



Battle for the Paddle

Support Opportunities

JAMBALAYA & PASTALAYA COOKOFF

THURSDAY
MARCH 13, 2025

LAKE CHARLES EVENT
CENTER CIRCLE DRIVE

COMPETITION
COOKING CAN BEGIN
AT 9 AM

JUDGING IS 4 PM

LIVE MUSIC BEGINS
AT 5 PM



UNITED WAY
Southwest
Louisiana



The Battle for the Paddle, a cook-off extravaganza of jambalaya and pastalaya, is the ultimate St. Patrick's Day treat hosted by the United Way Southwest Louisiana. From dawn till dusk, sizzling teams cook up a storm, while networking with sponsors and fellow chefs. When the clock strikes afternoon, the tantalizing judging begins, followed by a food-tasting fiesta for the people of Southwest Louisiana. And, let's not forget the cherry on top - a fantastic performance by a local musician.





THANK YOU TO OUR 2024 SPONSORS



MOCKLER BEVERAGE

BATON ROUGE • HOUMA • LAKE CHARLES
ALEXANDRIA • LEESVILLE



Brown & Root



West Calcasieu Cameron Hospital





2024 Champions

JAMBALAYA

PASTALAYA



People's Choice
Bartlett Group



1st Place
Phillips 66



People's Choice
Brown & Root



1st Place
Total Energy Solutions



2nd Place
Westlake Corporation's Son
of a Preacher Man



3rd Place
Westlake Corporation's
Bayou Spice



2nd Place
GRACE



3rd Place
Advanced Corrosion
Technologies & Training



Best Costume
GRACE

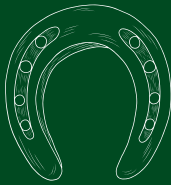
Get noticed, spread your brand and enjoy the day!

Support Battle for the Paddle and Make New Connections

Your contribution to Battle for the Paddle goes beyond helping United Way Southwest Louisiana provide life-changing services and resources to our five-parish region. By attending the event, you'll have the chance to network with industry leaders and colleagues and make new connections. Don't miss out on this opportunity to expand your business and build relationships while making an impact.

Choosing any level of sponsorship will result in exposure across all of United Way Southwest Louisiana's media channels, including social media, press releases and other platforms.

THE BATTLE



- JAMBALAYA OR PASTALAYA - OR BOTH!
- 50 COMPETITORS FROM MAJOR INDUSTRY, FINANCIAL AND SMALL BUSINESSES
- TEAMS BEGIN COOKING AT 9 AM
SAMPLES DUE BY 3:45 PM - 4 PM

LIVE PUBLIC EVENT



- FREE LIVE MUSIC BEGINS AT 5 PM
- TICKETS TO TASTE BEGIN AT \$15
- VIP AREA TICKETS \$50 WITH ALL YOU CAN EAT, DRINK AND DANCE!
- FREE KID ZONE





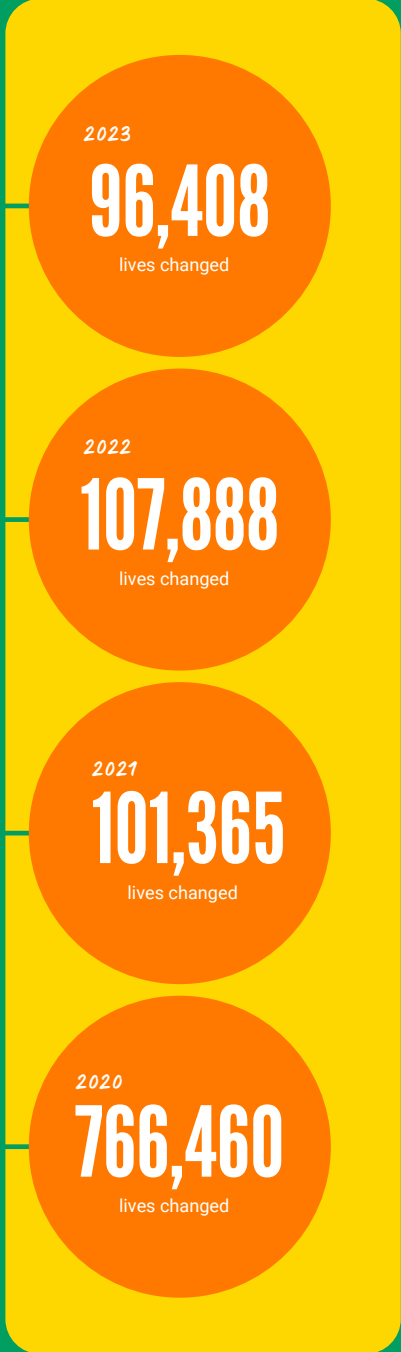
About Us

United Way Southwest Louisiana is a remarkable organization that serves a five-parish region, including Allen, Beauregard, Calcasieu, Cameron, and Jeff Davis Parishes. Amidst the pandemic and five natural disasters that hit the area in an 18-month period, the organization's team, donors, and volunteers served an unprecedented 1,112,121 individuals from the beginning of the pandemic through 2023.

