



There are very few partnership mediums that are as effective or fun as Zydeco Extravaganza! The annual festival offers the best of local Zydeco music and Cajun and Creole culture. The thirty year old festival is held at the Blackham Coliseum and is the largest one day Zydeco festival around; attracting over 5,000 visitors annually from across the world!



## ABOUT US

Zydeco Extravaganza was began 30 years ago by the Cravins family in an attempt to revitalize the suffering Creole culture. Since then, the culture has seen an unprecedented renaissance and Zydeco Extravaganza has become the largest one day Zydeco festival in the world, drawing thousands of music lovers to the annual celebration each Memorial Day weekend.



## THE DAILY ADVERTISER

### Marking 25 Years

Written by Judy Bastien

**Word has been getting out about the 25th anniversary of the Zydeco Extravaganza.**

**"We've been getting calls from all over the place," said organizer Dustin Cravins. "I got a call earlier in the week from Nairobi (in Kenya, Africa). This guy who works for the State Department is flying in for the Zydeco Extravaganza from Nairobi. He said he wouldn't miss it for the world."**

**The music festival, which will be held Sunday at Evangeline Downs, has drawn about 3,000 people from around the United States. This year, Cravins said, from all indications, there will be closer to 5,000 or 6,000.**

**Cravins will host the event with his uncle, Charles Cravins. The original hosts were Charles Cravins and Dustin Cravins' father, Mayor Don Cravins. The brothers also hosted the "Zydeco**

Extravaganza" program on television, had a radio show and founded the Cravins Brothers' Trail ride.

"When (the festival) started out, it was the Cravins family," Cravins said. "My aunts and my grandmother prepared the food."

The festival has grown since those early days. It will be held on two stages and will feature 10 zydeco bands.

"One stage is in the paddock area for diehards who feel a festival can't be a festival unless it's outside," Cravins said. "And the second stage is inside in the Event Center."

Among those 10 bands are Leon Chavis, Brian Jack, Grammy-nominated Geno Delafosse, Chris Ardoin and NuStep, and Keith Frank.

And for the occasion, all the original members of the iconic Zydeco Force will be together for a reunion performance.

"They shook the world when they started in 1988," Cravins said. "For 20 years, they were the hottest band in zydeco music."

In addition to live bands that have played the festival over the past 25 years, organizers will give the crowd a look back at past performances.

"We're going to be showing footage on the big screens," Cravins said. "We'll show video of different stars that have graced the stage."

The Zydeco Extravaganza has endured because of what it has offered, including a family-style atmosphere, Cravins said.

"The festival is a kind of showcase of our culture — the music, the language, the food, the camaraderie," he said. "That's why zydeco has been so successful. It embodies how we live. "The festival has remained genuine, Cravins said.

"It's not a commercial festival," he said. "We don't believe in all those gimmicks.

"Folks who come from out of state love it because they get to see us in our element.



## Available Packages

### **Gold Sponsor Package (Accordion Package)**

- Presenting Sponsor (example: Pepsi presents Zydeco Extravaganza)
- Stage Sponsorship
- Website Sponsorship
- Logo Placement on all Collateral (Flyers, posters, tickets, direct mail and newspaper)
- Sponsorship Mention in All Radio and Television Advertising
- 50 Complimentary tickets to Zydeco Extravaganza (\$1,000 Value)
- Access to hospitality suite on day of the event
- Booth Space for Demonstrations and/or Merchandise
- Stage Presentations between Performances
- 10 All Access Passes
  
- Estimated Value:                      \$15,000
  
- Total Cost of Investment:      **\$10,000**

### **Silver Package (Scrubboard Package)**

- Website Sponsorship
- Stage Sponsorship
- Logo Placement on all Collateral
- 25 Complimentary Tickets to Zydeco Extravaganza
- Booth Space for Demonstrations and/or Merchandise
- 5 All Access Passes
- Access to Hospitality Suite on Day of Event

- Estimated Value                      \$10,000
- Total Cost of Investment        **\$5,000**

### **Bronze Package (Guitar Package)**

- Website Sponsorship
- Logo Placement on select Collateral
- Select Stage Sponsorship
- 10 Complimentary Tickets to Zydeco Extravaganza
- Booth Space for Demonstrations and/or Merchandise

- Estimated Value                      \$5,000
- Total Cost of Investment        **\$2,500**