



Battle for the Paddle

Support Opportunities

JAMBALAYA & PASTALAYA COOKOFF

THURSDAY
MARCH 14 2024

LAKE CHARLES CIVIC
CENTER AMPHITHEATRE

COMPETITION
COOKING CAN BEGIN
AT 9 AM

JUDGING IS 4 PM

LIVE MUSIC BEGINS
AT 6 PM



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 of 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 wild performance by LA Roxx, an epic 80s hair band that will have you dancing in your chef's hat!





2023 Champions

JAMBALAYA

PASTALAYA



People's Choice

SWLA Veteran's Association



1st Place

Energy Nelson Station



People's Choice

Rain Carbon



1st Place

Total Energy Solutions



2nd Place

Visit Lake Charles



3rd Place

Team CITGO



2nd Place

InvestarBank



3rd Place

Westlake Corporation
Team Creole Touch



Best Costume

Energy Louisiana

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 of 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 of 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 OR DANCE!
- FREE KID ZONE





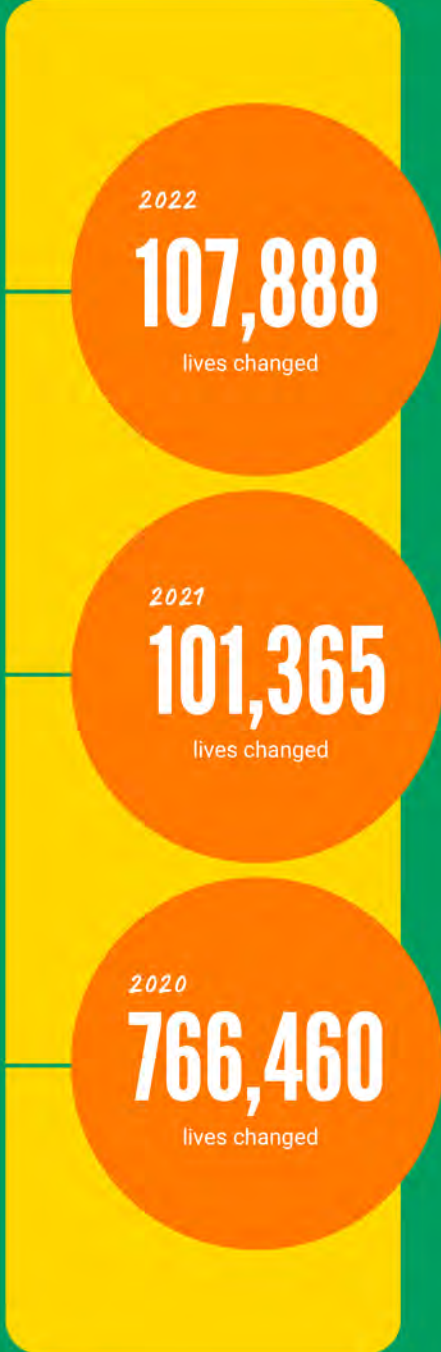
About Us

United Way of 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 1,015,713 individuals from the beginning of the pandemic through 2022.

What sets the United Way of 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 of 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 of 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 of Southwest Louisiana to focus its resources and efforts on creating long-term solutions that address the root causes of poverty.

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SINGLE SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$7,500

As our exclusive Presenting Sponsor, your brand will be the show's star on March 14! 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 2025 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-EVEN 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.

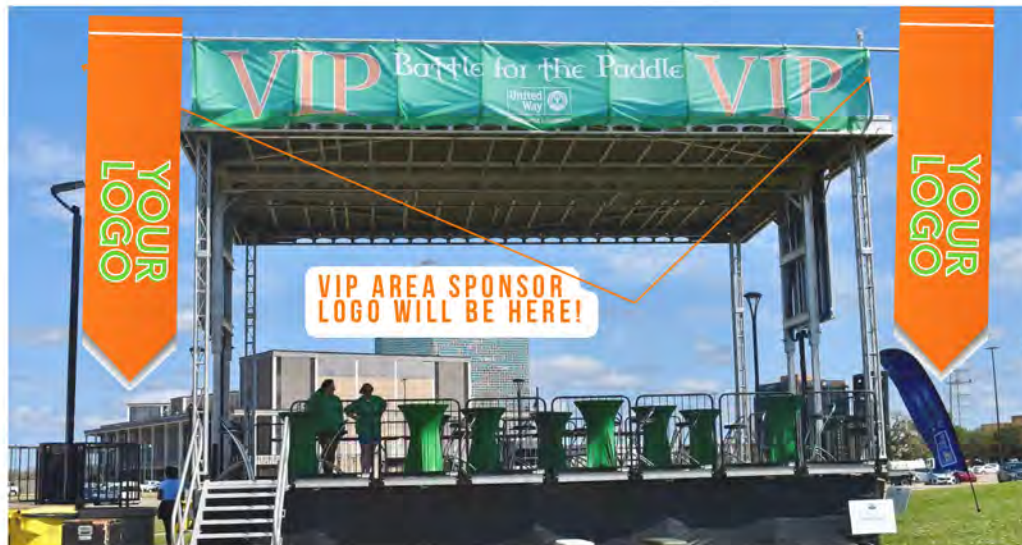
NAME LISTED IN PRE-EVENT PRESS RELEASE
SPONSOR SPOTLIGHT ON SOCIAL MEDIA
NAME/LOGO ON WEBSITE AS SPONSOR
NAME/LOGO ON PRE-EVENT E-BLAST
NAME/LOGO ON SOCIAL MEDIA COMMUNICATION
NAME LISTED ON WEBSITE

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
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SINGLE SPONSORSHIP OPPORTUNITIES

ENTERTAINMENT SPONSOR

\$4,000

As the Entertainment Sponsor where we will be featuring live music by LA Roxx, 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. LA Roxx 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

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RECOGNITION IN ANNUAL REPORT
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POST-EVEN 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-EVEN E-BLAST WITH LOGO



MORE OPPORTUNITIES!

Our tiered sponsorships offer an excellent opportunity to support United Way of 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 do 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](https://www.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



DENISE DUREL
PRESIDENT & CEO

MARKETING & COMMUNICATIONS VOLUNTEER CENTRAL



TAMI CHRISOPE
VICE PRESIDENT



ASHLEY NORMAN
MANAGER



BECKY AINSWORTH
SENIOR DIRECTOR



CATHERINE THEVENOT
MANAGER
CAMPAIGN



BETH GUIDRY
DIRECTOR
ENGAGEMENT

RESOURCE DEVELOPMENT

COMMUNITY INVESTMENT



LURIE MARTIN
VICE PRESIDENT



SARINA CLOONEY
SENIOR DIRECTOR
211 AND RESOURCES



KIMBERLIE HECKARD
MANAGER
COMMUNITY INITIATIVES



JANELLE HARRISON
MANAGER
COMMUNITY INITIATIVES

FINANCE & ADMINISTRATION



JENNIFER DIMAS
SENIOR DIRECTOR



ALISHA JOHNSON
FINANCE ASSOCIATE



JULIE CARROLL
ADMINISTRATIVE
ASSISTANT

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



Contact

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