



2024 Crawfish King Cook-Off Sponsorship Outline

Boil. Eat. Give.

Crawfish King Cook-Off at Live After 5 Friday, May 10, 2024

The 10th annual **Crawfish King Cook-off** is excited to partner with **Live After 5**, again this year to 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 the **Big Buddy Program** and **Junior Achievement**. We look forward to partnering with you!

Important Deadlines:

Sponsorship Confirmations due by March 30, 2024.

Tickets On Sale: March 1, 2024. Tickets are \$35 for Adults and \$10 for Children (10 years and under) in advance. Tickets are \$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!

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



1415 Main Street, Baton Rouge LA 70802
o: 225-388-9737 c: 225-999-7485

Thank you to our Previous Sponsors and Teams!

BASF
Hancock Whitney
Entergy
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Bank of America
Merrill Bank
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Air Products
Bear Process Safety
Brandsafway
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Mercedes-Benz of Baton Rouge
Associated Grocers
Sonic
WAFB
Classic Hits 103.3
Lamar
Feigley Communications
The Crawfish App
Crescent Crown Distributing
Coca-Cola
AV Express
Downtown Duplicating
Bayou Plaza
Quala Industrial Services
Republic Services
Raising Cane's
Cajun Cowboy Kitchen



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PREMIER SPONSORSHIP PACKAGE | \$20,000

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

Expanded visibility: Crawfish King Cook-Off joins Live After 5

Branding benefits:

- Logo 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:

- 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 (\$1050 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 2024/2025 program year.
- Logo and company name on all parent newsletters throughout the 2024/2025 program year; 500+ distribution list, monthly newsletter shared with parents about the upcoming activities of the program.
- Feature story in first quarter agency newsletter.



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FENCE SPONSOR | \$10,000

Your sponsorship will cover the fencing used to secure the event location. The event is located at the back of Live After 5 and all attending Crawfish King and Live After 5 will see the fence identification. Industry exclusivity, but multiples can be sold.

Sponsors can place branding signage on fencing circling the eating area of almost 5,000ft. Directions will be provided about the size of the signs to be used and the actual coverage area.

Big Buddy Year-Round Visibility & 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.

Branding benefits:

- Logo on official event t-shirt and event merchandise
- Event fliers and print materials - premium placement
- Premium signage at the event: Logo and other branded messaging on fencing used to secure 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

- 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 packets.
- 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

Your sponsorship will empower all hospitality aspects of the event, ensuring a warm and welcoming atmosphere for all attendees. This includes providing essential services, amenities, and enhancements to elevate the overall guest experience

Sponsors can place branding signage on fencing circling the eating area of almost 5,000ft. Directions will be provided about the size of the signs to be used and the actual coverage area.

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 Day of the Mentor
- 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 2024

Branding benefits:

- Logo and other branded messaging on fencing used to secure event.
- 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

Hospitality benefits:

- 12 VIP admission tickets (\$600 retail value)
- 16 general admission tickets (\$560 retail value)
- 1 cooking team to participate in the event (\$1500 retail value)



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VOLUNTEER TENT SPONSOR | \$7,500

This is an exclusive opportunity to join the event as a sponsor of the 200+ volunteers who work to make the event a success.

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 Day of the Mentor
- 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 2024



Branding benefits:

- Logo and other branded messaging on fencing used to secure event.
- 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

Hospitality benefits:

- 12 VIP admission tickets (\$600 retail value)
- 16 general admission tickets (\$560 retail value)
- 1 cooking team to participate in the event (\$1500 retail value)



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JUDGES SPONSOR | \$5,000

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

Exclusive Big Buddy Year-Round Visibility & 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 2024/2025 program year; Distribution of 500+
- Recognition at Day of the Mentor
- 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 signage at the event

Media & Promotions benefits:

- Inclusion in all media releases

Engagement Benefits

- Event day promotional item distribution
- 6 event tickers for giveaways for clients/vendors (contest, drawing, etc)

Hospitality benefits:

- 6 VIP admission tickets (\$300 retail value)
- 8 general admission tickets (\$280 retail value)
- 1 cooking team to participate in the event (\$1500 retail value)





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MISSION SPONSOR | \$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 (\$300 retail value)
- 6 general admission tickets (\$280 retail value)
- 1 cooking team to participate in the event (\$1500 retail value)





2024 Crawfish King Cook-Off Sponsorship Outline

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Crawfish King Cook-Off Sponsorship and Team Registration Confirmation Form

Company/Business Name _____

Contact Name _____ Email Address _____

Address _____

City, State, Zip _____

Phone _____ Cell _____ Fax _____

___ Yes, my company/organization will commit to sponsorship of the 2023 Crawfish King Cook-Off

___ Premier Sponsor (\$20,000)

___ VIP Sponsor (\$10,000)

___ Volunteer Tent Sponsor (\$7,500)

___ Judges Sponsor (\$5,000)

___ Mission Sponsor (\$3,000)

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 complete the form and send to Lauryn Sweet at lauryns@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

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Address _____

City, State, Zip _____

Phone _____ Cell _____ Fax _____

___ Yes, my company/organization will commit to sponsorship of the 2023 Crawfish King Cook-Off

___ Premier Sponsor (\$20,000)

___ Fence Sponsor (\$10,000)

___ Hospitality Sponsor (\$7,500)

___ Judges Sponsor (\$5,000)

___ Mission Sponsor (\$3,000)

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___ VIP Sponsor (\$10,000)

___ Fence Sponsor (\$10,000)

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