

Pinch A Palooza

2016 Sponsorship Opportunities

Pinch A Palooza 2016
Sunday, April 17, 2016



Deanie's

Seafood

Deanie's Seafood Restaurants & Seafood Market

THE 7TH ANNUAL
PINCH
A PALOOZA
FESTIVAL

About Pinch A Palooza 2016

- Now in its 7th year, Pinch A Palooza is an all-day celebration of Louisiana music, culture and seafood held between French Quarter Festival and New Orleans Jazz & Heritage Festival.
- Deanie's annual crawfish and music festival, Pinch A Palooza is one of the fastest-growing festivals in the region.
- Pinch A Palooza features a line-up of highly recognized local bands that attract fest-goers of all ages. This year's event features seven bands, including Karma, breakout alternative band Paris Avenue, Imaginary Frenz, "The Wandering Cajun" and Vince Vance & The Valiants.
- Festivities include family activities, an art market, a crawfish eating contest, crawfish races and more than 5,000 lbs. of boiled Louisiana crawfish.



About Pinch A Palooza

- This year Deanie's will partner with community organizations **Angels' Place**, a charity for families with children diagnosed with cancer and other life-threatening illnesses, and **St. Louis King of France Parish**, which has served the Bucktown community for 60 years.
- Deanie's largest annual marketing campaign, Pinch A Palooza earned a Silver Anvil Award for integrated marketing by the Public Relations Society of America (PRSA) New Orleans.
- The 7th annual Pinch A Palooza Festival & Crawfish Eating Contest will be held on April 17, 2016 at Deanie's Seafood in Bucktown, 1713 Lake Ave. Metairie.



Pinch A Palooza Demographics

Pinch A Palooza is a highly visible event that attracts fest-goers including:

- Families with children.
- Local residents young and old.
- Visitors to New Orleans.
- Followers of the selected bands from GNO and surrounding areas.
- Deanie's Seafood Restaurants regulars.
- Pinch A Palooza 2016 is expected to attract between 4,000 and 5,000 attendees.



Sponsorship Opportunity

Pinch A Palooza is a unique opportunity for businesses and organizations to reach consumers in the Greater New Orleans region and in the neighboring Bucktown and Metairie communities.

Opportunities for recognition in festival promotions include:

- Website promotions—Deanies.com receives approximately 25,000 unique visitors/month, 250,000 hits per year.
- Google Adwords campaign
- Dedicated microsite/landing page PinchAPalooza.com
- E-marketing to more than 4,000 subscribers
- Social media—Deanie's has more than 28,000 Facebook fans, 2,350 Instagram and 1,200 Twitter followers
- Media relations



- Visible signage and opportunity for product promotion day of event.
- In addition, Pinch A Palooza has garnered extensive media coverage in local publications and television media including nola.com, The New Orleans Advocate, Eater NOLA, Where Y'At Magazine, WGNO, WVUE, WWL, WDSU, WUPL-My 54 'The 504' and noladefender.com.



Sponsorship Levels

Supporter - \$250

- “Junior” size logo on stage banner
- Logo on event Welcome sponsor board
- Sponsor recognition in social media

Booster - \$500

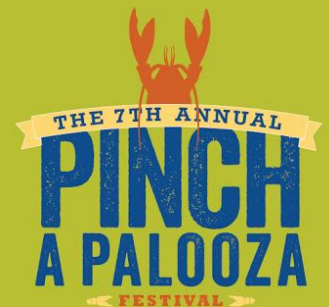
- “Senior” size logo on stage banner
- Logo on event Welcome sponsor board
- Sponsor recognition on Pinchapalooza.com / Deanies.com
- Sponsor recognition in social media

Patron - \$1,000

- “Jumbo” size logo on stage banner
- Logo on event Welcome sponsor board
- Sponsor logo on Pinchapalooza.com / Deanies.com
- Sponsor recognition in social media

Pincher Partner - \$2,500

- Logo on music stage banner scrim
- Sponsor logo on Pinch A Palooza T-shirt
- Sponsor logo on Pinchapalooza.com / Deanies.com
- Sponsor recognition in social media
- Logo on event Welcome sponsor board



Sponsorship Levels

Kids' Tent Sponsor - \$5,000

- Logo on music stage banner scrim
- Sponsor logo on Pinch A Palooza T-shirt
- Recognition as Pinch A Palooza 2016 Kids' Tent sponsor
- Kids' Tent banner recognition
- Booth to promote your company at Pinch A Palooza
- Sponsor logo on Pinchapalooza.com / Deanies.com
- Recognition as Pinch A Palooza Kids' Tent Sponsor in media relations/press releases and on social media
- Logo on event Welcome sponsor board

Crawfish Eating Contest Sponsor- \$5,000

- Logo on music stage banner scrim
- Sponsor logo on Pinch A Palooza T-shirt
- Recognition as Pinch A Palooza 2016 Crawfish Eating Contest sponsor
- Crawfish Eating Contest banner recognition
- Booth to promote your company at Pinch A Palooza
- Recognition as Pinch A Palooza Crawfish Eating Contest Sponsor in media relations/press releases and on social media
- Logo on event Welcome sponsor board



