

# 2024 SPONSORSHIP OPPORTUNITIES



*We produce great events that give back!*

# Thank you to our 2023 sponsors



SHAMIEH | LAW



Whiskey Barrel Furniture & Decor



WELLS FARGO Advisors Financial Network





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



# SMOKE & BARREL

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

*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.







# 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

# SPONSORSHIP BY THE NUMBERS

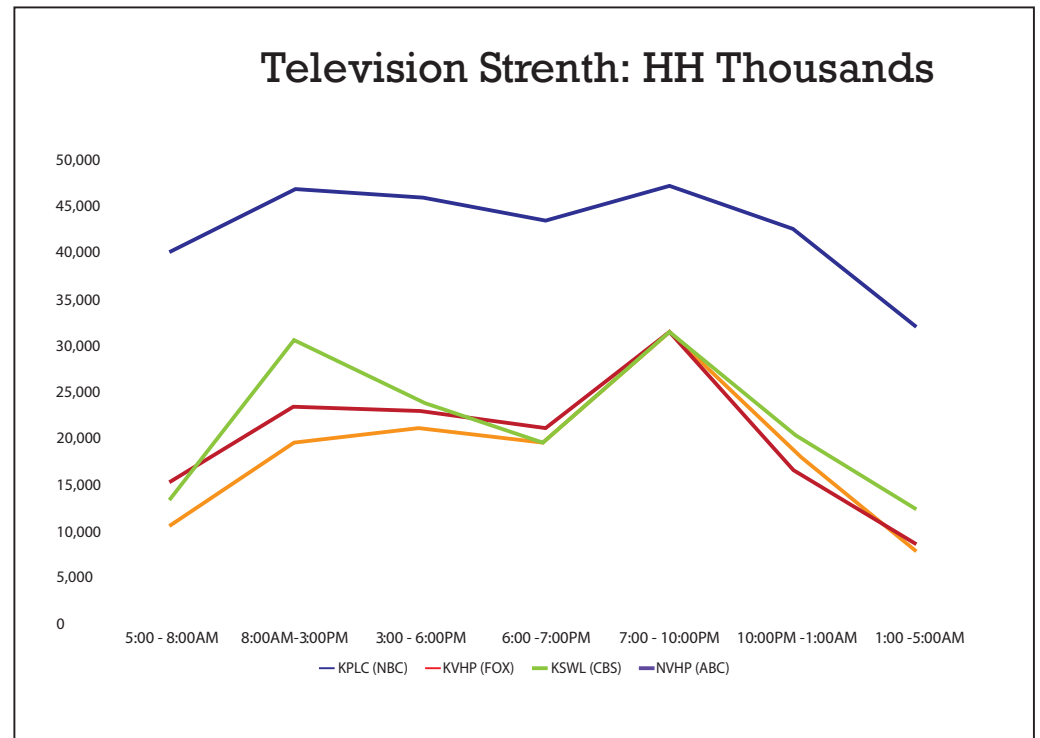
## Television, Billboards, & Social Media

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**

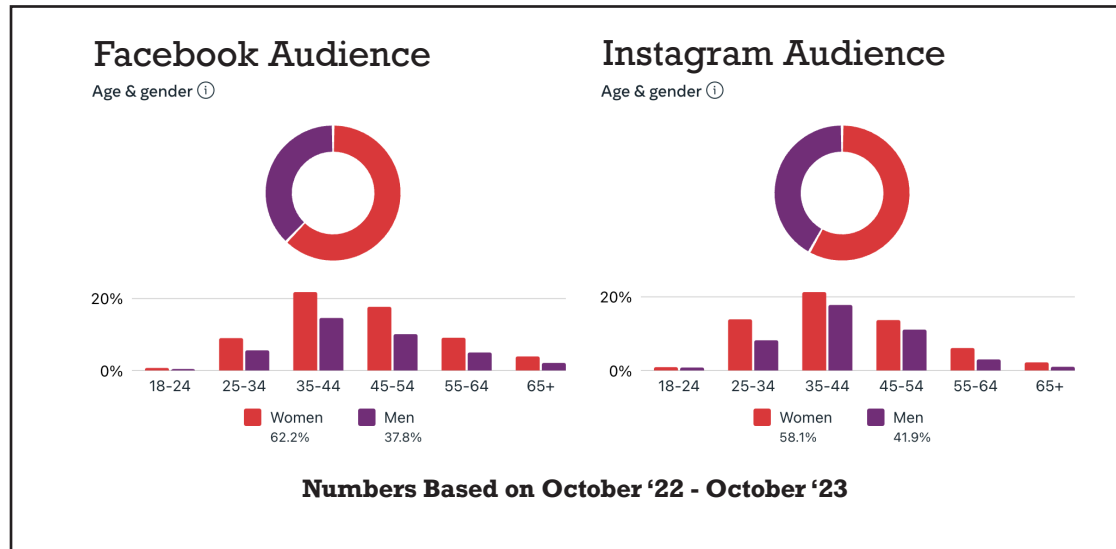
AVG DAILY VIEWS: 122,710

# 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







**\$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*





# \$10,000 BOURBON LEVEL SPONSORSHIP

## Event Benefits

- 16 Tickets (Event Only)
- Access to the sponsor lounge & bar
- VIP Parking
- 3 bottles of this 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 single-barrel bourbon offering which has been hand-selected by the Founders



# \$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 single-barrel bourbon offering which has been hand-selected by the Founders







# LET'S STAY IN TOUCH



**NATHANIEL ALLURED**  
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## Follow us on Social Media

 /smokeandbarrel.org

 @smokeandbarrel\_la

 @smokeandbarrel

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United Way  
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