



2022 Crawfish King Cook-Off Sponsorship Outline

Boil. Eat. Give.

Crawfish King Cook-Off at Live After 5 Friday, May 6, 2022

The **9th annual Crawfish King Cook-off** is excited to partner with **Live After 5**, again this year, in a collaboration that will give sponsors, boiling teams and attendees two great events in one. Join us as we create community, increase access to career development opportunities for high school youth, eat more crawfish, and create an exclusive value-add experience for all participants.

Enjoy the sights and sounds of Downtown Baton Rouge at the free **Live After 5** concert with 5,000+ and all-you-can-eat crawfish cooked by some of our city's best amateur boilers. Most importantly, you are investing in Baton Rouge's youth by supporting **Big Buddy Program** and **Junior Achievement**. We look forward to partnering with you!

Important Deadlines:

Sponsorship Confirmations due by March 30, 2022.

Tickets On Sale: March 1, 2022. Tickets are \$20 for Adults and \$10 for Children (10 years and under) in advance. Tickets are \$25 at the gate.

We appreciate your sponsorship investment of Crawfish King Cook-Off. We're expecting to host our largest crowds yet. Enclosed please find a sponsorship proposal and benefits package for your review and consideration!

*Gaylynne M. Mack, Proud Executive Director
Big Buddy Program*



1415 Main Street, Baton Rouge LA 70802
o: 225-388-9737
c: 225-933-6157

Thank you to our 2021 Sponsors and Teams!

*BASF
Blue Cross Blue Shield
Hancock Whitney
Louisiana Seafood
Associated Grocers
Sonic
Entergy
Air Products
Exit Realty Group
WAFB
Classic Hits 103.3
Lamar
Feigley Communications
The Crawfish App
Baton Rouge Community College
Coca-Cola
AV Express
Downtown Duplicating
Bayou Plaza
Republic Services
Raising Cane's
Cajun Cowboy Kitchen*



2022 Crawfish King Cook-Off Sponsorship Outline

Boil. Eat. Give.

PREMIER SPONSORSHIP PACKAGE | \$20,000

This is an opportunity to join the event as a premier sponsorship, with top billing, premium media and benefits. Industry exclusivity.

Expanded visibility: Crawfish King Cook-Off joins Live After Five!

Branding benefits:

- Logo on official event t-shirt and any event merchandise
- Event fliers and print materials with premium logo inclusion
- Premium signage at the event
- Digital: Premium logo placement on web, social, and online ticket sales sites

Media & Promotions benefits:

- Inclusion in all planned, in-kind or purchased media, including TV, radio and outdoor, as available
- Speaking opportunity for company representative on stage on event day
- Engagement with community leaders and/or public figures attending on event day, as available
- Press appearance opportunity (prior and/or event day) via TV or radio

Engagement benefits:

- Promotional insert or giveaways in team/competition packets at Team Leader Meeting, provided by your company; Post-event messaging to sponsors, ticket buyers (online), vendors & competitors via letter, e-blast, etc.

Hospitality benefits:

- 20 VIP admission tickets (\$1,000 retail value)
- 30 general admission tickets (\$750 retail value)
- 2 cooking teams to participate in the event (\$3,000 retail value)

Big Buddy Year-Round Visibility and Recognition

Bus Logo Advertising for One Year!

- Logo and/or company name on Legacy vehicle during the 2022/2023 program year.
- Logo and company name on all parent newsletters throughout the 2022/2023 program year; 500+ distribution list, monthly newsletter shared with parents about the upcoming activities of the program
- Feature story in first quarter agency newsletter





2022 Crawfish King Cook-Off Sponsorship Outline

Boil. Eat. Give.

VIP SPONSORSHIP PACKAGE | \$10,000

Host over 400+ VIP attendees of Crawfish King Cook-Off with catered food and full bar. VIP guests will enjoy the atmosphere of Crawfish King Cook-off and Live After Five in a private space. Industry exclusivity.

Big Buddy Year-Round Visibility and Recognition

**Supporting Academic
Summer Learning for over
500 K-8th Grade Students!**

- Logo/company name on official Summer Enrichment t-shirts worn by all participants during regular program, and specifically on weekly field trips and Fun Fridays; 500+ t-shirts distributed
- Speaking opportunity and/or check presentation at Parent Orientation held prior to the beginning of the program session
- Feature story in second quarter agency newsletter
- Promotional items distributed at Parent Orientation
- Logo/company name on all weekly summer newsletters; 500+ distribution

Sponsors can engage with VIP guests during the event as hosts or attendees and provide promotional items, such as branded plastic cups, branded beverage napkins, koozies, etc.

