



LINCOLN RD

MARDI GRAS 2026





## A NEW TRADITION FOR MIAMI BEACH

In February 2026, the LRBID proposed launching the Annual Lincoln Road Mardi Gras Festival — a vibrant, family-friendly celebration designed to capture the rich cultural spirit of New Orleans while driving economic growth for Lincoln Road businesses. Building on the success of our annual Halloween street festival, this new event will follow a similar large-format footprint, with the potential to draw crowds of up to 40,000 attendees as it grows. The festival will feature lively walking parades, festive outdoor bars, and a variety of food offerings — all set against a visually stunning backdrop of street pole banners, decorative planters, and captivating overhead installations.



# LINCOLN ROAD MARDI GRAS FESTIVAL PROPOSAL

## Bringing the Spirit of New Orleans to Miami Beach

- Event Launch: February 2026
- Objective: Celebrate Mardi Gras culture while boosting Lincoln Road businesses
- Format: Inspired by our successful Halloween street festival
- Projected Attendance: Up to 40,000 as the event grows

## Festival Highlights

- Walking parades, outdoor bars, and diverse food offerings
- Vibrant décor: street pole banners, planters, and overhead installations
- Family-friendly activities: children's craft corner and dog costume contest
- Live music featuring local schools, semi-professional, and professional bands

## Support & Funding

- LRBID Investment: Committed to funding and seeking sponsorships
- City Support Requested: Essential services and financial assistance

## Impact

This signature event will elevate Lincoln Road's profile, attract visitors during a slower season, and create a lasting cultural tradition for Miami Beach.

**Join us in making this exciting vision a reality!**







# PROGRAMMING SUGGESTIONS

- Live Jazz Performances
- Dog costume Contest
- Children's Craft Corner
- Walking Musical Parade







## OUTDOOR BARS

15 Predetermined Locations

\$2,500 Fee Waived

Themed Decor

Possible Liquor Sponsor





## FOOD OFFERINGS

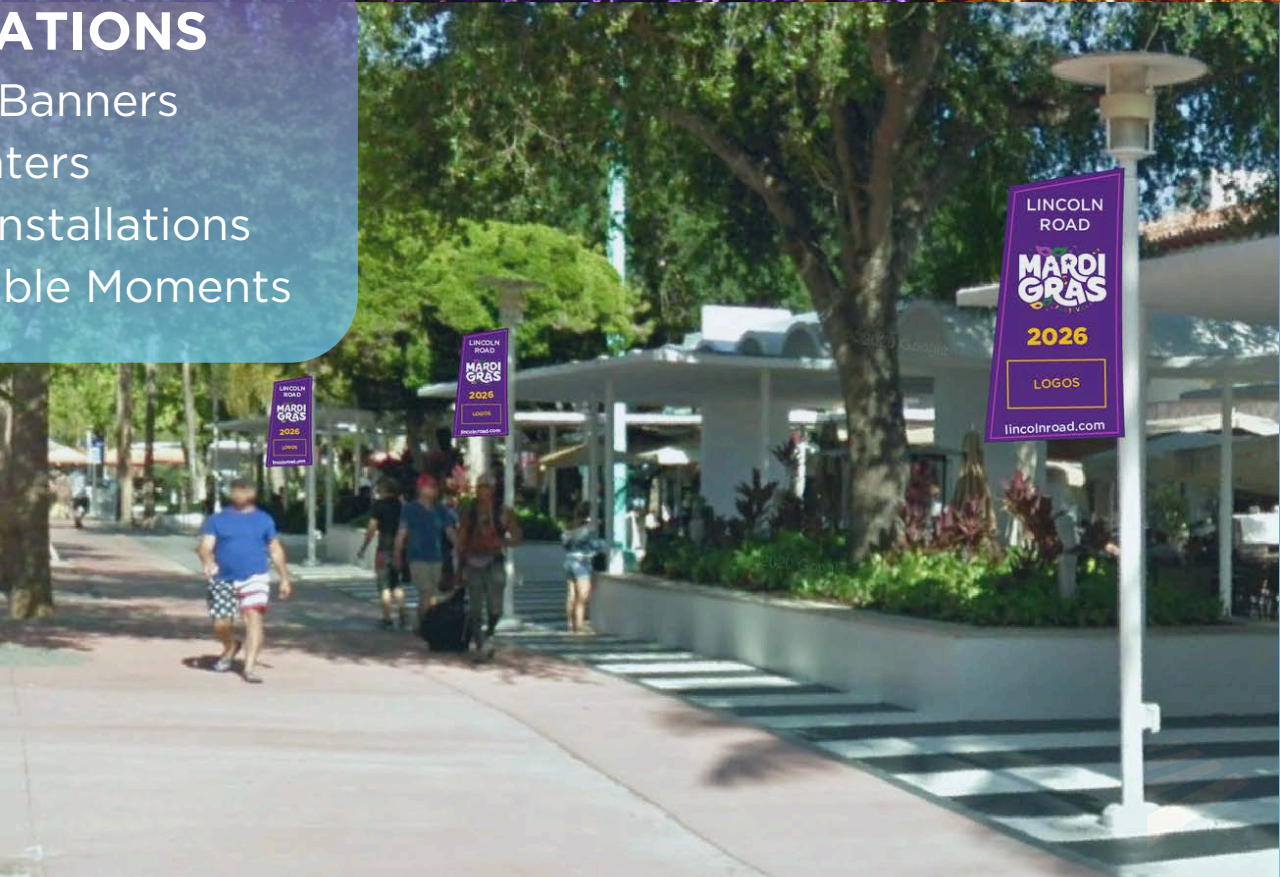
Invite Cajun & Creole Vendors  
Possible SBWFF Chef  
Partnership  
Ticketed VIP Area