What sets the United Way Southwest Louisiana apart is their ability to change direction quickly and effectively. They are part of emergency response boards and have a culture of service that has been transformed completely. In the face of adversity, the United Way Southwest Louisiana has risen to the challenge and continues to make a significant impact on the lives of those they serve.

Moreover, the United Way Southwest Louisiana is committed to helping people move up instead of falling into poverty, especially those who work. They have a unique ALICE (Asset Limited, Income Constrained, Employed) report that provides a comprehensive analysis of the financial hardship faced by individuals and families who are working but struggle to pay for basic necessities such as housing, food, childcare, healthcare, and transportation. The report highlights the challenges faced by ALICE households in Southwest Louisiana and helps the United Way Southwest Louisiana to focus its resources and efforts on creating long-term solutions that address the root causes of poverty.

In the face of adversity, the United Way Southwest Louisiana has risen to the challenge and continues to make a significant impact on the lives of those they serve





SPONSORSHIP by the Numbers

Billboards, Radio & Social Media

Our marketing partners are crucial to the success of Battle for the Paddle, and they offer immense benefits to both us and our sponsors. Let me give you a quick and comprehensive overview of the traffic generated from our advertising channels.

Billboards

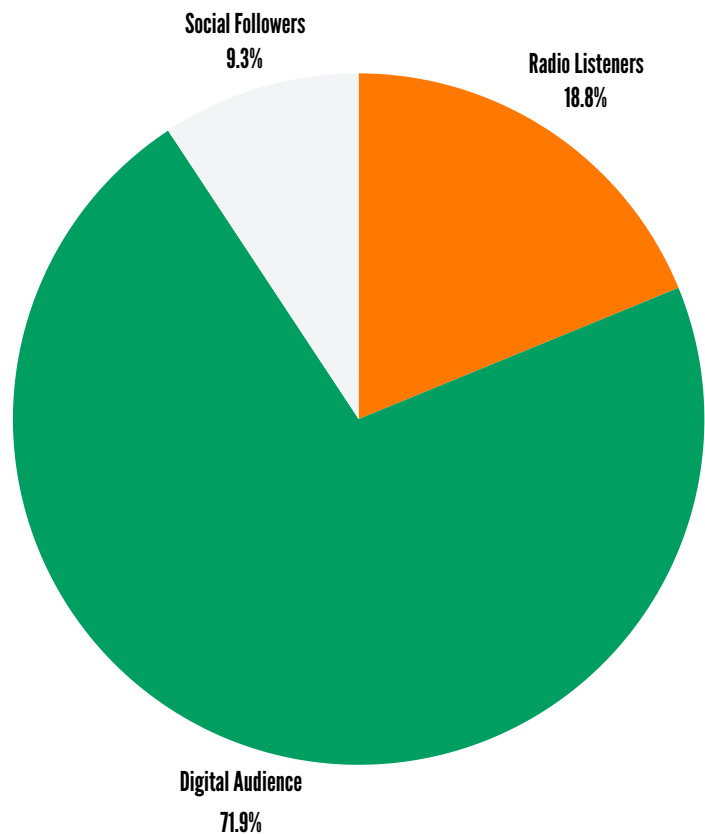
Over the past few years, United Way Southwest Louisiana has established relationships with AdSource Outdoor and Lamar Advertising Company to ensure coverage throughout the Lake Area.

Billboards by Daily Traffic Counts:

- **LAKE STREET @ HALE**
 - AVG. DAILY VIEWS: 69,166
- **UNIVERSITY @ MCNEESE**
 - AVG. DAILY VIEWS: 123,658
- **HWY 108 @ MAPLEWOOD**
 - AVG. DAILY VIEWS: 137,420
- **ELTON @ JENNINGS HOSPITAL**
 - AVG. DAILY VIEWS: 72,221
- **813 E. MCNEESE ST.**
 - AVG. DAILY VIEWS: 13,908
- **RYAN ST. NEAR DOWNTOWN**
 - AVG. DAILY VIEWS: 14,644
- **N/S MCNEESE W/O LOUISIANA AVE**
 - AVG. DAILY VIEWS: 11,427

Radio

Our radio advertising partnership with Cumulus Media and Townsquare Media has succeeded dramatically. We have reached a wider audience through their extensive radio station network, and listeners have received our ads well. This partnership has allowed us to increase brand awareness, drive more traffic to our website, and ultimately increase sales.



