

2026

Boil Eat Give

Benefitting both



Junior
Achievement™
of Greater Baton Rouge



BigBuddy
Mentoring Baton Rouge



www.crawfishkingcookoff.com

May 1, 2026



On May 1, 2026, the 12th annual Crawfish King Cook-off is thrilled to team up with Live After 5 again this year. 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 5,000 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:

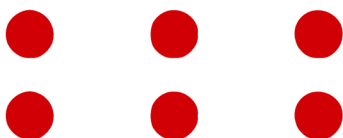
- **Sponsorship Confirmations:** Due March 3, 2026
- **Media/Marketing Deadline:** Due March 3, 2026
- **Sponsorship payments:** Due April 25, 2026
- **Tickets On Sale:** March 3, 2026
- \$35 in advance | \$40 at the gate

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!

Gaylynne Mack

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

Benefitting both



Presenting Sponsor

This is an opportunity to join the event as a Presenting Sponsor, offering top billing, premium media exposure, and exclusive industry benefits.

Industry exclusivity - Multiple Sponsor Opportunity



Branding benefits: (deadline 3/3/26)

- 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 3/3/26)

- 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/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 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 tent spots (may be used for competition or team and/or company gathering)

\$20,000
Investment



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May 1, 2026



Crawfish Club Sponsor

You'll engage with "Crawfish Club" VIP guests during the event as hosts or attendees of Crawfish King Cook-Off. Catered food and bar provided. Crawfish Club VIP guests will enjoy the atmosphere of both events in an exclusive tented space away from crowds.

Industry exclusivity - Multiple Sponsor Opportunity



Branding benefits: (deadline 3/3/26)

- 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 3/3/26)

- Inclusion in all planned, in-kind or purchased media, including TV, 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:

- Able to be onstage 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 tent spots (may be used for competition or team and/or company gathering)

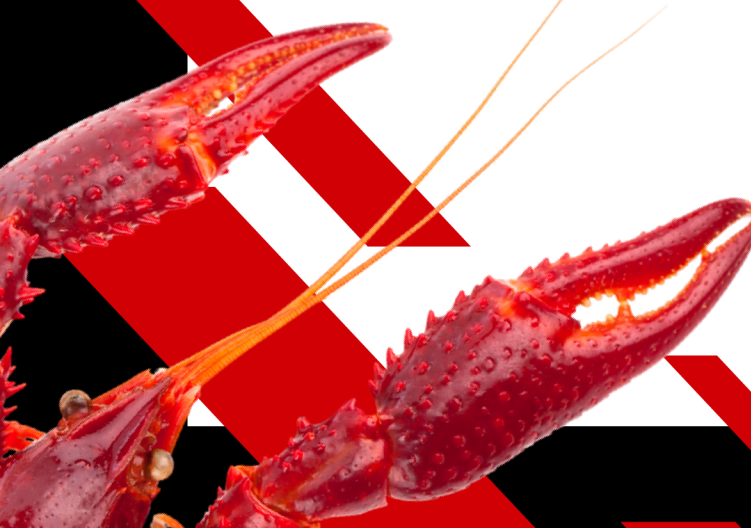
\$10,000

Investment



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May 1, 2026



Spicy Entry Sponsor

Your "Spicy Entry" sponsorship will be at the Main entrance for the event. Located at the back of Live After 5, all attending guests must enter through this gate.

Industry exclusivity - Multiple Sponsor Opportunity

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



Branding benefits: (deadline 3/3/26)

- Logo on official event t-shirt and any event merchandise
- Event fliers, pushcards, posters, & print materials with premium logo placement
- Premium signage at the event
- Digital: Logo placement on web and social media event sites



Media & promotions benefits: (deadline 3/3/26)

- Inclusion in all planned, in-kind or purchased media, including TV, 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:

- Provide promotional inserts 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.
- 4 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 tent spots (may be used for competition or team and/or company gathering)

\$10,000
Investment



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May 1, 2026



Mud Bug Munch Zone Sponsor

This is an opportunity to join the event as a "Mud Bug Munch Zone" sponsor. 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.

Industry exclusivity - Multiple Sponsor Opportunity



Branding benefits: (deadline 3/3/26)

- 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.



Engagement benefits:

- Event day promotional item distribution



Hospitality benefits:

- 8 Crawfish Club VIP admission tickets (\$400 retail value)
- 8 general admission tickets (\$280 retail value)
- 1 - 10x10 tent spots (may be used for competition or team and/or company gathering)

\$7,500
Investment



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May 1, 2026



Pathway Partner

****most popular**

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.



Branding benefits: (deadline 3/3/26)

- 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



Engagement benefits:

- Event day promotional item distribution

Hospitality benefits:

- 5 Crawfish Club VIP admission tickets (\$250 retail value)
- 5 general admission tickets (\$175 retail value)
- 1 - 10x10 tent spots (to be used for competition or team)

\$5,000
Investment



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May 1, 2026



Crawfish Court Room

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.

Industry exclusivity - Multiple Sponsor Opportunity



Branding benefits: (deadline 3/3/26)

- 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
- Judges' tent will be branded with sponsor logo



Engagement benefits:

- Event day promotional item distribution



Hospitality benefits:

- 5 Crawfish Club VIP admission tickets (\$250 retail value)
- 5 general admission tickets (\$175 retail value)
- 1 - 10x10 tent spots (to be used for competition or team)

\$5,000
Investment



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May 1, 2026



Mission Sponsor

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.

Multiple Sponsor Opportunity



Branding benefits: (deadline 3/3/26)

- Listed on official event t-shirt and any event merchandise
- Event fliers and print materials with logo inclusion
- Name placement on web and social
- Name included on event day signage



Engagement benefits:

- Event day promotional item distribution



Hospitality benefits:

- 4 general admission tickets (\$140 retail value)
- 1 - 10x10 tent spots (to be used for competition or team)

\$3,000
Investment



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May 1, 2026





Sponsorship Confirmation Form

Complete | Scan | Email
this form to
gmack@bigbuddyprogram.org



Sponsorship deadline 3/2/26

Print Deadline 4/2/26

Payment due by 4/25/26

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. Invoice me at the address/email provided above.

- ☐ Yes
- ☐ No, I'd like to mail a check today. (mail to:
Crawfish King, 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!