

2027



Benefitting both



**Junior
Achievement**TM
of Greater Baton Rouge



BigBuddy
Mentoring Baton Rouge



We're Peeling with Purpose

May 7, 2027 | Downtown Baton Rouge (City Hall Plaza)

www.crawfishkingcookoff.com



WE'RE PEELING WITH PURPOSE 5.7.27



Benefitting both



On May 7, 2027, the 13th annual Crawfish King Cook-Off is to get the burners fired up! This partnership offers sponsors, boiling teams, and attendees two fantastic events in one. Join us in building community, expanding career development opportunities for high school youth, enjoying spicy crawfish, and providing an exclusive value-added experience for everyone involved.

Take in the sights and sounds of Downtown Baton Rouge at the free Live After 5 concert, which attracts over 3,000 attendees, and savor all-you-can-eat crawfish prepared by some of our city's top amateur boilers. By participating, you are also supporting Baton Rouge's youth through Junior Achievement and the Big Buddy Program. We are excited to work with you!

Key Dates:

- Sponsorship Confirmations: Due March 3, 2027
- Media/Marketing Deadline: Due March 3, 2027
- Team Registration deadline: Due April 5, 2027
- Sponsorship/Team payments: Due April 15, 2027
- Tickets On Sale: Feb 1, 2027
- \$35 in advance | \$40 at the gate *group rates available

We value your sponsorship investment in the Crawfish King Cook-off and anticipate hosting our largest crowd yet. Enclosed, you will find a sponsorship proposal and benefits package for your review and consideration. Thank you for your support!

www.crawfishkingcookoff.com



PRESENTING SPONSOR

	Branding benefits: (deadline 3/3/27) • Logo on official event t-shirt and any event merchandise • Logo on event fliers, pushcards, posters with premium logo placement • Premium signage at the event • Digital: Premium logo placement on web and social templates
	Media & promotions benefits: (deadline 3/3/27) • Inclusion in planned media, including radio and outdoor, as available • Engagement with community leaders and/or public figures attending on event day, as available • TV or radio appearance opportunity (prior and/or event day) Inclusion in all media releases
	Engagement benefits: • Promotional insert or giveaways in Team Captain 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 Crawfish Club VIP guests and ticket purchasers • 6 pre-event tickets for giveaways (contest, drawing, etc.)
	Hospitality benefits: • 20 Crawfish Club VIP admission tickets (\$1,000 retail value) • 20 general admission tickets (\$700 retail value) • 2 - 10x10 or 1 - 20x20 reserved tent spaces (may be used for competition or team and/or company gathering)



\$20,000
INVESTMENT

*Industry exclusive- Multiple
Sponsor Opportunity*

May 7, 2027

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CRAWFISH CLUB - VIP SPONSOR

	Branding benefits: (deadline 3/3/27) • Logo on official event t-shirt and any event merchandise • Event fliers, push cards, posters to include logo with premium placement • Premium signage at the event • Digital: Premium logo placement on web, social, and online ticket sales sites
	Media & promotions benefits: (deadline 3/3/27) • Inclusion in planned media, including radio and outdoor, as available • Engagement with community leaders and/or public figures attending on event day, as available • TV or radio appearance opportunity (prior and/or event day) Inclusion in all media releases
	Engagement Benefits • Onstage opportunity at LiveAfter5 for the Winner Announcements • Provide 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. • 6 pre-event tickets for giveaways (contest, drawing, etc.)
	Hospitality benefits: • 10 Crawfish Club VIP admission tickets (\$500 retail value) • 10 general admission tickets (\$350 retail value) • 1 - 10x10 reserved tent space (may be used for competition or team and/or company gathering)



**\$10,000
INVESTMENT**

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SPICY ENTRY SPONSOR

	Branding benefits: (deadline 3/3/27) • Logo on official event t-shirt and any event merchandise • Event fliers, push cards, posters to include logo with premium placement • Premium signage at the event • Digital: Premium logo placement on web, social, and online ticket sales sites
	Media & promotions benefits: (deadline 3/3/27) • Inclusion in planned media, including radio and outdoor, as available • Engagement with community leaders and/or public figures attending on event day, as available • TV or radio appearance opportunity (prior and/or event day) Inclusion in all media releases
	Engagement Benefits • Onstage opportunity at LiveAfter5 for the Winner Announcements • Provide 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. • 6 pre-event tickets for giveaways (contest, drawing, etc.)
	Hospitality benefits: • 10 Crawfish Club VIP admission tickets (\$500 retail value) • 10 general admission tickets (\$350 retail value) • 1 - 10x10 reserved tent space (may be used for competition or team and/or company gathering)



**\$10,000
INVESTMENT**

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MUD BUG MUNCH ZONE

	Branding benefits: (deadline 3/3/27) • Logo on official event t-shirt and any event merchandise • Opportunity to brand tables in the eating area • Name placement in print ad opportunities • Event fliers, push cards, posters & print materials with logo inclusion • Digital: Logo placement on web and social media event sites • Logo on signage at the event, located primarily in the eating area at the center of the event.
	Hospitality Benefits • 8 Crawfish Club VIP admission tickets (\$400 retail value) • 8 general admission tickets (\$280 retail value) • 1 - 10x10 reserved tent space (may be used for competition or team and/or company gathering)
	Engagement Benefits • Event day promotional item distribution

This area includes tables and chairs for the general public, up to 25 tables will be included and set up in the center of the event.