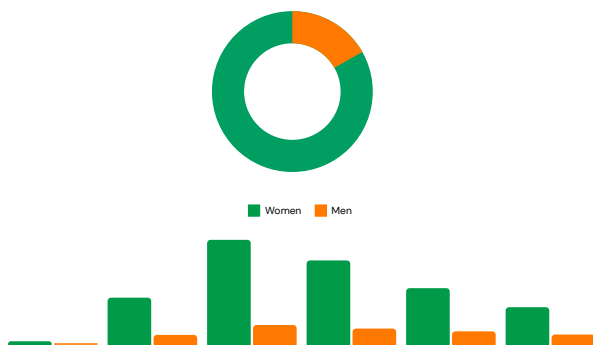


SPONSORSHIP by the Numbers

Social Media

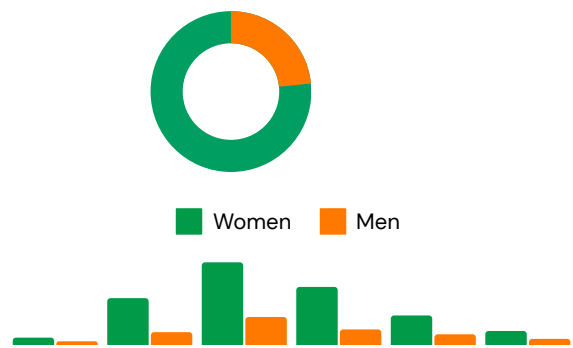
We boast an impressive number of loyal followers, exceeding 8,900 on Facebook and Instagram alone, in the SWLA/SETX region. We leverage our targeted ads, media campaigns, and organic reach to maximize your brand's visibility and awareness in front of our unique audience during peak engagement times. Rest assured that we are committed to increasing your brand's reach and making it stand out among competitors.

Facebook



255.9K REACH
45.4% VISITOR INCREASE

Instagram



10.6K REACH
14.9% VISITOR INCREASE

LinkedIn - 50% Page View Increase
Twitter - 13.4% Post Engagement Increase

SINGLE SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$7,500

As our exclusive Presenting Sponsor, your brand will be the show's star on March 13! Your logo will be prominently showcased before and during the event, giving unparalleled exposure to our audience. You'll even get to choose your two battle locations before anyone else when you compete for the coveted paddle on that day. With your package, you'll receive \$1,200 in tickets that you can use for VIP or Tasting access, depending on your preference. And as our Presenting Sponsor, you'll have the first right of refusal for the 2026 event. Take advantage of this opportunity to make a splash in front of our engaged and enthusiastic audience!

RECOGNITION AS PRESENTING SPONSOR WEB/PRINT/SOCIAL MEDIA
LOGO ON PRE-EVENT ADS
SPEAKING OPPORTUNITY ON STAGE AT EVENT
OPPORTUNITY TO PARTICIPATE IN MEDIA EVENTS
PROMINENT LOGO PLACEMENT ON EVENT SIGNAGE
NAME LISTED IN PRE-EVENT PRESS RELEASE
SPONSOR SPOTLIGHT ON SOCIAL MEDIA
NAME/LOGO ON WEBSITE AS SPONSOR
NAME/LOGO ON PRE-EVENT E-BLAST
NAME/LOGO ON SOCIAL MEDIA

DAY OF EVENT

2 COOKING TEAM ENTRIES
SELECT TEAM LOCATIONS FIRST
EVENT TICKETS
FREE ICE FOR COOKING TEAMS
VIP RESTROOM FOR TEAMS

POST-EVENT

PRIVATE BREAKFAST WITH DENISE DUREL
RECOGNITION IN ANNUAL REPORT
NAME IN POST-EVENT PRESS RELEASE
NAME IN POST-EVENT SOCIAL MEDIA POSTS
POST-EVENT E-BLAST WITH LOGO



VIP AREA SPONSOR

\$5,000

Are you seeking an exclusive opportunity to showcase your brand to a large audience? Become our VIP Area Sponsor and enjoy numerous benefits. Your logo will be prominently displayed on the raised, tented area, providing excellent visibility. The VIP Area is stocked with complimentary beer, wine and water, ensuring guests have a great time. You can also place your branded items in the tent and have your team members volunteer to assist our guests. Take advantage of this chance to impress your potential customers and enhance your brand's reputation.