Branding benefits:

- Logo on official event t-shirt and event merchandise
- Event fliers and print materials - premium placement
- Premium signage at the event
- Digital: Premium logo placement on web, social, and online ticket sales sites

Media & promotions benefits:

- Inclusion in all planned, in-kind or purchased media, including TV, radio and outdoor, as available
- Speaking opportunity for company representative on stage on event day
- Engagement with community leaders and/or public figures attending on event day, as available
- Press appearance opportunity (prior and/or event day) via TV or radio

Engagement benefits:

- Promotional insert or giveaways in team/competition packets at Team Leader Meeting, provided by your company
- Post-event messaging to sponsors, ticket buyers (online), vendors & competitors via letter, e-blast, etc.
- Opportunities to engage with all VIP guests and ticket purchasers
- Company opportunity to provide branded promotional insert/items in team/competition packets at Team Leader Meeting
- 6 pre-event tickets for giveaways (contest, drawing, etc.)

Hospitality benefits:

- 16 VIP admission tickets (\$800 retail value)
- 20 general admission tickets (\$500 retail value)
- 1 cooking team to participate in the event (\$1,500 retail value)





2022 Crawfish King Cook-Off Sponsorship Outline

Boil.

Eat.

Give.

VOLUNTEER TENT SPONSORSHIP LEVEL |: \$7,500

This is an exclusive opportunity to join the event as a sponsor for over 200+ volunteers.

Big Buddy Year-Round Visibility and Recognition

**Mentoring is the #1 Way to
Make a Difference in the Life
of a Child**

- Logo/company name on monthly Mentoring newsletter, which provides the listing of the activities for the month and recaps the activities of the prior month; newsletters are distributed via email/mail to the homes of the parents and the Mentors; Distribution of 150+
- Recognition at Mentoring in Real Life Awards (January 2023)
- Feature story in Mentoring newsletter (month determined by sponsor)
- Company's promotional items distributed at Match Ceremony (optional)
- National recognition at the National Mentoring Summit 2023

Branding benefits:

- Logo on official event t-shirt and event merchandise
- Event fliers and print materials with logo inclusion
- Digital: Premium logo placement on web, social, and online ticket sales sites
- Premium signage at the event

Media & promotions benefits:

- Inclusion in all media releases

Engagement benefits:

- Promotional insert in team/competition packets (ex. coupon, flyers, etc.) at Team Leader Meeting
- Event day promotional item distribution
- 6 event tickets for giveaways for clients, employees, vendors (contest, drawing, etc.)

Hospitality benefits:

- 12 VIP admission tickets (\$600 value)
- 16 general admission tickets (\$400 value)
- 1 team to participate in the event (\$550 value)
- 1 team to participate in the event (\$1,500 value)





2022 Crawfish King Cook-Off Sponsorship Outline

Boil.

Eat.

Give.

EATING AREA SPONSORSHIP LEVEL |: \$7,500

Industry exclusivity. Sponsors logos and promotional items are used to decorate the general public eating area which will serve as the gathering area for over 5,000 guests.

Big Buddy Year-Round Visibility and Recognition

**Mentoring is the #1 Way to
Make a Difference in the Life
of a Child**

- Logo/company name on monthly Mentoring newsletter, which provides the listing of the activities for the month and recaps the activities of the prior month; newsletters are distributed via email/mail to the homes of the parents and the Mentors; Distribution of 150+
- Recognition at Mentoring in Real Life Awards (January 2023)
- Feature story in Mentoring newsletter (month determined by sponsor)
- Company's promotional items distributed at Match Ceremony (optional)
- National recognition at the National Mentoring Summit 2023

Branding benefits:

- Logo on official event t-shirt and event merchandise
- Event fliers and print materials with logo inclusion
- Digital: Premium logo placement on web, social, and online ticket sales sites
- Premium signage at the event

Media & promotions benefits:

- Inclusion in all media releases

Engagement benefits:

- Promotional insert in team/competition packets (ex. coupon, flyers, etc.) at Team Leader Meeting
- Event day promotional item distribution
- 6 event tickets for giveaways for clients, employees, vendors (contest, drawing, etc.)

