



# REELIN' FOR WARRIORS

## SUPPORT OPPORTUNITIES

FISHING RODEO

Saturday October 5, 2024

PRIEN LAKE PARK

REGISTRATION IS 5AM

START AT SAFE LIGHT

BACK AT DOCK AT 2PM

WEIGH-IN AT 2:15PM



Southwest Louisiana



## THANK YOU TO OUR 2023 SPONSORS







# 2023 Champions

## FLOUNDER

## DRUM

## REDFISH

## SPECKLED TROUT



**1st Place**  
Team Little Bit More



**2nd Place**  
TG Fishing



**1st Place**  
Team Little Bit More



**1st Place**  
Team Trahan



**2nd Place**  
Team Two Amigos



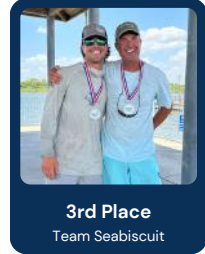
**1st Place**  
Team Seabiscuit



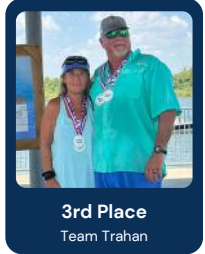
**2nd Place**  
Team Snake Bite



**3rd Place**  
Team LaCroix



**3rd Place**  
Team Seabiscuit



**3rd Place**  
Team Trahan

## HEAVIEST FISH



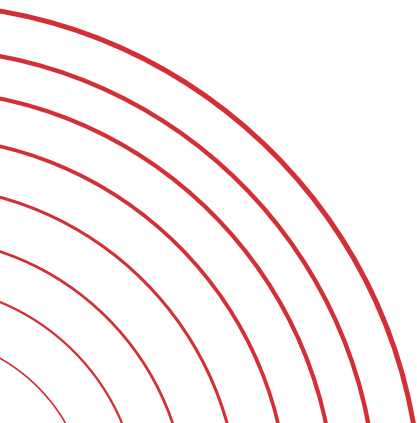
**1st Place**  
Team Little Bit More



**2nd Place**  
Team Trahan



**3rd Place**  
Team Seabiscuit



# Get noticed, spread your brand and enjoy the day!

## Support Reelin' for Warriors and Make New Connections

Your contribution to Reelin' for Warriors goes beyond helping United Way Southwest Louisiana provide life-changing services and resources to our five-parish region. By participating in 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 RODEO



- BOAT, FISHING GUIDE, KAYAK OR SHORE-FISHING
- 50 COMPETITORS FROM MAJOR INDUSTRY, FINANCIAL AND SMALL BUSINESSES
- BEGIN FISHING AT SAFE LIGHT





# 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. During the pandemic and five natural disasters that hit the area in 18 months, the organization's team, donors, and volunteers served an unprecedented 1,112,121 individuals from the pandemic's beginning through 2023.

What sets the United Way Southwest Louisiana apart is its ability to change direction quickly and effectively. It is part of emergency response boards and has a completely transformed culture of service. In the face of adversity, the United Way Southwest Louisiana has risen to the challenge and continues to impact the lives of those it serves significantly.

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 comprehensively analyzes the financial hardship faced by individuals and families working but struggling to pay for necessities such as housing, food, childcare, healthcare, and transportation. The report highlights the challenges faced by ALICE households in Southwest Louisiana. It 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

2023

96,408

lives changed

2022

147,888

lives changed

2021

101,365

lives changed

2020

766,460

lives changed



# SPONSORSHIP by the Numbers

## Billboards, Radio & Social Media

Our marketing partners are crucial to Reelin' for Warriors' success and 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

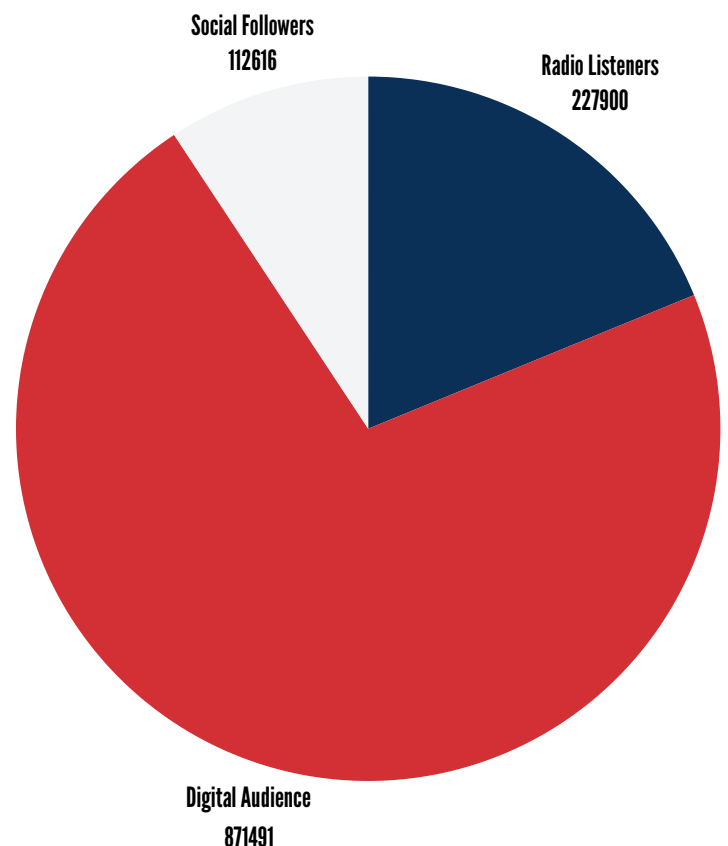
Over the past few years, United Way Southwest Louisiana has established relationships with AdSource Outdoor and Lamar Advertising Company to ensure coverage throughout the Lake Area.

