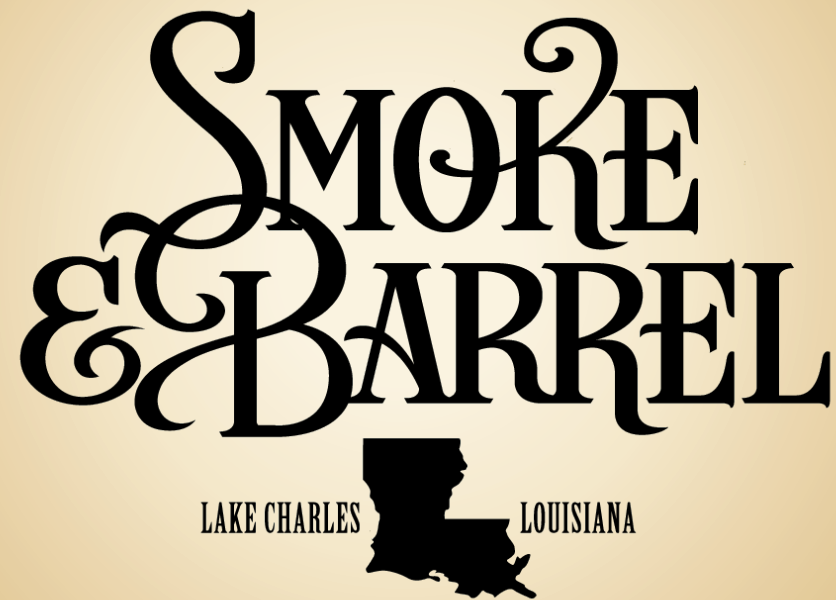


2024 SPONSORSHIP OPPORTUNITIES



We produce great events that give back!

Thank you to our 2023 sponsors



SHAMIEH | LAW



Whiskey Barrel
Furniture & Decor

Stine



Thrive
MAGAZINE FOR BETTER LIVING



PERC DEVELOPMENT
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WELLS FARGO

Advisors
Financial Network



Stevens & Guilbeaux Financial Consulting Group, LLC



ULTRA
OUTDOOR



SMOKE & BARREL



Smoke & Barrel Inc. is a 501(c)(3) non-profit company whose mission is to produce quality entertainment for the enrichment of the community while raising funding for worthy charities. Put more simply: *We produce great events that give back!* We appreciate your consideration as your sponsorship dollars fuel growth of the event amenities & line up, drive sales to larger markets, bring more tourism dollars into Lake Charles, and bolster our ability to positively impact our community through our partnership with United Way SWLA. We cordially invite you to join us in our efforts to expand entertainment, tourism, and charitable fundraising activity in Southwest Louisiana. Our current lineup features two annual food and beverage centric events, produced in Lake Charles, which benefit the United Way of SWLA and their “Success by 6” initiative. Success by 6 provides day school scholarships for children under the age of 6, which better prepares them for success throughout their education and into adulthood. It also allows parents to return to the work force without being financially hindered by childcare. The namesake event, Smoke & Barrel, welcomes in the cool breezes of late Fall, and Rum Revival kicks off the warmth of spring.

Are you interested in supporting entertainment, travel, tourism, arts, and local charitable causes, all while growing brand awareness with an engaged audience? Then, Follow the Smoke!, and review the opportunities available in the following pages

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



United Way
of Southwest Louisiana



SUCCESS BY 6
A United Way of Southwest Louisiana Initiative

Annual Events

SMOKE & BARREL

Smoke & Barrel is the event that started it all, and is held on the lawn of the Calcasieu Parish Courthouse beneath a canopy of majestic live oaks. Established in 2018, the event has grown to become the premiere spirits tasting event in Southwest Louisiana. Smell the savory aroma of oak and hickory. Taste creative BBQ expertly crafted by award-winning pitmasters from as far away as Houston. Hear the foot-stomping sounds of top regional bands. See works from local artisans and craftsmen. Feel the unique culture and hospitality of Southwest Louisiana. Do it all while sipping nearly 100 world-class bourbons, scotches, and whiskeys! The VIP sells-out each year, and we have continued to make improvements in accommodating larger crowds with VIP capacity now up to 2,000. In addition to patrons in the VIP tasting area, your brand will be visible to attendees in the “Free-Zone” which can accommodate many more people for enjoying the music and atmosphere of the day.



