



120 W. Main Street, Norfolk, VA 23510 P: (757) 441-2345 – F: (757) 441-5198 – [festevents.org](http://festevents.org)



## ADP named as an OFFICIAL SPONSOR of the 29<sup>th</sup> Annual Bayou Boogaloo Music & Cajun Food Festival

*Saturday, June 23, 2018 is ADP Day at the 29<sup>th</sup> Annual Bayou Boogaloo Music and Cajun Food Festival.*

**Norfolk, VA** (February XX, 2018)- Norfolk Festevents, Ltd. is honored to announce cloud-based Human Capital Management (HCM) solution company, **ADP**, has agreed to a one-year partnership as an *Official Sponsor of the 29<sup>th</sup> Annual Bayou Boogaloo Music & Cajun Food Festival* held, Friday, June 22, 2018 through Sunday, June 24, 2018 in Town Point Park, along the downtown Norfolk, VA waterfront.

“It is a privilege to partner with ADP to showcase downtown Norfolk as the best place to eat, drink, live, and play in Virginia. The collaboration allows for further community enrichment initiatives between Norfolk Festevents and ADP, as well as result in a direct increase in economic impact to the area. We’re glad to have ADP on board as an Official Sponsor of this landmark Festival,” says Claudell Clark, Director of Development at Norfolk Festevents.

On Saturday, June 23, 2018, 250 ADP employees will receive a complimentary ticket, festival merchandise discounts, and bottled water from the *ADP Guest Relations Tent* as a token of employee appreciation during *ADP Day at the Bayou Boogaloo Music & Cajun Food Festival*. Guests will enjoy New Orleans-influenced national recording artists, from two stages by Dr. John and the Gris-Gris Krewe, Terrance Simien & the Zydeco Experience, New Breed Brass Band, and the New Orleans Swamp Donkeys. The Festival also features authentic Cajun fare, such as jambalaya, gumbo, crawfish and etouffee, as well as signature Louisianan beverages, including Hurricanes available for purchase.

During the entirety of the three-day 29<sup>th</sup> Annual Bayou Boogaloo Music & Cajun Food Festival, ADP will sponsor the *ADP Guest Relations Tent*, which hosts a variety of guest services, including information about the Festival and future events, the Lost & Found, charging stations, and more.

On *ADP Day*, ADP will have an exhibitor booth to share their mission by way of community outreach. The booth will also serve as a recruitment tool for potential hiring opportunities.

“The ADP sponsorship allows our team to enhance world-class events, like the Bayou Boogaloo, for the benefit of the community. As such, Norfolk Festevents is grateful for ADPs’ investment in downtown Norfolk and its’ residents. We hope this is the beginning of a productive and long-term partnership between our respective organizations,” Clark says.

**Norfolk Festevents, Ltd.**, based in Norfolk, Virginia, is a private, not-for-profit organization dedicated to creating the most dynamic urban waterfront community in America through innovative programming and imaginative uses of its historic waterfront spaces. An extensive 10-month schedule of diverse outdoor cultural events, festivals, concerts, entertainment, holiday programs, tall ship visits, sports and recreation are presented in two popular and welcoming waterfront environments; Town Point Park located in downtown Norfolk on the banks of the Elizabeth River and Ocean View Beach Park situated on the shore line of the Chesapeake Bay. Norfolk Festevents has served as the City of Norfolk’s official event marketing agency since the city’s downtown waterfront revitalization initiatives began in 1982. The organization has garnered international acclaim for its advocacy for public access to waterfronts, outstanding quality programming and development of



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public spaces, transforming Norfolk into one of the most progressive, fun and livable waterfront communities in the country. Residents, workers, and visitors to Norfolk and the Hampton Roads region are invited to experience all the fun and excitement of the 2018 season!

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