

# Yeah You Right *Events!*



2024 SPONSOR DECK



# TOP TACO RECAP

Top Taco has proven to be the premier food competition in New Orleans. Every year, we strive to dazzle and delight our guests with a fun and creative experience that is talked about all over town. 2023 was our biggest event ever with over 50 Restaurants, 60 Spirits, 4500 Patrons, 50 Influencer Judges, and 700 Staff gathered at Lafreniere Park for the battle of the year while raising over \$50,000 for our charity partner - The PLEASE Foundation.

## 2024 PROJECTIONS

75 SPIRITS & COCKTAILS

50 RESTAURANTS & BARS

3500 PATRONS/1000 VIPS

50 CELEBRITY JUDGES

\$60,000 DONATED TO PLEASE FOUNDATION

## TOP TACO 2024

Top Taco returns to LaFreniere Park in Metairie on Thursday, October 24th. The Al Copeland Meadow proved to be the perfect venue for easy access, ample space to move around, and the natural beauty of the park.

50+ of the most popular restaurants in New Orleans compete for Top Taco honors, including awards for Top Creative Taco, Top Traditional Taco, Top Vegetarian Taco, Top Creative Cocktail, and Top Traditional Margarita. 60+ brands showcase fine spirits at tasting tables and creative pop-up bar areas and lounges. Sponsored VIP features premium tequila samples, a private VIP area featuring signature cocktails and open bar, gourmet desserts, plus additional music and entertainment. Returning to the VIP this year is the popular BBQ Throwdown with New Orleans' best barbecue joints demonstrating and competing for awards.





# FOOD FIGHT RECAP

The second year of Food Fight saw 35 Restaurants and Bars come together at the Riverwalk's Spanish Plaza to compete for Top Dish and Top Cocktail in New Orleans. Fans and celebrity judges cast their votes in five categories while enjoying endless entertainment and spectacular views of the river and downtown skyline. Over 2,500 patrons, 500 service industry personnel, and 40 influencer judges participated in this year's event with \$15,000 raised for the PLEASE Foundation.

## 2024 PROJECTIONS

50 SPIRITS & COCKTAILS

35 RESTAURANTS & BARS

2500 PATRONS/1000 VIPS

40 CELEBRITY JUDGES

\$30,000 DONATED TO PLEASE FOUNDATION

## FOOD FIGHT 2024

Big moves are in store for year 3 of Food Fight. We are moving from late-May to mid-March to make it easier for restaurants to compete, and we're taking the big show to Metairie with a one-of-a-kind experience on the stadium field at the Shrine on Airline. 35+ of the most popular restaurants in New Orleans compete for Top Food honors, including awards for Top Creative Dish, Top Traditional Dish, Top Vegetarian Dish, Top Creative Cocktail, and Top Classic Cocktail.

Over 30 brands will showcase fine spirits at tasting tables and creative pop up bar areas and lounges. Look out for our first-ever wine tasting tent and the return of our local distillery tent. Additional entertainment includes live music by James Andrews & the Crescent City All-Stars and Honey Island Swamp Band, plus Trixie Minx burlesque, Jello wrestling, DJs, and additional art installations.

This year's VIP Experience kicks it up a notch with a Seafood Cook Off featuring 4 top chefs competing for judges' and fan votes, plus fabulous cocktails, premium open bar, and additional entertainment.





# CINCO DE MAYO FEST RECAP

The 7th Annual Cinco de Mayo Fest returned to Fat City Park with tasty tacos by Los Jefes Grill, live music by the Mannie Fresh, Partners-n-Crime, and La Tran-K, and refreshing Avion Margaritas. Over 5,000 fans enjoyed top local food vendors, the fan-favorite taco eating contest, and a VIP experience under the 60x90 Big Top that included bottle service, table seating, and a premium buffet provided by Los Jefes Grill.



**2024 PROJECTIONS**  
TWO-DAY EVENT  
10,000 FANS/2,000 VIPS  
2 STAGES OF LIVE MUSIC  
LARGEST CINCO DE MAYO FEST IN THE CITY  
\$20,000 DONATED TO ECCO NOLA

## CINCO DE MAYO FEST 2024

With Cinco de Mayo falling on a Sunday, we're going big with our first-ever 2-day event. Fat City-favorite Los Jefes Grill hosts their 8th annual Cinco de Mayo Fest at Fat City Park on Saturday, May 4th and Sunday, May 5th.

Expect the same great entertainment with artists like Mannie Fresh, the Molly Ringwalds, Partners-n-Crime, and Honey Island Swamp Band, plus DJs, lucha libre, bull riding, and more.

Over 5,000 taco and tequila lovers are expected each day with 12 food vendors and taco trucks ready to feed the crowds. The VIP Experience includes table seating, premium bottle service, unlimited tacos and Mexican favorites provided by Los Jefes Grill.