#### 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 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.



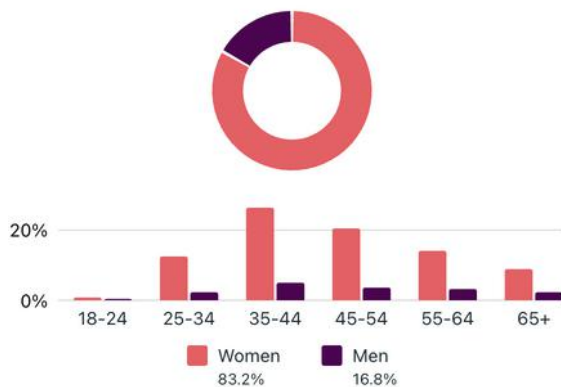
# SPONSORSHIP by the Numbers

## Social Media

We boast an impressive number of loyal followers, exceeding 8,700 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

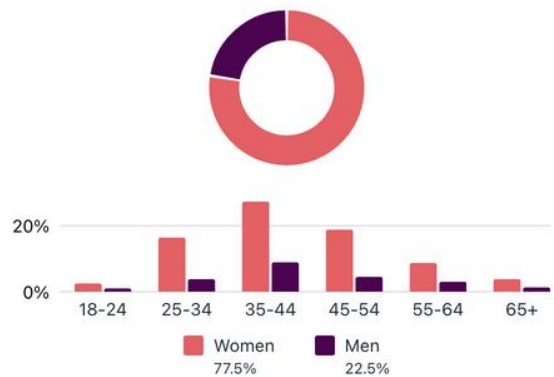
Age & gender ⓘ



195.4K REACH  
45% VISITOR INCREASE

### Instagram

Age & gender ⓘ



10.6K REACH  
14.9% VISITOR INCREASE

LinkedIn - 52% Page View Increase  
Twitter - 12.5% Post Engagement Increase

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# SINGLE SPONSORSHIP OPPORTUNITIES



## HOME OF THE BRAVE SPONSOR\*\*

\$7,500

Becoming a Home of the Brave sponsor is an incredible opportunity to showcase your brand and demonstrate your commitment to supporting the community. As a presenting sponsor, your brand will receive recognition through various channels, including web/print/social media, radio and billboard advertisements, event signage, and more. You can also participate in media events and even speak on stage. This exposure level will help increase brand awareness and build trust with potential customers. Additionally, your brand's support will help impact the community, positively supporting veterans and their families. By becoming a Home of the Brave sponsor, you can show that your brand values giving back and helping those who have bravely served our country.

### BEFORE EVENT

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

### DAY OF EVENT

2 FISHING TEAM ENTRIES  
NAME/LOGO ON DAY OF EVENT  
SIGNAGE

### POST-EVENT

RECOGNITION IN ANNUAL REPORT  
NAME IN POST-EVENT PRESS RELEASE  
NAME IN POST-EVENT SOCIAL MEDIA POSTS  
POST-EVENT E-BLAST



\*\* Each marketing channel has unique content deadlines, which must be met for inclusion

## PROUD PATRIOT SPONSOR

\$5,000

As a Proud Patriot Sponsor for Reelin' for Warriors, you can significantly impact the lives of our veterans and their families. With prominent logo placement on event signage, name listed in a pre-event press release, logo on stage banner, sponsor spotlight on social media, name/logo on website as sponsor, name/logo on pre-event e-blast, name/logo on social media communication, and name listed on the website, you can be assured that your brand will receive invaluable exposure to a broad audience. This is a chance to demonstrate your commitment to supporting important causes and show your appreciation for the sacrifices made by our service members. Take advantage of the chance to make a meaningful difference while promoting your brand.

### BEFORE EVENT

PROMINENT LOGO PLACEMENT ON EVENT  
SIGNAGE  
NAME LISTED IN PRE-EVENT PRESS RELEASE  
LOGO ON BANNER  
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

2 FISHING TEAM ENTRIES  
NAME/LOGO ON DAY OF EVENT SIGNAGE

### POST-EVENT

RECOGNITION IN ANNUAL REPORT  
NAME IN POST-EVENT PRESS RELEASE  
NAME IN POST-EVENT SOCIAL MEDIA POSTS  
POST-EVENT E-BLAST





# SPONSORSHIP OPPORTUNITIES



## PURPLE HEART SPONSOR

\$3,500

Becoming a Purple Heart Sponsor for Reelin' for Warriors is an opportunity you don't want to miss! By contributing to this worthy cause, you show your support for our local veterans and gain significant exposure and recognition for your brand. As a sponsor, your name and logo will be featured in various promotional materials, including press releases, stage banners, social media communications, and pre-event e-blasts. You will be able to reach a wider audience and demonstrate your commitment to supporting our military veterans, which will help elevate your brand's reputation. So, don't miss out on this fantastic opportunity to make a real difference in the lives of our military veterans and their families! Join us as a Purple Heart Sponsor today!