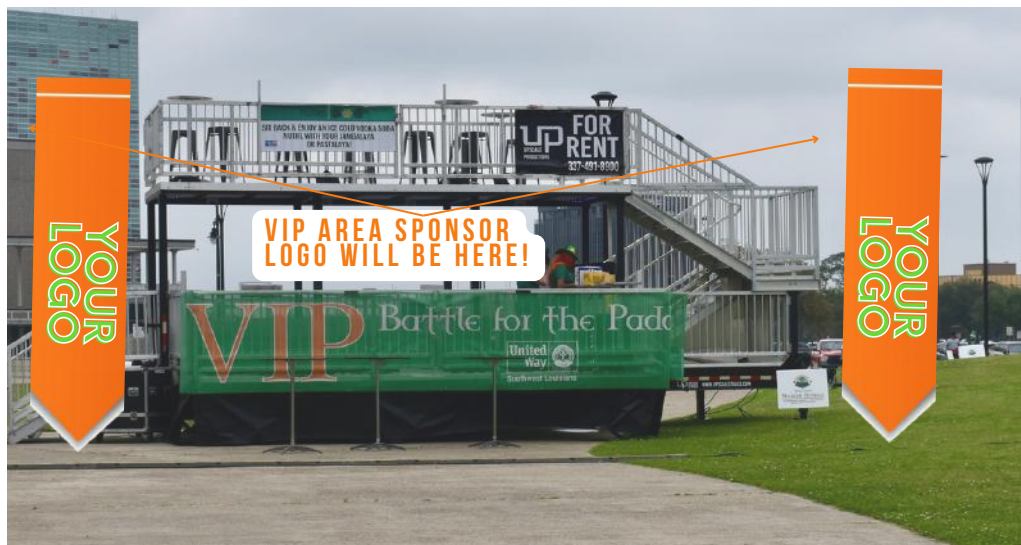
NAME LISTED IN PRE-EVENT PRESS RELEASE
SPONSOR SPOTLIGHT ON SOCIAL MEDIA
NAME/LOGO ON WEBSITE AS SPONSOR
NAME/LOGO ON PRE-EVENT E-BLAST
NAME/LOGO ON SOCIAL MEDIA COMMUNICATION
NAME LISTED ON WEBSITE

DAY OF EVENT

1 COOKING TEAM ENTRY
SELECT COOKING TEAM LOCATION SECOND
EVENT TICKETS
FREE ICE FOR COOKING TEAMS
VIP RESTROOM FOR TEAMS

POST-EVENT

PRIVATE BREAKFAST WITH DENISE DUREL
RECOGNITION IN ANNUAL REPORT
NAME IN POST-EVENT PRESS RELEASE
NAME IN POST-EVENT SOCIAL MEDIA POSTS
POST-EVENT E-BLAST WITH LOGO



SINGLE SPONSORSHIP OPPORTUNITIES

ENTERTAINMENT SPONSOR

\$4,000

As the Entertainment Sponsor where we will be featuring live music by a local musician, your brand will receive maximum exposure to our audience. Your logo will be prominently displayed during the concert, and your brand will be featured in all promotional materials leading up to the event and on our social media channels. This is a unique opportunity to connect with potential customers and leave a lasting impression. _____ is a highly talented and dynamic band that will energize and engage the crowd, making this event the perfect chance to showcase your brand in a fun and memorable way. Take advantage of this opportunity to be a part of the excitement and elevate your brand's visibility.

NAME LISTED IN PRE-EVENT PRESS RELEASE
SPONSOR SPOTLIGHT ON SOCIAL MEDIA
NAME/LOGO ON WEBSITE AS SPONSOR
NAME/LOGO ON PRE-EVENT E-BLAST
NAME/LOGO ON SOCIAL MEDIA
COMMUNICATION
NAME LISTED ON WEBSITE

DAY OF EVENT

1 COOKING TEAM ENTRY
SELECT COOKING TEAM LOCATION SECOND
EVENT TICKETS
FREE ICE FOR COOKING TEAMS
VIP RESTROOM FOR TEAMS

POST-EVENT

PRIVATE BREAKFAST WITH DENISE DUREL
RECOGNITION IN ANNUAL REPORT
NAME IN POST-EVENT PRESS RELEASE
NAME IN POST-EVENT SOCIAL MEDIA POSTS
POST-EVENT E-BLAST WITH LOGO



KID ZONE SPONSOR

\$1,500

Looking for a fun and effective way to engage with families and children while building your brand recognition and demonstrating your commitment to the community? Sponsor the Free Kid Zone! By offering exciting and interactive activities for kids, you can create positive associations with your brand in the minds of parents and caregivers. Not only that, but it's a cost-effective way to reach a large and diverse audience. Overall, sponsoring the Free Kid Zone can provide a range of benefits, from boosting brand recognition to fostering community relationships.

