUCKTOWN ALL-STARS**  
**ROCKIN' DOPSIE, JR. & THE ZYDECO TWISTERS**

**BUY TICKETS: WWW.CRAWFISHMAMBO.COM** f b  
**ALSO AVAILABLE AT FIRST NBC LOCATIONS OR THE UNO FEDERAL CREDIT UNION**

Liberty Mutual Insurance, P&N, First NBC, Jefferson Financial, Entergy, New Orleans Advocate, VCI, OffBeat, Regions, Impulse New Orleans, and other sponsors.



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***PAST EVENT MARKETING\****

<b>2015 Advertising</b>	
<b><i>Advertising valued at more than \$20,000</i></b>	
<b>Gambit</b> Weekly Circulation: 40,000 copies delivered to Orleans, Jefferson and St. Tammany parishes. Integrated Audience: 275,664	3- ½ Page Color Ads 1- Full Page Color Ad 2- Gambytes Sponsorships
<b>Where Y'At</b> Monthly Circulation: 50,000 copies Over 600 drop points in Greater New Orleans Area. Audience: 125,000 per issue	1- ½ Page Color Ad 1- e-blast 1- WDSU Segment
<b>Offbeat</b> Monthly Circulation: 50,000 copies Jazz Fest Bible: 80,000 copies	1- ½ Page Color Ad in <i>Jazz Fest Bible</i>
<b>The Advocate</b> Daily: Combined circulation averaged 109,358	2 Full Page Ads, Post-event feature
<b>The Times-Picayune</b> Home-delivery weekdays averages 97,249. Sunday circulation is 108,690	Post-event feature story
<b>UNO Magazine</b> 32,000 mailed to alumni & friends semi-annually; 4,000 additional copies distributed throughout year.	1 – Full Page Color Ad, 1 – 2 Page Color Feature
<b>The Driftwood</b> Weekly: Distributed on campus	2- Full Page Color Ads
<b>Lamar Advertising</b>	2- Digital Billboards on Citywide Rotation

<b>2015 Public Relations</b>	
<b>WVUE – TV</b>	1 – Morning Show Feature
<b>WWNO</b>	30 – 30 Second Spots
<b>Posters</b>	500 printed and distributed
<b>Handbills</b>	5,500 printed and distributed
<b>Yard Signs</b>	75 placed around New Orleans 1 Large Sign placed in Lakeview
<b>Community Calendars</b>	Lakeview Civic Organization Jefferson Chamber of Commerce New Orleans Chamber of Commerce WWOZ UNO
<b>Blogs</b>	InTheNola.com MyFairsAndFestivals.com NolaVie.com Nola.Eater.com TheNolaConcierge.com NolaDefender.com
<b>Ticket Vendors</b>	22 locations of First NBC Bank selling tickets and promoting Crawfish Mambo UNO Federal Credit Union

*\*Promotional information from past events, not a guarantee of 2017 event promotions.*



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***PARTNERSHIP OPPORTUNITIES***

**Privateer Sponsor - \$10,000**

- **Extra-large Reserved Party Area with Tent including 6 tables and 40 chairs**
- **100 tickets to Crawfish Mambo for all-you can eat crawfish & live, local music**
- **Reserved Port-O-Let and hand washing station adjacent to VIP Party Tent**
- **10 reserved parking passes**
- **100 assorted beers/sodas**
- Positive partnership with the University of New Orleans and the UNO Alumni Association
- Inclusion of company name and logo (when possible) in the name of the event: *Crawfish Mambo Cook-Off and Music Festival on the Lake presented by Your Company*
- Company logo prominently featured on promotional materials including posters and print media ads in outlets such as *Gambit*, *Offbeat*, and *Where Y'at*
- Company logo and information prominently featured on event homepage and sponsor page
- Company logo prominently featured on sponsor banner and signage throughout the event
- Opportunity for an executive from your company to serve as a Celebrity Judge
- Opportunity for an executive from your company to welcome attendees, along with the Alumni Association Board President and the University President
- Facebook and Twitter posts on the Crawfish Mambo page with logo and link to your page

**Premiere Sponsor - \$7,500**

- **Large Reserved Party Area with Tent with 4 tables and 20 chairs**
- **50 tickets to Crawfish Mambo for all-you can eat crawfish & live, local music**
- **Reserved Port-O-Let and hand washing station adjacent to VIP Party Tent**
- **5 reserved parking passes**
- **50 assorted beers/sodas**
- Positive partnership with the University of New Orleans and the UNO Alumni Association
- Company logo featured on sponsor banner and signage throughout the event
- Company logo featured on promotional materials including posters and select print media ads in outlets such as *Gambit*, *Offbeat*, and *Where Y'at*
- Company logo featured on crawfishmambo.com homepage and sponsor page
- Opportunity for an executive from your company to serve as a Celebrity Judge
- Facebook and Twitter posts on the Crawfish Mambo page with logo and link to your page