Hospitality benefits:

- 12 VIP admission tickets (\$600 value)
- 16 general admission tickets (\$400 value)
- 1 team to participate in the event (\$550 value)
- 1 team to participate in the event (\$1,500 value)





2022 Crawfish King Cook-Off Sponsorship Outline

Boil. Eat. Give.

EVENT PARTNER SPONSORSHIP LEVEL | \$5,000

Expanded opportunity to reach over 5,000+ people attending two great events in 2022/2023: Crawfish King Cook-off and Live After Five!

Exclusive Big Buddy Year-Round Visibility and Recognition

Invest in Baton Rouge's Future Workforce

- Logo/Company name listed in the sponsor section of the weekly updates sent to parents and WorkPlace Mentors throughout the 2022/2023 program year; Distribution of 500+
- Company's promotional items distributed at Parent Orientation (optional)
- Logo/Company name listed on sponsor signage at all weekly Tool Time sessions

Branding benefits:

- Logo on official event t-shirt and event merchandise
- Event fliers and print materials with logo inclusion
- Digital: logo placement on web, social, and online ticket sales sites
- High visibility on event day signage

Media & promotions benefits:

- Inclusion in all media releases

Engagement benefits:

- Event day promotional item distribution
- 6 event tickets for giveaways for clients, employees, vendors (contest, drawing, etc.)

Hospitality benefits:

- 6 VIP admission tickets (\$300 value)
- 8 general admission tickets (\$200 value)
- 1 team to participate in the event (\$1,500 value)





2022 Crawfish King Cook-Off Sponsorship Outline

Boil. Eat. Give.

MISSION SPONSORSHIP LEVEL | \$3,000

Join Crawfish King Cook-off as a Mission Sponsor to reach 5,000+ people as we partner with Live After Five!

Branding benefits:

- Logo on event day signage

Engagement benefits:

- Event day promotional item distribution
- Recognition at Team Leader Meeting

Hospitality benefits:

- 2 VIP admission tickets (\$100 value)
- 6 general admission tickets (\$100 value)
- 1 team to participate in the event (\$1,500 value)





2022 Crawfish King Cook-Off Sponsorship Outline

Boil. Eat. Give.

Crawfish King Boiling Team

Registration Information

Ticket Bundles are available and include 10 general admission tickets for \$200

Please make all checks payable to Crawfish King Cook-Off

Team Guidelines

- 5 members per team
- 1 team captain
- 2 rounds of judging
- Team Captain must be identified and attend Safety Meeting in **April 2022**
 - Time and Dates: TBH

Team Amenities

- Crawfish provided for each team
- (1) bag of vegetables
- Teams are provided a 10L x 10W cooking space, cooking space location will be determined by event directors
- Judging done by professional chefs
- Drink tickets will be provided with team registration



Team Entry Deadline and Fee: **\$1,500 due by April 17, 2022**

*Registration form and entry fee can be mailed to:

Big Buddy Program

1415 Main St

Baton Rouge, LA 70802

Both registration form and entry fee are required to hold team spot, teams are filled on a first come first served basis. Once team capacity is reached a waiting list will be compiled in the event a spot opens. **Limited team spaces available!**



2022 Crawfish King Cook-Off Sponsorship Outline

Boil. Eat. Give.

Crawfish King Cook-Off Sponsorship and Team Registration Confirmation

Business/Organization Name _____

Contact Name _____ Email Address _____

Address _____

City, State, Zip _____

Phone _____ Cell _____ Fax _____

____ Yes, my company/organization will commit to sponsorship of the 2020 Crawfish King Cook-Off at the:

____ Premier Sponsor (\$20,000) ____ VIP Sponsor (\$10,000) ____ Volunteer Tent Sponsor (\$7,500)

____ Eating Area Sponsor (\$7,500) ____ Event Sponsor (\$5,000) ____ Mission Sponsor (\$3,000)

____ Volunteer Sponsor (\$7,500) ____ Boiling Team (\$1,500)

Donation Receipt

____ Our donation can be expected to be received on _____.

____ Our donation is enclosed.

Sponsors must include an example of how the name of the organization/business should appear on promotional material. Please the completed forms and send to Gaylynne Mack at bigbuddy@bigbuddyprogram.org.

Company Representative

Signature Date

Gaylynne Mack, Executive Director

Signature Date

To remit sponsorship payment: Make checks payable to: Crawfish King Cook-Off
And mail to: Big Buddy Program * 1415 Main Street, Baton Rouge, LA 70802

2022 Crawfish King Cook-Off | Downtown BR | Friday, May 6