\$7,500
INVESTMENT

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CRAWFISH COURTROOM SPONSOR

	Branding benefits: (deadline 3/3/27) • Logo on official event t-shirt and any event merchandise • Name placement on event fliers and print materials • Digital: logo placement on web and social media event sites • Name inclusion on event day signage.
	Hospitality Benefits • 5 Crawfish Club VIP admission tickets (\$400 retail value) • 5 general admission tickets (\$280 retail value) • 1 - 10x10 reserved tent space (may be used for competition or team and/or company gathering)
	Engagement Benefits • Event day promotional item distribution

Seize the opportunity to host the prestigious Crawfish Courtroom Judge's Panel at this year's event. The "Crawfish Courtroom" is a 10x20 space, and will be the focal point where our esteemed panel will taste, judge, and ultimately determine the top three winners among the competitors.



\$5,000
INVESTMENT

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PATHWAY PARTNER

	Branding benefits: (deadline 3/3/27) • Logo on official event t-shirt and any event merchandise • Name placement on event fliers and print materials • Digital: logo placement on web and social media event sites • Name inclusion on event day signage.
	Hospitality Benefits • 5 Crawfish Club VIP admission tickets (\$400 retail value) • 5 general admission tickets (\$280 retail value) • 1 - 10x10 reserved tent space (may be used for competition or team and/or company gathering)
	Engagement Benefits • Event day promotional item distribution

As a Pathway Partner at the Crawfish King Cookoff, you play a vital role in supporting the missions of two GREAT organizations making this event a tremendous success.

BEST SELLER



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\$5,000

INVESTMENT

Multiple Sponsor Opportunity

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MISSION MATTERS

	Branding benefits: (deadline 3/3/27) • Logo on official event t-shirt and any event merchandise • Name placement on event fliers and print materials • Name placement on web and social • Name included on event day signage
	Hospitality Benefits • 2 Crawfish Club VIP admission tickets (\$100 retail value) • 4 general admission tickets (\$140 retail value) • 1 - 10x10 reserved tent space (to be used for competition or team)
	Engagement Benefits • Event day promotional item distribution

As a Mission Sponsor you play a vital role in supporting JA's mission to inspire and prepare young people for success. As a Mission Sponsor, your contribution directly impacts JA's efforts to provide financial literacy, work readiness, and entrepreneurship programs to local students, empowering them with the skills needed to thrive in their future careers and communities.

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\$3,000
INVESTMENT

Multiple Sponsor Opportunity

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VOLUNTEERS MATTER



Be part of the action at the Crawfish King Cookoff! Volunteering is your chance to dive into the heart of this iconic event, connect with an incredible community, and make a lasting impact. From helping our teams serve up mouth-watering crawfish to ensuring an unforgettable experience for our guests, there's a role for everyone. Join us and help bring this event to life – we can't do it without you!



AVAILABLE SHIFTS

Thursday, May 6 | 2 to 5 PM
Friday, May 7 | 9 AM to 12 PM
Friday, May 7 | 2 PM to 6 PM
Friday, May 7 | 5 PM to 9 PM

Volunteer Groups are Welcome



READY TO SIGN UP?

<https://tinyurl.com/VOLUNTEER-CKC27>

NEED MORE INFO?

Email: Michele.carbo@ja.org

GET IN ON THE ACTION!



THANK YOU.

Michele Carbo
VP of Development
Junior Achievement
michele.carbo@ja.org
225-252-7176

Gaylynne Mack
Executive Director
Big Buddy Program
gmack@bigbuddyprogram.org
225.388.9737



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@crawfishkingbr





Sponsorship Confirmation Form

CLICK HERE
to confirm your sponsorship

Click above if you prefer to submit electronically.



Sponsorship deadline 3/3/27

Print Deadline 4/1/27

Payment due by 4/15/27

1. Business Name/Organization: _____

2. How should your business/organization appear on promotional materials?

3. Sponsorship Contact Name: _____

4. Email Address: _____

5. Mailing Address: _____

6. City/State/Zip: _____

7. Office Phone: _____

8. Cell Phone: _____

9. Which sponsorship level are you confirming?

- ☐ Presenting Sponsor (\$20,000)
- ☐ Crawfish Club Sponsor (\$10,000)
- ☐ Spicy Entry Sponsor (\$10,000)
- ☐ Mud Bug Munch Zone Sponsor (\$7,500)
- ☐ Crawfish Courtroom Sponsor (\$5,000)
- ☐ Pathway Partner (\$5,000)
- ☐ Mission Partner (\$3,000)
- ☐ Team Registration (\$1,500)
- ☐ 10 ticket Bundle (\$300)

10. Invoice me at the address/email provided above.

- ☐ Yes
- ☐ No, I'd like to mail a check today. (mail to: JA, P O Box 77576, Baton Rouge, LA 70879)

Cooking Team Contact Name:

Cooking Team Contact Cell:

Cooking Team Contact Email:

THANK YOU! Stay tuned for additional communications from our event team!

Be sure to email a hi-resolution logo to lori.russell@ja.org.com (Subject line CKC sponsor logo)



MUDBUG PARTY PACK

10 TICKETS for \$300
THAT'S A \$50 SAVINGS!

offer available on-line only through 4/30



MAY 7, 2027 DOWNTOWN BR
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