



2023 Crawfish King Cook-Off Sponsorship Outline

Boil. Eat. Give.

Crawfish King Cook-Off at Live After 5 Friday, May 5, 2023

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 1, 2023. Tickets On Sale: March 1, 2023. Tickets are \$35 in advance and \$40 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!

Crawfish King Planning Team

Michele Carbo

Event Director, Jr. Achievement

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C: 225-252-7176



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Crawfish King Cook-Off Sponsorship Confirmation

EVENT DATE: MAY 5, 2023

Business/Organization Name _____

Contact Name _____ Email Address _____

Address _____

City, State, Zip _____

Phone _____ Cell _____ Fax _____

___ Yes, my company/organization will commit to sponsor the 2022 Crawfish King Cook-Off at the:

- ___ Premier Sponsor (\$20,000) ___ VIP Sponsor (\$10,000) ___ Gate Sponsor (\$10,000)
- ___ Hospitality Sponsor (\$7,500) ___ Event Sponsor (\$5,000) ___ Judge's Sponsor (\$5,000)
- ___ Team Registration (\$1,500) ___ Ticket Discount Bundle (25 tickets-\$750)

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 Michele Carbo at mcarbo@jabatonrouge.com

Company Representative

Signature Date

Michele Carbo / Event Co-Director

Signature Date

Make checks payable to: Crawfish King Cook-Off



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Premier Sponsor: \$20,000

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

Branding benefits:

- Logo on official event t-shirt and any event merchandise
- Logo on the event entry bracelets (general admission, VIP)
- 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:

- 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.
- 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:

- 20 VIP admission tickets (\$1,000 retail value)
- 30 general admission tickets (\$1,050 retail value)
- 2 cooking teams to participate in the event (\$3,000 retail value)





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VIP Sponsor: \$10,000

Your VIP sponsorship will host VIP attendees of Crawfish King Cook-Off with catered food and full bar. VIP guests will enjoy the atmosphere of both events away from the crowds. Industry exclusivity.

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 any event merchandise
- Event fliers and print materials with premium logo placement
- Premium signage at the event
- Digital: Premium logo placement on web and social templates

Media & promotions benefits:

- Inclusion in planned media, including, radio and outdoor, as available
- 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 (\$700 retail value)
- 1 cooking team to participate in the event (\$1,500 retail value)





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Gate Sponsor: \$10,000

Your Gate sponsorship will be at two (2) Main gate entrances for the event. Located at the back of Live After 5 and on St. Louis Street, all attending guests must enter through these gates. Industry exclusivity, but multiples can be sold.

Sponsors can engage with attending guests at the front gate with coupon codes, promotional item giveaway and hospitality.

Branding benefits:

- Logo on all event bracelets for Entry (General Admission, VIP, kid's)
- Logo on official event t-shirt and any event merchandise
- Event fliers and print materials with premium logo placement
- Premium signage at the event
- Digital: Logo placement on web and social templates

Media & promotions benefits:

- Inclusion in planned media, including, radio and outdoor, as available
- 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 (\$700 retail value)
- 1 cooking team to participate in the event (\$1,500 retail value)





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Hospitality Sponsor: \$7,500

This is an opportunity to join the event as a Hospitality zone sponsor. Hospitality zone includes eating tables and chairs for the general public, up to 40 tables will be included and set up in the center of the event. Industry exclusivity.

Branding benefits:

- Logo on official event t-shirt and any event merchandise
- Opportunity to brand tables in the eating area
- Event fliers and print materials with logo inclusion
- Digital: Logo placement on website & social media event sites
- Premium signage at the event, located primarily in the eating area at the center of 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 (\$560 value)
- 1 team to participate in the event (\$1,500 value)





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Event Partner Sponsor: \$5,000

This is an opportunity to join the event as a partner sponsor.

Branding benefits:

- Logo on official event t-shirt and any 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 (\$280 value)
- 1 team to participate in the event (\$1,500 value)





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JUDGE'S Sponsor: \$5,000

This is an opportunity to join the event as a host of the Judge's Panel sponsor. Judge's area is a 20x20 space and hosts the panel of judges who will taste, judge and determine 1st, 2nd, and 3rd place from the team competitors. Industry exclusivity.

Branding benefits:

- Logo on official event t-shirt and any 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:

- Onstage at Live After 5 to assist in announcing the winners
- 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)
- 12 general admission tickets (\$420 value)