**Second Line Sponsor- \$5,000**

- **Medium Reserved Party Area with Tent with 3 tables with 15 chairs**
- **25 tickets to Crawfish Mambo for all-you can eat crawfish & live, local music**
- **5 reserved parking passes**
- **25 assorted beers/sodas**
- Positive partnership with the University of New Orleans and the UNO Alumni Association
- Company logo included on sponsor banner and signage throughout the event
- Company logo featured on select promotional materials including posters and select print media ads in outlets such as *Gambit*, *Offbeat*, and *Where Y'at*
- Company logo featured on crawfishmambo.com sponsor page
- Facebook and Twitter posts on the Crawfish Mambo page with logo and link to your page



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**Hot N Spicy Sponsor - \$2,500**

- **Small Reserved Party Area with Tent with 2 tables with 10 chairs**
- **10 tickets to Crawfish Mambo for all-you can eat crawfish & live, local music**
- **2 reserved parking passes**
- **15 assorted beers/sodas**
- Positive partnership with the University of New Orleans and the UNO Alumni Association
- Company logo included on sponsor banner and signage throughout the event
- Company logo featured on **select** promotional materials including posters and select print media ads in outlets such as *Gambit*, *Offbeat*, and *Where Y'at*
- Company logo featured on crawfishmambo.com sponsor page
- Facebook and Twitter posts on the Crawfish Mambo page with logo and link to your page

**Mud Bug Sponsor - \$1,500**

- Positive partnership with the University of New Orleans and the UNO Alumni Association
- Company logo featured on **select** sponsor banner and signage throughout the event
- Company name featured on crawfishmambo.com
- Facebook and Twitter posts on the Crawfish Mambo page with link to your page
- 5 tickets to Crawfish Mambo for all-you can eat crawfish and live, local music

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**EXCLUSIVE SPONSORSHIP OPPORTUNITIES**

**T-shirt Sponsor- \$5,000 (Exclusive! Only 1 offered)**

- ~~Have your logo prominently displayed — and long after — when over 250 volunteers and friends wear it on Crawfish Mambo t-shirts~~
- ~~Positive partnership with the University of New Orleans and the UNO Alumni Association~~
- ~~Company logo on Crawfish Mambo volunteer t-shirts~~
- ~~10 tickets to Crawfish Mambo for all-you can eat crawfish and live, local music~~
- ~~2 reserved parking passes~~

**Koozie Sponsor- \$5,000 (Exclusive! Only 1 offered)**

- Have your logo prominently displayed – and long after – when over 250 volunteers and friends use the exclusive Crawfish Mambo koozie
- Positive partnership with the University of New Orleans and the UNO Alumni Association
- Company logo on the official Crawfish Mambo koozie
- 10 tickets to Crawfish Mambo for all-you can eat crawfish and live, local music
- 2 reserved parking passes

**Boil Competition Prize Sponsor- \$2,000 (Exclusive! Only 1 offered)**

- Positive partnership with the University of New Orleans and the UNO Alumni Association
- Company Executive will present the cash awards to the winning teams
- Exclusive sponsorship—only one company will be the Prize Sponsor
- 5 tickets to Crawfish Mambo for all-you can eat crawfish and live, local music



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***2017 MAMBO PARTNER COMMITMENT FORM***

Please return this form by **March 25** to ensure sponsorship amenities are provided.

**Indicate your partnership level with Crawfish Mambo:**

- Privateer- \$10,000       Premier- \$7,500  
 Second Line- \$5,000       T-shirt- \$5,000       Koozie- \$5,000  
 Hot N Spicy- \$2,500       Boil Competition Prize - \$2,000       Mudbug- \$1,500
- We are also interested in forming a Boiling Team, please send us more information
- We would like to purchase \_\_\_\_\_ additional tickets to the event (\$20 each)
- We are unable to sponsor Crawfish Mambo, but would like to donate \$\_\_\_\_\_

\_\_\_\_\_  
Sponsor Name (Please provide name as it should appear in signage)

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City, State Zip

\_\_\_\_\_  
Contact Name & Title

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Contact Email Address

\_\_\_\_\_  
Sponsor Website

\_\_\_\_\_  
Sponsor Facebook Page

\_\_\_\_\_  
Sponsor Twitter

Please make checks payable to: *UNO International Alumni Association* (Tax ID: 23-7080203)

Send to:                      UNO International Alumni Association  
                                    Homer L. Hitt Alumni & Visitors Center  
                                    2000 Lakeshore Drive • New Orleans, Louisiana • 70148  
                                    (504) 280-2586 • [alumni@uno.edu](mailto:alumni@uno.edu)

**\*Email your company logo in *high res. eps, or tiff format* for inclusion in advertising and promotional materials, i.e. banners, posters to [alumni@uno.edu](mailto:alumni@uno.edu).**