A celebration of the senses featuring fine bourbon, BBQ, whiskey, & live music!





RUM REVIVAL

Launched in 2022, *Rum Revival* is a celebration of the Gulf Coast's colorful ties to the Caribbean and captures the vibrant energy of that region. Held indoors, this fabulous production transforms the space into a premium tasting event featuring a variety of cocktails, and dozens of rums and tequilas, paired with Caribbean dishes prepared by some of Southwest Louisiana's most talented chefs. Rum is the up and coming spirits category, and we are fortunate to have a world-renowned Rum distillery in our backyard. Between our region's sugarcane production, rum production, love of flavorful foods, rich musical traditions, and the joie de vivre to celebrate it all – *Rum Revival* is a natural fit for SWLA. Pull out your favorite tropical attire, and meet us at the ice sculpture to celebrate your brand!



Celebrating the Gulf Coast's colorful ties to the Caribbean with great rum, flavorful cuisine and rich musical traditions.

2024 Smoking Bundle:

***Join us for Smoke & Barrel and Rum Revival!
Choose a sponsorship package for each event and receive 10% off!***

SPONSORSHIP BY THE NUMBERS

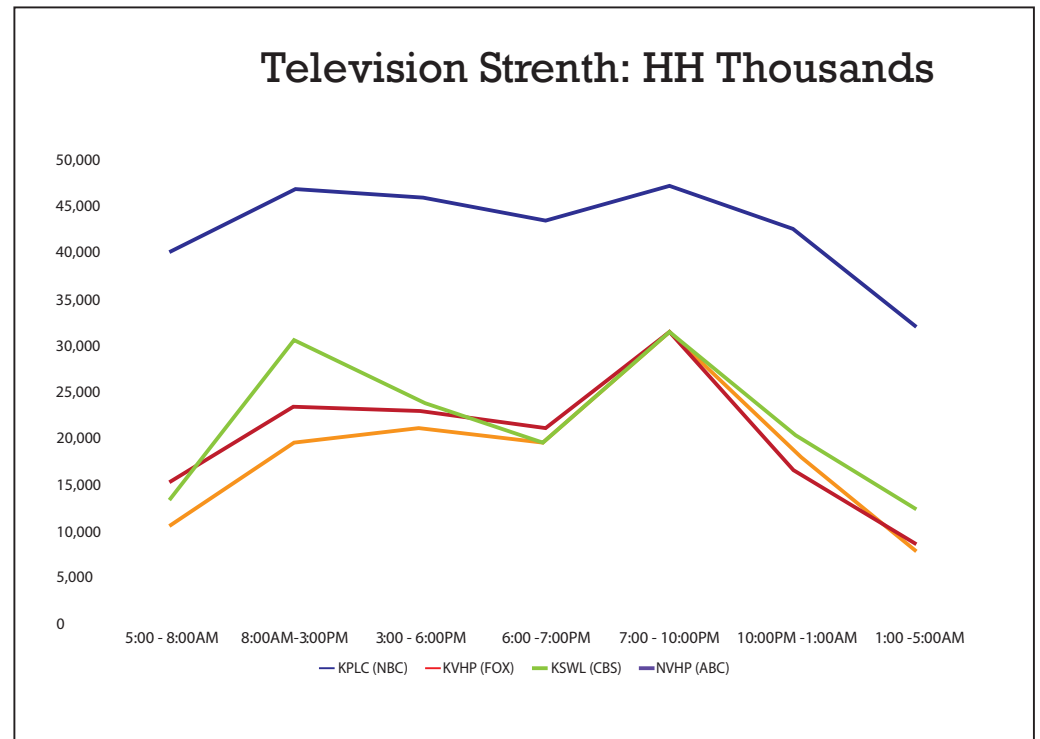
Television, Billboards, & Social Media

Our marketing partners provide a huge benefit to not only Smoke & 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) also provides coverage for commercial spots on the CBS and MeTV channels. CBS's "Chuck" the truck also provides digital advertising for the lake area.