Yeah You Right Events has teamed up with ECCO NOLA to help support our immigrant community with mentorship and educational opportunities to help high school students gain access to scholarships and better colleges.



# FESTIMONIALS

“We really enjoyed being a part of the inaugural Food Fight. The connections made, the lips to liquid, the vast marketing it offered and the ability you have to clear the weather:)... all culminated and made for a fantastic first event. Kudos to you, your staff, volunteers and all that made it such a success!! The restaurant partnership, although a bit hesitant at first, really worked out for not only Manish and crew; but for us as well. We are glad the promotion for The PLEASE Foundation continues to allow them to foster these students and further their cause. Once again, thanks for bending over backwards to make it happen under the wire. We're truly appreciative.”

**-John McAdams, Wildcat Brothers Distilling, Food Fight 2021**

“Hats off to you and your team! That was the best event I have done in a very long time! Everyone was so helpful. Surely will spread the word on what a great job you all did. Thanks!”

**-Justin Kennedy, Parkway Bakery & Tavern, Food Fight 2022**

“Chef stated that out of all the events we have done over the years, this was the best one so far. Congratulations on a successful event.”

**-Michelle Jones, Rizzuto Restaurant Group, Food Fight 2022**

“I would like to express my sincere gratitude for your help promote La Tia. TopTaco has been invaluable, and I truly appreciate the time and effort you dedicated to assist us any chance you have.”

**-Luis Nava, Owner, La Tia Taqueria, Top Taco 2023**

“Top Taco turned out to be a huge success for us. Thank you for including us to participate.”

**-Rahn Nunez, LA Territory Sales Manager, Teremana, Top Taco 2023**

“We had a blast at Top Taco this year! It was great to see so many new restaurants bringing their A-Game. Really great to hear the fundraising was a success!”

**-Jessica Ratif, GM, Peacock Room, Top Taco 2023**

“Yeah You Right Events are amazing for brand awareness and creating relationships with restaurants and bars.”

**-Marilyn Salzer, Director of New Business Relations, Southern Glazers**



# SPONSORSHIP OPPORTUNITIES



## TITLE SPONSOR : \$25,000

- Public acknowledgement in placement within our event logo in all print and digital materials, including posters, postcards, t-shirts, website, socialmedia, tickets, etc.
- Company logo in all marketing and advertising including radio, digital, print, and pre-and-post-event press releases
- Prominent Branded Banner placement at event entrances
- Customized area with reserved premiere festival placement
- Dedicated logistics and planning support to meet equipment, power, and rental needs
- 10 VIP Tickets, 10 First Tasting Tickets, and up to 10 Staff Tickets
- 10 GA Tickets for Collaborative Social Media Giveaways
- 50% discount for up to 20 additional tickets
- Announcements from the stage
- Complimentary Parking for up to 3 vehicles



## STAGE SPONSOR : \$10,000

- Company logo in all marketing and advertising including digital and print
- Prominent Branded Banner placement on the main stage
- Customized Area with Placement adjacent to the Stage
- Dedicated logistics and planning support to meet equipment, power, rental needs
- 6 VIP Tickets, 6 First Tasting Tickets, and up to 6 Staff Tickets
- 6 GA Tickets for Collaborative Social Media Giveaways
- 50% discount for up to 20 additional First Tasting Tickets
- Announcements from the stage
- Inclusion in pre-and-post event press releases
- Complimentary Parking for up to 2 vehicles

# SPONSORSHIP OPPORTUNITIES



## VIP AREA SPONSOR : \$10,000

- Company naming rights for VIP area
- 8 VIP and 8 1st Tasting tickets and additional staff tickets to meet your needs
- 8 GA Tickets for Collaborative Social Media Giveaways
- 50% discount code for up to 10 additional tickets
- Exclusive product placement in VIP area
- Customized Vending Area within VIP area
- Dedicated logistics and planning support to meet equipment, power, rental needs
- Premium logo placement on all applicable print and digital material
- Exclusive signage in the VIP area
- Inclusion in pre-and-post-event press releases
- Assistance with multiple restaurant partnerships (at your option, we will pair you with one or more participating restaurants to offer exclusive food or drinks in the VIP)
- Complimentary Parking for up to 2 vehicles



## PRESENTING SPONSOR : \$5,000

- Company logo on all print and digital materials
- Social Media Collaborative Post featuring your company as an Official Event Sponsor
- Optional 20x20 Tent for your own Private VIP area or Promotional Vending Opportunities
- 4 VIP tickets, 4 First Tasting Tickets, and up to 4 Staff Tickets
- 4 GA Tickets for Social Media Giveaways
- 50% discount code for up to 10 additional 1st Tasting Tickets
- Complimentary Parking for 1 vehicle

