



2022 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BY THE NUMBERS



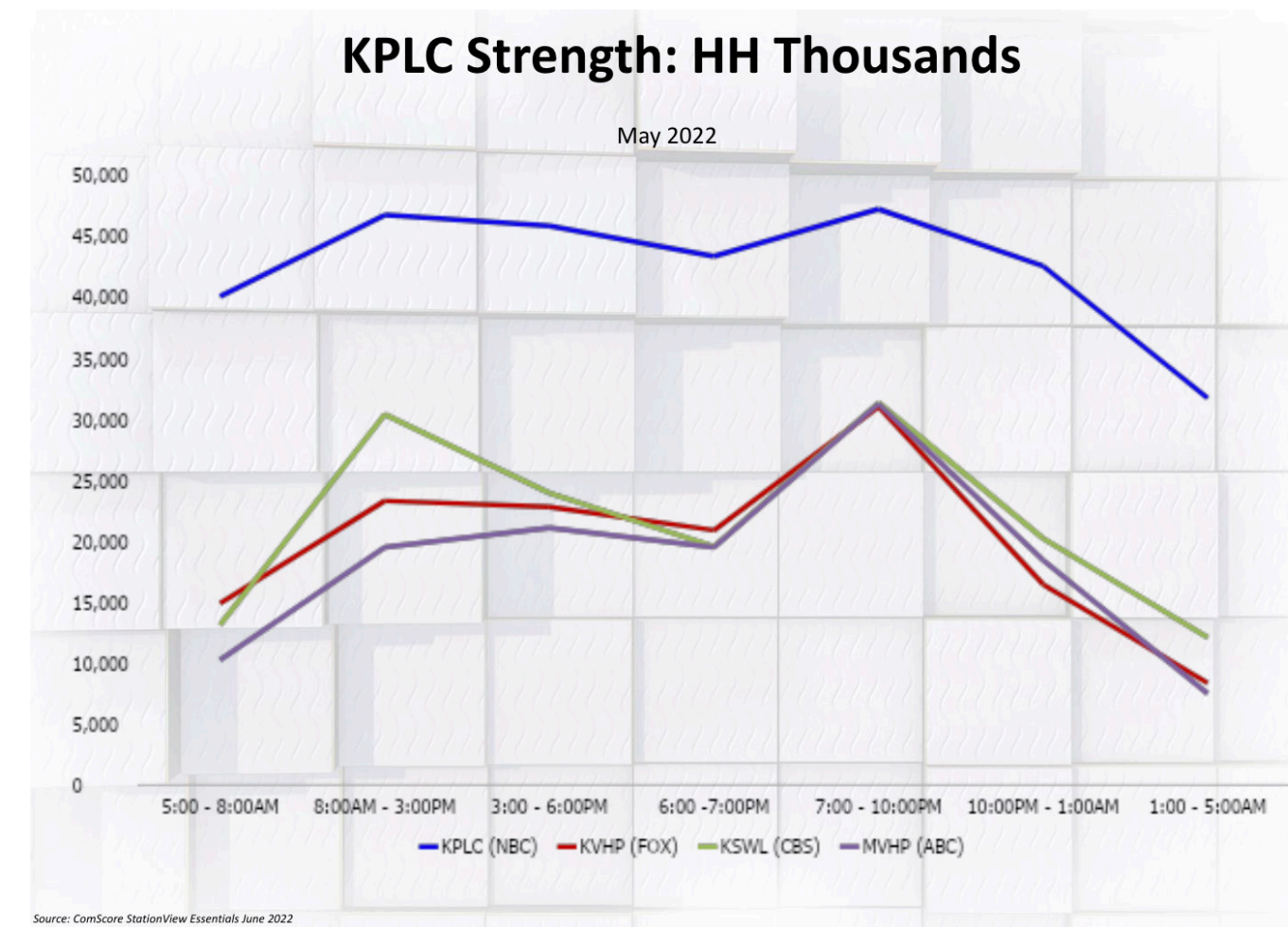
Television, Billboards & Social Media

Our marketing partners provide a huge benefit to not only Smoke and Barrel, but to our sponsors as well! Here's a quick breakdown of all the traffic from each of our advertising avenues.

Television

KPLC 7 has agreements with Dish Network, DirectTV, Suddenlink, Cameron Communications and other small cable systems to carry their signal, and is available over-the-air. It also includes streaming services such as Hulu, Roku, YouTubeTV, Apple TV, FireTV, FuboTV, AT&T TV Now, & CBS All Access. Their viewership spans from Jefferson County, TX to Vermillion Parish, LA.

CBS Lake Charles (KSWL) has also generously agreed to give us 230 commercial spots on CBS and MeTV.



Viewership by Household as of May 2022. Peak viewership as of Primetime (7:00PM—10:00PM) is +45,000 from Southeast Texas through Central Louisiana.