Average viewership by Household over 24 hours. Peak viewership as of Primetime (7:00PM—10:00PM) is +45,000 from Southeast Texas through Central Louisiana.

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

AVG DAILY VIEWS: 101,627

LAKE AND UNIVERSITY

AVG DAILY VIEWS: 79,416

NELSON @ COUNTRY CLUB

AVG DAILY VIEWS: 81,276

3130 LAUBERGE

AVG DAILY VIEWS: 53,511

PRIEN @ WENDYS

AVG DAILY VIEWS: 219,893

844 UNIVERSITY

AVG DAILY VIEWS: 67,630

CITIES SERVICE IN SULPHUR

AVG DAILY VIEWS: 125,592

RYAN @ SALLIER RD

AVG DAILY VIEWS: 54,058

MOSS BLUFF @ SAM HOUSTON JONES PKWY

AVG DAILY VIEWS: 122,710

Social Media

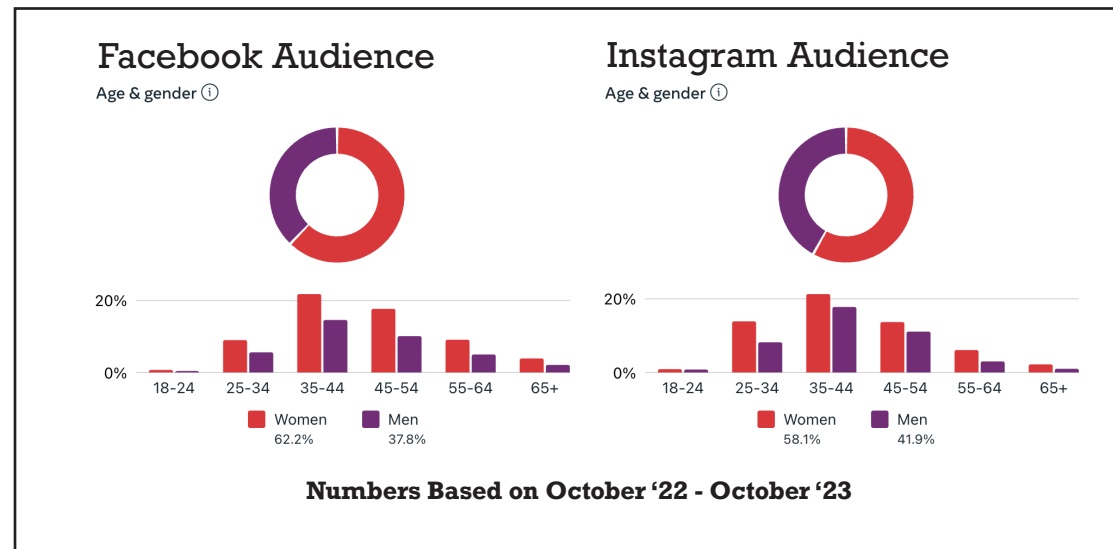
We have a growing number of loyal followers - upward of +4,300 users on Facebook and Instagram from SWLA/SETX. Through organic reach, targeted ads, and media campaigns, we increase your brand reach and awareness by placing your brand in front of our unique audience during our peak engagement times.