# SPONSORSHIP OPPORTUNITIES



## TENT SPONSOR : \$2,500

- Company logo on all digital materials
- 10x10 Vending Tent with tables and linens
- 2 VIP tickets, 2 FirstTasting Tickets and up to 4 Staff Tickets
- 2 GA tickets for Social Media Giveaway
- 50% discount code for up to 4 additional 1st Tasting Tickets
- Complimentary Parking for 1 vehicle

## TABLE SPONSOR : \$1,000

- Dedicated area with 2- 8' tables and linens
- 2 VIP Tickets + 2 additional Staff Tickets
- 50% discount code for up to 2 additional tickets
- Company logo on banner within event
- Opportunity to sell/market/giveaway your product at your table



## BANNER SPONSOR : \$500

- Opportunity to hang branded banner or other approved signage within the event space
- 2 VIP tickets
- 50% discount code for up to 2 additional tickets
- Company logo on LED screen inside event
- Opportunity to use proprietary logos for brand marketing



# SPIRIT VENDOR PACKAGES



## ALL SPIRIT PACKAGES INCLUDE:

- Logo Inclusion on Our Website
- 4 Staff Tickets (for those working the table)
- Presentation Table(s) with Linen(s)
- Branded Signage for your tent
- Ice and volunteer runners
- Discount code for 50% OFF Additional Tickets (VIP, GA, 1st Tasting)

### 10x30 or 20x20 ACTIVATION SPACE : \$4,000

- Assistance with restaurant partnership (At your option, we will pair you with one of the participating restaurants so you can create a custom cocktail).
- Dedicated Social Media Post featured with your restaurant partner
- Includes 4 VIP and 4 1st Tasting Tickets

### 10x20 ACTIVATION SPACE : \$2500

- Assistance with restaurant partnership (At your option, we will pair you with one of the participating restaurants so you can create a custom cocktail)
- Logo included on Social Media promotions
- Logo included on event website
- Includes 2 VIP and 2 1st Tasting Tickets

### 8FT TASTING TABLE : \$1,000

- Shared tent space within event footprint
- Dedicated 8ft Table Space for Tasting Samples
- Logo Included on event website
- 2 1st Tasting Tickets

### CUSTOMIZED ACTIVATION SPACE (20 x 30 or larger): Inquire About Pricing

- Assistance with restaurant partnership (At your option, we will pair you with one or more of the participating restaurants to create a custom cocktail)
- Dedicated Social Media Post featured with your restaurant partner
- (Optional) Secondary Event Promotion and Coordination at your Restaurant Partner's Location
- Additional Event and Staff Tickets tbd



### OTHER USEFUL INFORMATION

- Spirit Suppliers reported an average of (4) 6pk cases of depleted product at their sponsored Restaurant Tents, varied based on the recipes.
- Spirit Tents should expect an average of (6) 6pk cases depleted per brand/expression with a variance based on whether or not the product was sampled straight.

# EDUCATING FUTURE LEADERS



The PLEASE Foundation provides mentoring, leadership training, and scholarships to at-risk students in New Orleans. The Foundation provides all the tools necessary for students to attend and succeed in college preparatory high schools. The ultimate goal is for each student to be accepted into college and achieve their greatest potential.



- 2014 - 2023 100% High School graduates accepted into College
- 19 College Graduates
- 30 students attending College
- 55 High School Graduates
- 20 students currently attending College Preparatory High Schools
- 3 students currently serving in the Military
- 1 nurse and 2 attending Nursing School

# EDUCATING FUTURE LEADERS



ECCO NOLA is a New Orleans based 501c3 organization that believes access to higher education should be accessible to all regardless of income, culture, language or immigration status. We provide educational guidance to immigrant and first-generation parents and students on financial, admission, and scholarship application processes for higher educational pathways.

In four years, we've helped our students gain access to over \$2,000,000 in college scholarships.



# CONTACTS & INFORMATION



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## MORE INFORMATION

[yeahyourightevents.com](http://yeahyourightevents.com)

[toptaconola.com](http://toptaconola.com) • [foodfightnola.com](http://foodfightnola.com) • [cincodemayofest.com](http://cincodemayofest.com)

[pleasefoundation.org](http://pleasefoundation.org) • [econola.org](http://econola.org)

## PAST EVENT VIDEO CLIPS

Yeah You Right Events : [yeahyourightevents.com](http://yeahyourightevents.com)

Top Taco 2023 : [vimeo.com/881747429?share=copy](https://vimeo.com/881747429?share=copy)

Top Taco 2023 : [vimeo.com/881749174?share=copy](https://vimeo.com/881749174?share=copy)

Food Fight 2023 : [vimeo.com/803515933?share=copy](https://vimeo.com/803515933?share=copy)

Cinco de Mayo Fest : [vimeo.com/881751590?share=copy](https://vimeo.com/881751590?share=copy)