



WASHINGTON PARISH BALLOON FESTIVAL ANNOUNCES FIVE-YEAR TITLE SPONSORSHIP WITH BASS CONCRETE AND D. M. BASS

“We are proud to celebrate a partnership that has lifted our festival from day one!”

The Washington Parish Balloon Festival is reaching new heights with the announcement of a five-year title sponsorship from **Bass Concrete and D. M. Bass** — steadfast supporters since our very first year.

From the beginning, Bass Concrete and D. M. Bass’s unwavering commitment has literally kept our festival aglow. As a community event that relies heavily on the generosity of sponsors, we are deeply grateful for their continued support. Every year, our dedicated board works tirelessly to plan the best possible festival within a carefully managed budget, and the contributions of Bass Concrete and D. M. Bass have been vital to making it happen.

While it’s easy to see rising costs in areas like entertainment — more bands, bigger acts, and larger crowds — there’s another critical expense that isn’t as visible: **electricity**. Hosting the festival at the Washington Parish Fairgrounds means we depend on substantial electrical capacity, far beyond what’s permanently available onsite. From the start, Bass Concrete and D. M. Bass have stepped in to provide the additional power needed, from generators to infrastructure, ensuring our concerts, events, and balloon glows run seamlessly year after year. Their crew is on the ground before, during, and after the event, making sure everything operates without a hitch.

Plans are underway to upgrade the fairgrounds’ electrical infrastructure, but until those improvements are complete, Bass Concrete and D. M. Bass’s partnership ensures the festival continues to shine. Their contribution has been invaluable, and this new long-term title sponsorship is our way of recognizing their extraordinary commitment to our festival and our community.

With exciting plans already in motion for 2026, and with the support of Bass Concrete, D. M. Bass, and all our dedicated sponsors, we are confident that the upcoming year will be our best yet!