Sponsorship Levels

Title Sponsor - \$10,000

- Pinch A Palooza 2016 Presenting Sponsor with Deanie's Seafood Restaurants in all marketing, advertising and public relations
- Booth to promote your company at Pinch A Palooza
- Sponsor logo on Pinch A Palooza T-shirt
- Name/recognition/logo on event collateral/flyers and paid media
- Title sponsor recognition in media relations/press releases and on social media
- Logo on music stage banner scrim
- Logo on Welcome sponsor board





DEANIE'S SEAFOOD PRESENTS



SUNDAY, APRIL 17, 2016
11AM-9:30PM IN BUCKTOWN, BAY

ENTERTAINMENT
EVENT SCHEDULE
FOOD
ART
CRAWFISH EATING CONTEST
PHOTOS
DIRECTIONS

JOIN DEANIE'S MAILING LIST TO
RECEIVE UPDATES ON PINCH A
PALOOZA 2017

First Name *

Last Name

Email *

How did you hear about Pinch A
Palooza?

Submit



SHOT TIME



CHANSONS ET SOULARDS

KARMA



BREAKWATER DRIVE

IMAGINARY FRENZ

VINCE VANCE & THE VALTANTS

PARKS AVENUE

PINCH A PALOOZA ~ RAIN OR SHINE

SUNDAY, APRIL 17, 2016

11AM - 9:30PM



THE ENTERTAINMENT

Free entertainment for all ages featuring music by seven bands, kids games and activities, and photos and hugs from Deanie's mascot, Pincher the Crawfish... [READ MORE](#)



THE FOOD

In addition to boiled crawfish prepared with Deanie's signature Creole seasonings, fest-goers can enjoy a variety of crawfish dishes made famous by Deanie's Seafood such as Fried Crawfish Tails, Crawfish Balls and Crawfish Nachos... [READ MORE](#)



CRAWFISH EATING CONTEST

Win a complimentary crawfish boil for 20 people! Register to compete in this year's Pinch A Palooza Crawfish Eating Contest. The contest will feature "heats" of individuals battling to be Deanie's Pinch A Palooza Crawfish Eating Champion!... [READ MORE](#)


OUR SPONSORS



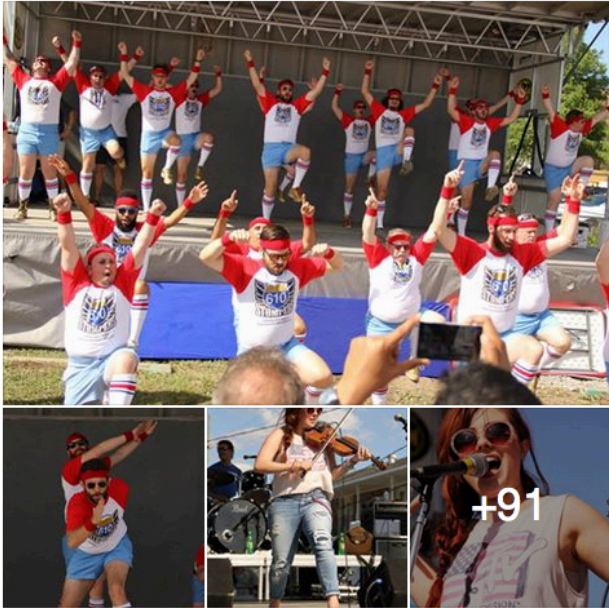
PINCHAPALOOZA.COM
Website



Pinch A Palooza 2015 Sponsors

 **Deanie's Seafood** added 94 new photos from April 19, 2015 to the album: [Pinch A Palooza 2015](#) — with [Amanda Shaw](#) and [Amanda Shaw](#) at [Deanie's Seafood](#).
Published by Karen Hales [?] · April 19, 2015 · 🌐 · 📷

More than 5,000 loyal customers and friends enjoyed perfect weather and an extraordinary day of Louisiana Wild Seafood Certification Program certified Louisiana crawfish, music and fun at Deanie's Seafood's sixth-annual Pinch A Palooza Festival & Crawfish Eating Contest. Thanks to our sponsors, [Lakeside Toyota](#), [East Jefferson General Hospital - EJGH Lakeview](#), [Reinhart Foodservice New Orleans](#), [Louisiana Seafood Exchange Inc](#), [New Orleans Firemen's Federal Credit Union](#), [Abita Beer](#) and [Performance Food Group](#). See you next year for Pinch A Palooza 2016!



Boost Unavailable

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👤 John McMillan, Christina Canada Jeansonne and 54 others Top Comments ▾

2 shares



Internet Display ads



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A WHOLE DAY OF
CRAWFISH AND MORE!

FEATURING

CRAWFISH EATING CONTEST
VINCE VANCE & THE VALIANTS
PARIS AVENUE
KARMA
MARDI GRAS INDIANS

AND MUCH MORE!!



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MORE INFO



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