



PRESENTED BY



# FESTIVAL OVERVIEW



## FESTIVAL OVERVIEW > 2025 BY THE NUMBERS



Even with scattered rain throughout the weekend, feedback from festival goers was **overwhelmingly positive**, with many already making plans to return in 2026

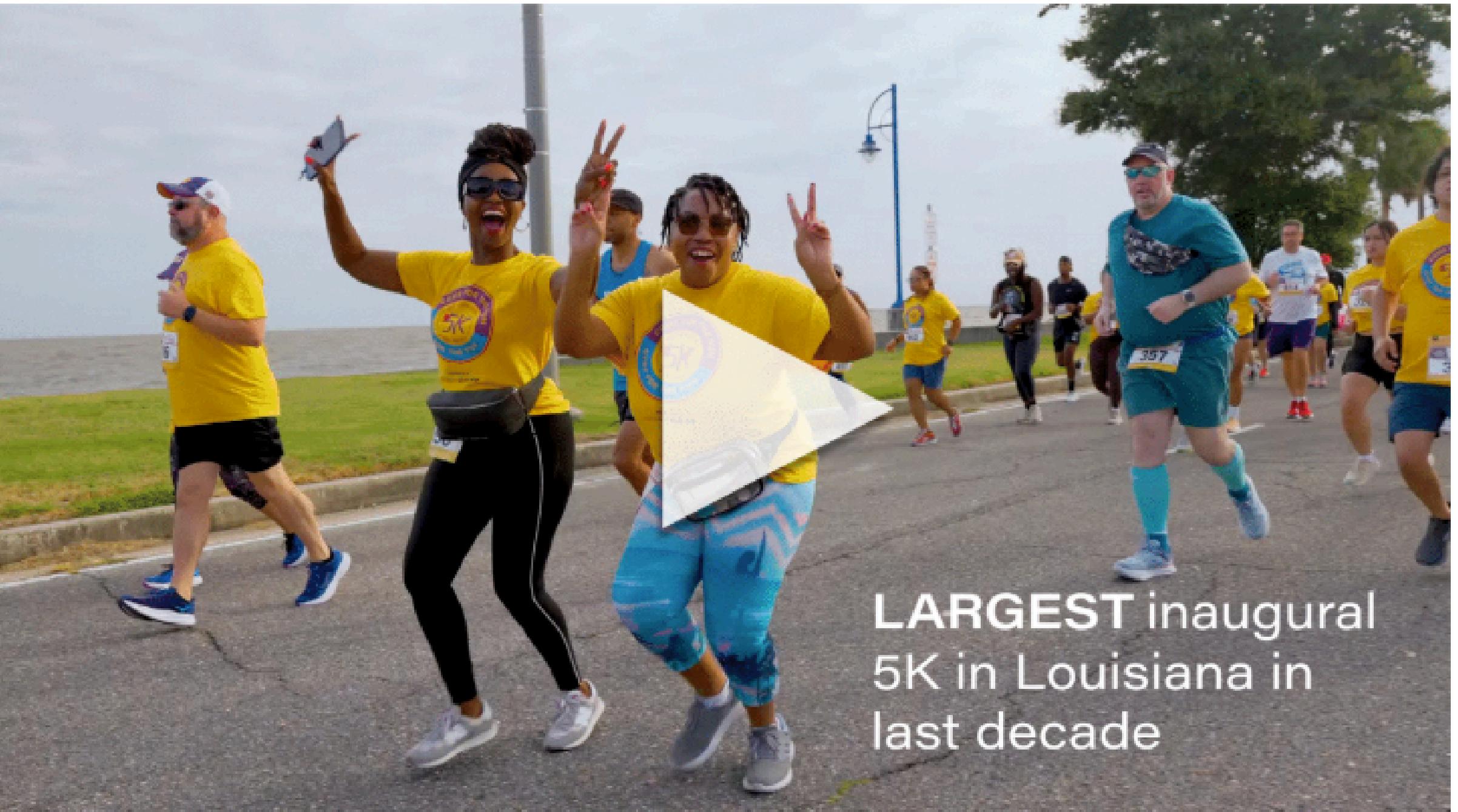


## FESTIVAL OVERVIEW > NEW EXPERIENCES



PRESENTED BY  
LOUISIANA **BLUE** 

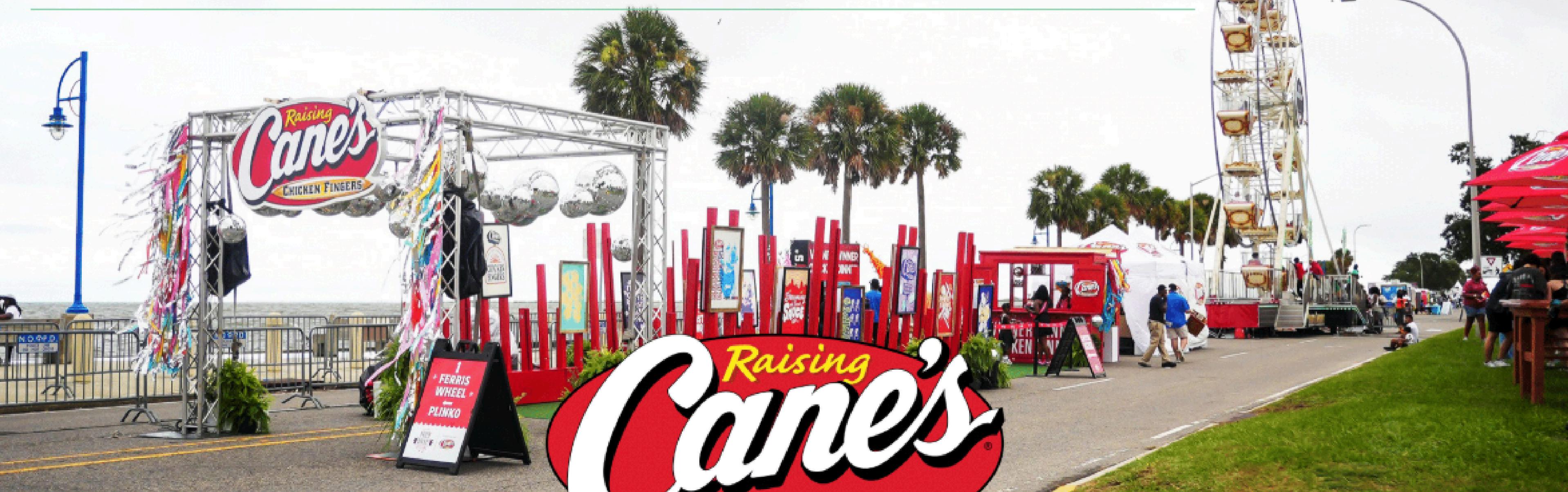
**1,200**  
TOTAL PARTICIPANTS



**LARGEST** inaugural  
5K in Louisiana in  
last decade



## FESTIVAL OVERVIEW › NEW EXPERIENCES



Reimagined  
**BLOCK  
PARTY**

& *New!*  