SPONSORSHIP BY THE NUMBERS



Billboards

Smoke & Barrel has cultivated relationships with AdSource Outdoor and Ultra Outdoor over the past 5 years to ensure coverage throughout the Lake Area. Here are our billboards by daily traffic counts:

PRIEN AND LAKE

TRAFFIC COUNT: 47,888

LAKE AND HALE

TRAFFIC COUNT: 23,378

NELSON @ NEDERLAND JEWELERS

TRAFFIC COUNT: 28,313

MOSS BLUFF @ PARK ROAD

TRAFFIC COUNT: 14,745

3130 LAUBERGE

TRAFFIC COUNT: 48,206

844 UNIVERSITY

TRAFFIC COUNT: 38,410

PRIEN @ WENDYS

TRAFFIC COUNT: 47,888

CITIES SERVICE AND MAPLE

TRAFFIC COUNT: 41,094

RYAN @ WALMART

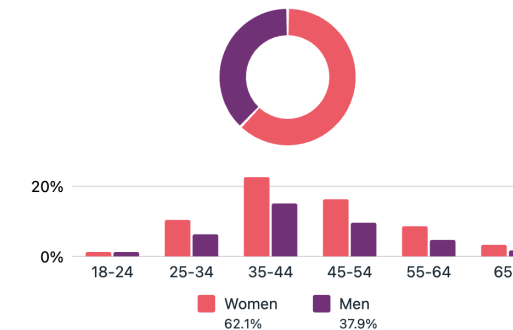
TRAFFIC COUNT: 33,418

Social Media

We've got a loyal following of +3,300 users on Facebook from SWLA/SETX and a growing number of users on Instagram. Through targeted ads and video we will get your brand in front of our audience through multiple advertising campaigns.

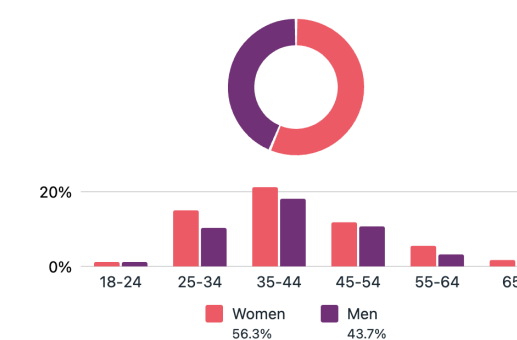
104.8K

Facebook Reach



19.1K

Instagram Reach



Facebook and Instagram Reach

The number of people who saw any content from your Page or about your Page, including posts, stories, ads, social information from people who interact with your Page and more. Reach is different from impressions, which may include multiple views of your posts by the same people.

Numbers Based on July '21–November '21

\$20,000 PRESENTING LEVEL SPONSORSHIP



Marketing Benefits

- Logo married to Smoke & Barrel logo
- Logo included throughout duration of TV ads
- Logo included on TV & Billboard advertisements
- Logo & link included on S&B website
- Logo included on Facebook cover photo
- 5 individual social media posts
- Dedicated stage signage
- Logo on event glasses (commitment deadline **Aug. 1, 2022**)
- Logo on all event signage
- Inclusion in all press releases
- Logo on direct mail advertising
- Live on-stage mention & speaking opportunity

YOUR LOGO Presents



Event Benefits

- 32 Tickets (Event / Dinner Mixed)
- VIP Parking
- 4 bottles of the 2022 Cask-Strength
- Smoke & Barrel Single Barrel Selection
- Option to appoint judge for cocktail contest
- Option to appoint judge for BBQ contest



\$10,000 BOURBON LEVEL SPONSORSHIP



Marketing Benefits

- Logo included on TV & Billboard advertisements
- Logo & link included on S&B website
- Logo included on Facebook cover photo
- 3 individual social media posts
- Logo on stage signage
- Logo included at food & whiskey tasting tables
- Logo on direct mail pieces
- Live on-stage mention



Event Benefits

- 16 Tickets (Event Only)
- VIP Parking
- 3 bottles of the 2022 Cask-Strength
- Smoke & Barrel Single Barrel Selection



\$5,000

**WHISKEY
LEVEL SPONSORSHIP**

Marketing Benefits

- 2 individual social media posts
- Logo & link included on S&B website
- Logo on stage signage
- Logo on event signage

Event Benefits

- 8 Tickets (Event Only)
- VIP Parking
- 2 bottles of the 2022 Cask-Strength Single Barrel Selection

\$2,500

**PITT MASTER
LEVEL SPONSORSHIP**

Marketing Benefits

- 1 individual social media post
- Logo & link included on S&B website
- Name listed on stage signage
- Name listed on event signage

Event Benefits

- 4 Tickets (Event Only)
- VIP Parking
- 1 bottle of the 2022 Cask-Strength Single Barrel Selection



LET'S STAY IN TOUCH

NATHANIEL ALLURED

nathaniel@smokeandbarrel.org
337-298-8937

ADAM FONTENOT

adam@smokeandbarrel.org
337-302-0047

Follow us on Social Media

 /smokeandbarrel.org

 @smokeandbarrel_la

All events by Smoke and Barrel Inc. benefit
the United Way of Southwest Louisiana.



United Way
of Southwest Louisiana