NAME LISTED IN PRE-EVENT PRESS RELEASE
LOGO ON KID ZONE
SPONSOR SPOTLIGHT ON SOCIAL MEDIA
NAME/LOGO ON WEBSITE AS SPONSOR
NAME/LOGO ON PRE-EVENT E-BLAST

DAY OF EVENT

1 COOKING TEAM ENTRY
NAME/LOGO ON DAY OF EVENT SIGNAGE
EVENT TICKETS
FREE ICE FOR COOKING TEAMS
VIP RESTROOM FOR TEAMS

POST-EVENT

RECOGNITION IN ANNUAL REPORT
NAME IN POST-EVENT SOCIAL MEDIA POSTS
POST-EVENT E-BLAST WITH LOGO



MORE OPPORTUNITIES!

Our tiered sponsorships offer an excellent opportunity to support United Way Southwest Louisiana's important Initiatives, participate in the Battle and increase your brand visibility!

GREEN

\$3,000

A Green Level Sponsorship is the ultimate way to showcase your brand! It includes one team entry and your logo prominently displayed on event signage, social media posts, e-blasts, and the website. With this package, your company will also be featured in our highly coveted Annual Report and all post-event media. Don't miss the chance to leave a lasting impression on your target audience. (2 VIP Tickets & 10 Sampler Tickets included)

ORANGE

\$2,000

The Orange Level Sponsorship package gives you the opportunity to showcase your brand! This package includes a team entry and your logo prominently displayed on social media posts, e-blasts, and the website. Your company will also be featured in our Annual Report and all post-event media. The Orange Level Sponsorship will take your brand to the next level! (2 VIP Tickets & 8 Sampler Tickets)

WHITE

\$1,000

The White Level Sponsorship package really elevates your brand! This package includes a team entry and your logo prominently displayed on social media posts, e-blasts, and the website. Your company will also be featured in our Annual Report and all post-event media. (2 VIP Tickets & 6 Sampler Tickets)



YOUR OPPORTUNITIES

LET US SHOWCASE YOUR BRAND

\$7,500

PRESENTING

\$5,000

VIP AREA

\$4,000

ENTERTAINMENT

\$3,000

GREEN

\$2,000

ORANGE

\$1,000

WHITE

\$1,500

KIDS ZONE

text **BATTLE** to **41444**

UNITEDWAYSWLA.ORG/BATTLE

JOIN THE BATTLE

1 TEAM - \$500

TO REGISTER
text **SHAMROCK** to **40403**
online **UNITEDWAYSWLA.ORG**

NAME/LOGO ON WEBSITE

NAME/LOGO ON SOCIAL MEDIA

NAME/LOGO EVENT SIGNAGE

NAME/LOGO IN POST-EVENT MEDIA

NAME IN ALL PRESS RELEASES

2 TEAMS - \$750





OUR TEAM



Transforming the lives of those struggling is the goal of every team member at United Way Southwest Louisiana.

DENISE DUREL
PRESIDENT & CEO

MARKETING & COMMUNICATIONS VOLUNTEER CENTRAL



TAMI CHRISOPE
VICE PRESIDENT



ASHLEY NORMAN
ASSOCIATE DIRECTOR



BECKY AINSWORTH
SENIOR DIRECTOR



CATHERINE THEVENOT
MANAGER
CAMPAIGN

RESOURCE DEVELOPMENT

COMMUNITY INVESTMENT



LAURIE MARTIN
VICE PRESIDENT



SARINA CLOONEY
SENIOR DIRECTOR
211 AND RESOURCES



KIMBERLIE HECKARD
ASSOCIATE DIRECTOR
COMMUNITY INITIATIVES



SHENEIKA LEMELLE
MANAGER
COMMUNITY INITIATIVES

FINANCE & ADMINISTRATION

SPECIAL PROJECTS



JENNIFER DIMAS
SENIOR DIRECTOR



ALISHA JOHNSON
ACCOUNTING MANAGER



JULIE CARROLL
ADMINISTRATIVE
ASSISTANT



KACEY PATRICK
PROJECT MANAGER



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