**FERRIS  
WHEEL**

## FESTIVAL OVERVIEW > NEW EXPERIENCES



FESTIVAL OVERVIEW > BACK BY POPULAR DEMAND



## MERCHANT MARKETPLACE



## FESTIVAL OVERVIEW > EXPANDED VIP OPTIONS

**4 TOTAL  
VIP LOUNGES  
WITH DOUBLED CAPACITY**

**4**

**VIP**

**Crown Royal**

**CASAMIGOS**

**Access to 4 VIP AREAS**  
2 ALL AGES HUB ZONES  
CROWN ROYAL + CASAMIGOS LOUNGES FOR 21+

**3 ALCOHOLIC BEVERAGES**

**1 FRIED CHICKEN MEAL**



## FESTIVAL OVERVIEW > EXPANDED VIP OPTIONS



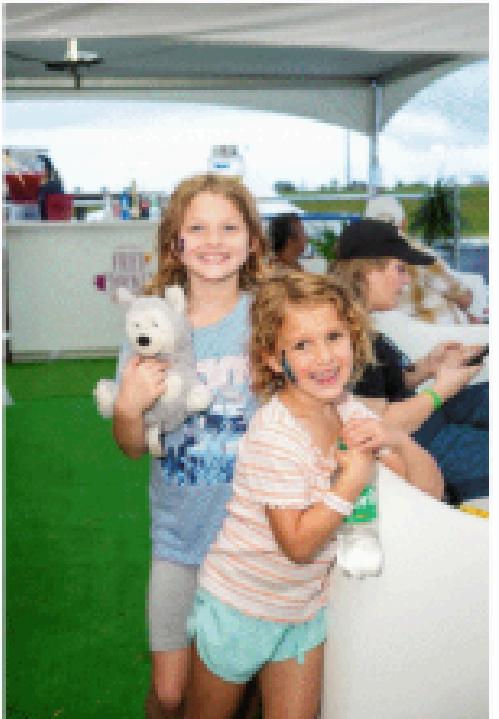
## BEER GARDEN



Larger footprint & added capacity



## OHUB



## ALL-AGES VIP HUB CLUBS