### BEFORE EVENT

- NAME LISTED IN PRE-EVENT PRESS RELEASE
- LOGO ON BANNER
- 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 FISHING TEAM ENTRY
- NAME/LOGO ON DAY OF EVENT SIGNAGE

### POST-EVENT

- RECOGNITION IN ANNUAL REPORT
- NAME IN POST-EVENT PRESS RELEASE
- NAME IN POST-EVENT SOCIAL MEDIA POSTS
- POST-EVENT E-BLAST



## VALOR SPONSOR

\$2,500

As a Valor Sponsor for Reelin for Warriors, you would support a great cause while getting valuable brand exposure. Your logo would be featured prominently on the stage banner, website, and social media channels, giving you visibility to a broad audience. Additionally, your brand would be highlighted in pre-event e-blasts and social media communications, increasing your exposure. Supporting this event is a great way to give back to those who have served our country while promoting your brand and gaining valuable exposure.

### BEFORE EVENT

- LOGO ON BANNER
- 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 FISHING TEAM ENTRY
- NAME/LOGO ON DAY OF EVENT SIGNAGE

### POST-EVENT

- RECOGNITION IN ANNUAL REPORT
- NAME IN POST-EVENT PRESS RELEASE
- NAME IN POST-EVENT SOCIAL MEDIA POSTS
- POST-EVENT E-BLAST



# SPONSORSHIP OPPORTUNITIES



## FREEDOM SPONSOR

\$1,000

The Freedom Sponsor is the ultimate way to showcase your brand and make a lasting impression on your target audience. This package is packed with benefits that will give your brand maximum exposure. It includes one fishing team entry and a sponsor spotlight on social media, featuring your name and logo prominently. Your brand will also be displayed on the event website, pre-event e-blast, social media, and on the day of event signage. In addition, your company will be featured in our highly coveted Annual Report and all post-event press. Take advantage of this opportunity to showcase your brand in the best possible way and leave a lasting impression on your audience.

### BEFORE EVENT

- 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 FISHING TEAM ENTRY
- NAME/LOGO ON DAY OF EVENT SIGNAGE

### POST-EVENT

- RECOGNITION IN ANNUAL REPORT
- NAME IN POST-EVENT PRESS RELEASE
- NAME IN POST-EVENT SOCIAL MEDIA POSTS
- POST-EVENT E-BLAST



# YOUR OPPORTUNITIES

LET US SHOWCASE YOUR BRAND

\$7,500\*\*

HOME OF THE BRAVE

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\$5,000

PROUD PATRIOT

---

\$3,500

PURPLE HEART

---

\$2,500

VALOR SPONSOR

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\$1,000

FREEDOM SPONSOR

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**text REELIN to 40403**  
**UNITEDWAYSWLA.ORG/FISHINGRODEO**



# JOIN THE FISHING RODEO

## TWO MAN TEAM - \$150

TO REGISTER  
text **REELIN to 40403**  
online **UNITEDWAYSWLA.ORG**  
NAME/LOGO ON WEBSITE  
NAME/LOGO ON SOCIAL MEDIA  
NAME/LOGO IN POST-EVENT MEDIA  
POST-EVENT E-BLAST



## FISHING GUIDE - \$200

TO REGISTER  
text **REELIN to 40403**  
online **UNITEDWAYSWLA.ORG**  
NAME/LOGO ON WEBSITE  
NAME/LOGO ON SOCIAL MEDIA  
NAME/LOGO IN POST-EVENT MEDIA  
POST-EVENT E-BLAST

## KAYAK FISHING- \$50

TO REGISTER  
text **REELIN to 40403**  
online **UNITEDWAYSWLA.ORG**  
NAME/LOGO ON WEBSITE  
NAME/LOGO ON SOCIAL MEDIA  
NAME/LOGO IN POST-EVENT MEDIA  
POST-EVENT E-BLAST



## SHORE FISHING - \$25

TO REGISTER  
text **REELIN to 40403**  
online **UNITEDWAYSWLA.ORG**  
NAME/LOGO ON WEBSITE  
NAME/LOGO ON SOCIAL MEDIA  
NAME/LOGO IN POST-EVENT MEDIA  
POST-EVENT E-BLAST



# OUR TEAM



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

## 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



## Contact

**Website** [UNITEDWAYSWLA.ORG/FISHINGRODEO](https://UNITEDWAYSWLA.ORG/FISHINGRODEO)  
**Email** [LIVEUNITED@UNITEDWAYSWLA.ORG](mailto:LIVEUNITED@UNITEDWAYSWLA.ORG)  
**Address** 815 Ryan Street, Lake Charles, LA 70601