**DECORATIONS**  
District Banners  
Planters  
Overhead Installations  
Instagrammable Moments





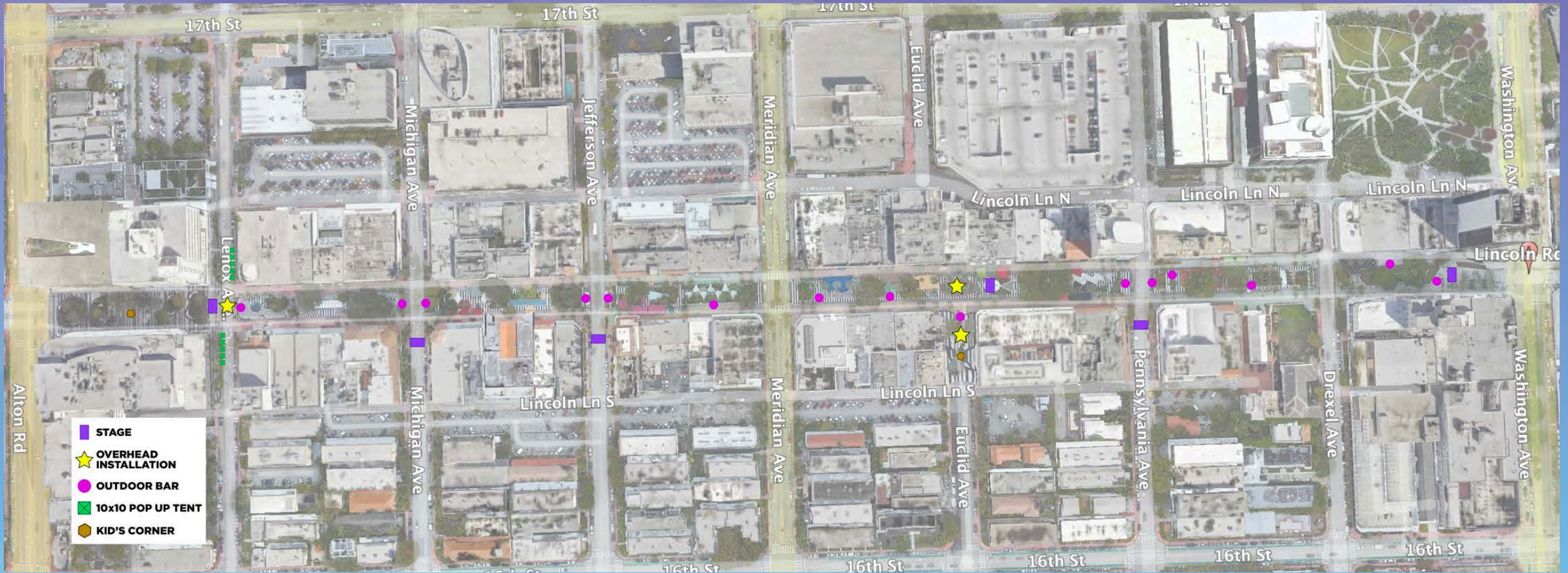
# MARKETING OPPORTUNITIES

- Press Release
- Calendar Listing
- Social Media
- Trolly Advertising
- MB Magazine
- Direct Mail to MB Residents
- Dedicated Eblast
- IKE Digital Screens
- Digital Screens/Highway
- Radio
- Spotify
- TV Partner





# PRELIMINARY SITE PLAN





# PRELIMINARY BUDGET

<b>STREET POLE PANNERS</b>	\$5,000
<b>DISTRICT BANNERS</b>	\$3,000
<b>PLANTERS</b>	\$7,000
<b>OVERHEAD INSTALLATIONS</b>	\$5,000
<b>FESTIVE DECOR</b>	\$10,000
<b>GIVEAWAYS</b>	\$8,000
<b>ENTERTAINMENT</b>	\$50,000
<b>STAGES, SOUND, LIGHTING, ETC.</b>	\$30,000

<b>KIDS CORNER</b>	\$5,000
<b>ADVERTISING</b>	\$20,000
<b>DIRECT MAIL</b>	\$5,000
<b>MISC</b>	\$5000
<b>TOTAL</b>	\$153,000







**CONTACT US**

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