443K

Facebook Reach

22.5K

Instagram Reach



\$20,000* SMOKE & BARREL **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
- Logo on all event signage
- Inclusion in all press releases
- Logo on digital advertising
- Live on-stage mention & speaking opportunity
- Mention in all radio advertising
- Logo included in all print advertising

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

YOUR LOGO

Presents



Smokin' Bundle:

\$18,000* when you bundle with any level for Rum Revival



\$20,000 PRESENTING LEVEL SPONSORSHIP

Event Benefits

- 32 Tickets (Event / Dinner Mixed)
- Access to the sponsor lounge and bar
- VIP Parking
- 4 bottles of this year's Single-Barrel Bourbon offering with has been hand-selected by the Founders
- Option to appoint judge for cocktail contest
- Option to appoint judge for BBQ contest



\$10,000* **SMOKE & BARREL** **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 digital advertising
- Live on-stage mention

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

Smokin' Bundle:

\$9,000* when you bundle with any level for Rum Revival*



\$10,000 BOURBON LEVEL SPONSORSHIP

Event Benefits

- 16 Tickets (Event Only)
- Access to the sponsor lounge & bar
- VIP Parking
- 3 bottles of this year's Single-Barrel Bourbon offering with has been hand-selected by the Founders



\$5,000* SMOKE & BARREL 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

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

Event Benefits

- 8 Tickets (Event Only)
- Access to the sponsor lounge & bar
- VIP Parking
- 2 bottles of this year's Single-Barrel Bourbon offering which has been hand-selected by the Founders



Smokin' Bundle:
\$4,500* when you bundle with any level for Rum Revival

\$2,500* SMOKE & BARREL 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

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

Event Benefits

- 4 Tickets (Event Only)
- Access to the sponsor lounge & bar
- VIP Parking
- 1 bottle of this year's Single-Barrel Bourbon offering which has been hand-selected by the Founders



Smokin' Bundle:

\$2,250* when you bundle with any level for Rum Revival

\$8,000* RUM REVIVAL 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 cup
- Logo on event signage
- Inclusion in all press releases
- Logo on digital advertising
- Live on-stage mention & speaking opportunity
- Mention in radio advertising
- Logo included in print advertising

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

YOUR LOGO

Presents



Smokin' Bundle:

\$7,200* when you bundle with any level for Smoke & Barrel



**\$8,000
PRESENTING
LEVEL SPONSORSHIP**

Event Benefits

- 16 Tickets (Event / Dinner Mixed)
- 16 person double cabana
- 8 bottles of this year's rum and tequila chosen by our spirits sponsors



\$4,000* RUM REVIVAL CABANA LEVEL SPONSORSHIP

Marketing Benefits**

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

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

Event Benefits

- 8 Tickets (Event Only)
- 8 person single cabana
- 4 bottles of this year's rum and tequila chosen by our spirits sponsors



Smokin' Bundle:

\$3,600* when you bundle with any level for Smoke & Barrel

\$2,000* RUM REVIVAL TABLE 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

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

Event Benefits

- 4 Tickets (Event Only)
- 1 bottle of this year's rum and tequila chosen by our spirits sponsors



Smokin' Bundle:

\$1,800* when you bundle with any level for Smoke & Barrel

Smoking Bundle

Two great events, one smoking bundle!

- Why limit yourself to one awesome event when you can enjoy both
- Keep the fun rolling, Spring and Fall, while supporting our mission
- Choose any package from both events and receive 10% off
- Enjoy full marketing and event benefits from each



Payment Plan

We understand cash-flow management!

- Divide your sponsorship into equal monthly payments
- Final remaining balance must be paid in full prior to the date of the event being sponsored
- If you're sponsoring both events (Rum Revival and Smoke & Barrel), payment plans will be treated separately. The 10% discount will still apply to both events
- Payment Plans will be set up on a reoccurring auto-draft





LET'S STAY IN TOUCH



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Executive Director & Co-founder



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Director of Marketing & Campaigns
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337-936-8214



ADAM FONTENOT
Creative Director & Co-founder

Follow us on Social Media



/smokeandbarrel.org



@smokeandbarrel_la



@smokeandbarrel

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United Way
of Southwest Louisiana



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SMOKE & BARREL

LAKE CHARLES  LOUISIANA

