



**KREWE OF BOO!**  
**2026 PARTNERSHIP PACKAGES**

# About

The **Krewe of BOO!** New Orleans' Official Halloween Parade is now celebrating its 19th year and has become a tradition for tens of thousands of people.

With more than 150k people lining the 3-mile parade route from Elysian Fields to the Warehouse District, the parade has become an economical and successful marketing tool to build brand awareness, drive traffic and generate sales for both local businesses and national brands.

But **Krewe of BOO!** is also more than just a parade. With the Axeman's Ball and the Halfway to Halloween Dance Off in April, Krewe of BOO! features a weekend full of events starting Friday afternoon, October 23, and ending on Sunday, October 25, providing numerous opportunities for unique and custom-made partnership programs, not to mention various events throughout the year.

## EVENTS SCHEDULE:

**FRIDAY, MARCH 20, 2026**

The Axeman's Ball Night

**FRIDAY, OCTOBER 23, 2026**

Royal Luncheon Afternoon

Jazz Second Line Afternoon

Pat O'Brien's Happy Hour Afternoon

Captain's Party Night

**SATURDAY, MAY 9, 2026**

Halfway to Halloween Dance Off Day

**SATURDAY, OCTOBER 24, 2026**

New Orleans Zombie Run Morning

Krewe of BOO! Parade Evening

Parade Route Viewing Parties Night

Monster Mash Costume Party Night

## KREWE OF BOO! STATS

**PARADE DATE**

**10.24.26**

**YEARS RUNNING**

**19**

**ESTIMATED RIDERS**

**600**



# Why Krewe of Boo?

1

Unique ability to partner and promote corporate sponsors

2

Draws diverse national audience of riders and spectators

3

2026 audience estimate: over 200,000 people\*

4

New Orleans' signature Halloween parade

5

Est. post-Katrina in 2007 by Blaine Kern a.k.a. "Mr. Mardi Gras"

6

Coverage by leading local and national news outlets

\*According to data collected by Placer.ai, a foot-traffic analytics program, Krewe of BOO! 2023 brought nearly 192,000 visitors, workers, and residents to Downtown that Saturday night— a figure that only becomes more impressive when noted that it does not include the onlookers who watched the Parade from the nearby French Quarter.

KREWE OF BOO!

# BRANDED FLOATS





**THROW CUPS**



**HATS**



**KREWE OF BOO!**

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**CUSTOMIZED THROWS**

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**DOUBLOONS**



**LIGHT-UP MEDALLION BEADS**

*The Event Line Up*

KREWE OF BOO! PRESENTS

# AXEMAN'S BALL



**TOULOUSE THEATRE**

**MARCH 20 • 2026**

**FEATURING NAUGHTY PROFESSOR**

**AXEMANSBALL.COM**

# The Event Line Up

**KREWE OF BOOS**

## HALFWAY TO HALLOWEEN **DANCE OFF** FREE + FUN FOR ALL AGES!

**LOCATION: THE SPANISH PLAZA AT THE RIVERWALK  
FEATURING THE COSTUMED DANCE KREWES OF CARNIVAL & KREWE OF BOO!**

**SATURDAY, MAY 9, 2026 | Free**

**2p.m. - 6p.m.**

**Featuring celebrity judges, live DJ Music, giveaways, and more!**



# The Event Line Up



209 BOURBON STREET  
FRIDAY, OCTOBER 23, 2026  
11:30AM-3PM

**\$150 PER PERSON**

FEATURING  
NEW ORLEANS CUISINE,  
LIVE ENTERTAINMENT,  
KREWE ROYALTY AND  
A PREMIUM CASH BAR.

IMMEDIATELY FOLLOWING LUNCH,  
JOIN IN A SECOND LINE FROM  
GALATOIRE'S TO PAT O'BRIEN'S  
ON ST. PETER STREET!

*The Event Line Up*

**KREWE OF BOOS**

**CAPTAIN'S  
PARTY**

**FRIDAY, OCTOBER 23, 2026**  
Doors @ 7:30PM | Show @ 8PM

**Toulouse Theatre, 615 Toulouse Street**

**FEATURING:**  
Live Entertainment  
Cash Bar & VIP Experience

Our Captain's Party is an energetic end to a full day of pre-Parade parties, but the fun is just beginning!

# The Event Line Up

FEATURING  
**BIG & EASY**  
ROLLERGIRLS  
AS ZOMBIE KILLERS!

KREWE OF BOO'S  
NEW ORLEANS  
**ZOMBIE  
RUN**



RUN · WALK · CRAWL  
**OCTOBER 24**

COME DRESSED AS A ZOMBIE  
OR YOUR FAVORITE MONSTER!

2 MILE RACE THROUGH THE WAREHOUSE DISTRICT  
STARTS & ENDS AT LUCY'S • 701 TCHOUPITOULAS

REGISTRATION 7:30AM | RACE BEGINS 9AM



The morning of Saturday, October 24, 2026, New Orleanians must escape the zombie apocalypse that is upon us!

Wear your bio-hazard suit, gas mask, zombie make-up, or other monster costume and join in the sixth annual New Orleans Zombie Run on Saturday, October 24, 2026 at 9:00am for a zombie-infested 2-mile race through the Warehouse District.

Escape the clutches of the Big Easy Rollergirls who are the amazing Zombie Killers! The outbreak is contained in downtown New Orleans where a quarantine zone has been mapped out for zombies, humans, and monsters alike.

[WWW.NEWORLEANSZOMBIERUN.COM](http://WWW.NEWORLEANSZOMBIERUN.COM)

*The Event Line Up*

**KREWE OF BOO'S**

# monster mash

**POST-PARADE COSTUME PARTY**

FUELED BY MONSTER ENERGY • AT GENERATIONS HALL  
SATURDAY, OCTOBER 24, 2026 • 8PM-TIL

**FEATURING**

**DJ WIXX + LIVE ENTERTAINMENT**

**COSTUME CONTEST  
DRINK SPECIALS**

**GENERAL ADMISSION & VIP TICKETS:**  
[www.kreweofboo.com](http://www.kreweofboo.com) • [www.ampsevents.org](http://www.ampsevents.org) 

[WWW.GENERATIONSHALL.COM](http://WWW.GENERATIONSHALL.COM)



[WWW.THEMETRONOLA.COM](http://WWW.THEMETRONOLA.COM)

GENERATIONS HALL  
310 ANDREW HIGGINS

# Partnership Packages

## PRESENTING SPONSOR

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+\$10K

Choose to be the presenting sponsor of any of the events listed below (based upon availability). Your company will be listed on all print advertising, social media, the Krewe of Boo's website, and the Zombie Run race shirts, along with 30 V.I.P. admissions if applicable and exclusive brand category presence and sampling at the event.

*(Example: Halfway to Halloween Dance Off fueled by Monster Energy. Monster Energy brand sampling at the event.)*



### AXEMAN'S BALL

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Friday, March 20, 2026  
(5th Annual Event)  
800 people



Saturday, May 9, 2026  
(7th Annual Event)  
2,000 people



Friday, October 23, 2026  
200 people



Friday, October 23, 2026  
400 people



Saturday, October 24, 2026  
(9th Annual Event)  
1,000 people



Saturday, October 24, 2026  
2,000 people

# Parade Float Packages

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## THE GODZILLA PACKAGE

KREWE OF BOO! PARADE FLOAT SPONSOR

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An entire Halloween themed super float with 40 riding spots with 40-\$400 throw packages and your company name and logo on the sides of the float and tractor sign.

**\$45K**

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## THE CRYPT KEEPER PACKAGE

KREWE OF BOO! PARADE FLOAT SPONSOR

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Choice of upper deck or lower deck of a Halloween themed super float with 20 riding spots with 20-\$400 throw packages and your company name and logo on the sides of the float and tractor sign.

**\$25K**

*(Limited to 4 sponsors)*

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## THE REDRUM PACKAGE

KREWE OF BOO! PARADE FLOAT SPONSOR

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Choice of upper or lower deck, driver or passenger side on a Halloween themed super float with 10 riding spots with 10-\$400 throw packages and your company name and logo on the sides of the float and tractor sign.

**\$15K**

*(Limited to 4 sponsors)*

# Additional Options

## KREWE OF BOO TITLE SPONSORSHIP

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**+\$20K**

Title sponsor is listed as presented by Title Sponsor on all print advertising, social media, the Krewe of Boo's website and logo/company name on all 80,000+ Krewe of Boo Throw Cups. *(Example: Krewe of Boo presented by Integra Healthcare)*

*(Limited to 1 sponsor)*

## ADD A CUSTOM-BUILT PROP & ARTWORK TO THE FLOAT

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**+\$10K**

*This is an estimated price. Final price will be determined by the scope of the custom prop and artwork. Once your prop is built, you will only be charged for custom float artwork the second year forward.*

## THROW CUP PARTNER

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**+\$10K**

Logo and offer on all 90,000+ Krewe of Boo Throw Cups.

*(Limited to 1 sponsor / Must be a float sponsor)*



## DOUBLOON PARTNER

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**+\$5K**

Logo/Company Name and offer on 10,000 anodized doubloons. *(Float sponsorship is not required. If not a float sponsor, must purchase at least two riding spots with \$400 throw packages.)*

*(Limited to only 6 sponsors)*



## CUSTOMIZED THROW PACKAGES

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The number of throw packages can be reduced by 50%, lowering the price accordingly, on each float sponsor package allowing you to customize branded throw items which must be approved by the Krewe of Boo. *(Example: 20 riders with 10-\$400 throw packages. Package price is \$21k. We would expect you to purchase at least \$4k of branded throw items for your riders)*

# Zombie Run Packages

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## THE NECROMANCER PACKAGE

NEW ORLEANS ZOMBIE RUN TITLE SPONSOR

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Listed as presenting sponsor on all print advertising, social media, the New Orleans Zombie Run's website and logo/company name on the front and back of all New Orleans Zombie Run race shirts and race bibs. *(Example: New Orleans Zombie Run presented by PJs Coffee)*

**\$10K**

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## THE WALKING DEAD PACKAGE

NEW ORLEANS ZOMBIE RUN SPONSOR

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Listed as a New Orleans Zombie Run sponsor on all social media and print advertising. Name and logo (half size of title sponsor) on New Orleans Zombie Run race shirts and race bibs. *(Float sponsorship is not required.)*

**\$2.5K**



# KREWE OF BOO!

**FAO**  
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