



**SMOKE & BARREL x RUM REVIVAL**  
**2024 SPONSORSHIP**  
**OPPORTUNITIES**

**S&B**  
**EVENTS**

EST 2018

**WE PRODUCE GREAT EVENTS**  
**THAT GIVE BACK!**

# Thank you to our 2024 sponsors



# Our Mission

Smoke & Barrel Inc. is a 501(c)(3) non-profit company whose mission is ***to produce quality entertainment for the benefit & enrichment of the community while raising funding for worthy charities.***

Put more simply: *We produce great events that give back!* Your sponsorship dollars fuel the growth of 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 United Way SWLA and their “Success by 6” initiative. Success by 6 provides scholarships to accredited day schools for children under the age of 6, which better prepares them for success throughout their education and into adulthood. As an additional benefit these scholarship facilitate parents remaining in the work force without being financially hindered by childcare. The namesake event, Smoke & Barrel, welcomes the cool breezes of late Fall, and Rum Revival kicks off the warmth of spring!

Looking to grow your brand awareness with an engaged audience while supporting entertainment, travel, tourism, arts, and local charitable causes? Then, *Follow the Smoke!*, and read on to find the perfect sponsorship package for your business.

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



**UNITED WAY**  
Southwest  
Louisiana



**SUCCESS BY 6**  
A United Way of Southwest Louisiana Initiative

# SPONSORSHIP BY THE NUMBERS

## Social Media, Billboards, & Television

Our marketing efforts deliver immense value to Smoke & Barrel and our sponsors due to the robust reach and influence of our social media following coupled with the support of our local marketing partners. Here's a snapshot of our social media and local marketing analytics.

### Social Media

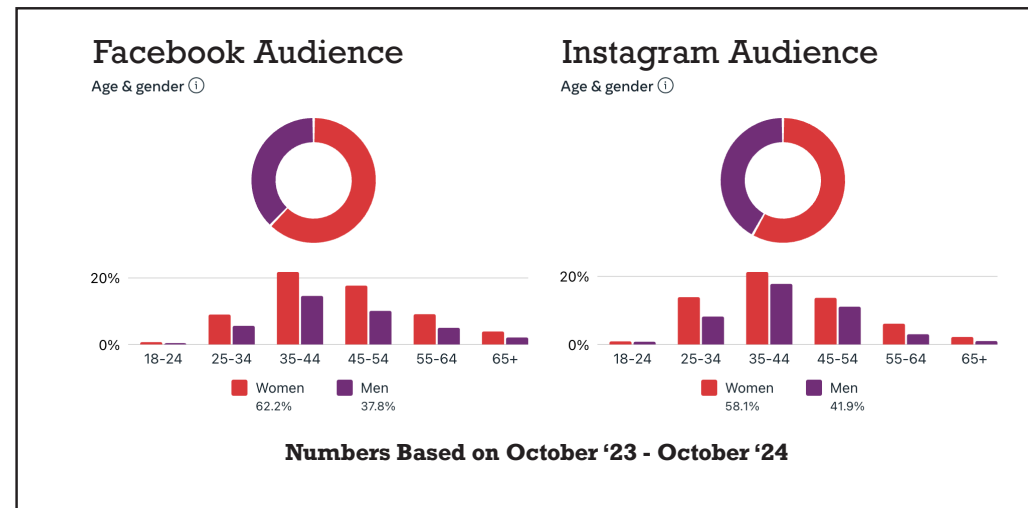
We have a growing number of loyal followers - upward of +7,600 users on Facebook and Instagram from SWLA/SETX. Through organic reach, targeted ads, and media campaigns, we increase your brand reach and awareness by placing your brand in front of our unique audience during our peak engagement times.

This year we've expanded our social media reach and we've strategically enhanced our digital presence to engage more supporters, partners, and sponsors.

2023		
<b>+4.3K</b>	<b>432K</b>	<b>23K</b>
Total Following	Facebook Reach	Instagram Reach

2024		
<b>+7.6K</b>	<b>1.5M</b>	<b>46.2K</b>
Total Following	Facebook Reach	Instagram Reach



# Billboards

Smoke & Barrel has cultivated relationships with AdSource Outdoor, Ultra Outdoor, & Lamar Advertising over the past 6 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

**NELSON & I210**  
AVG DAILY VIEWS: 105,074

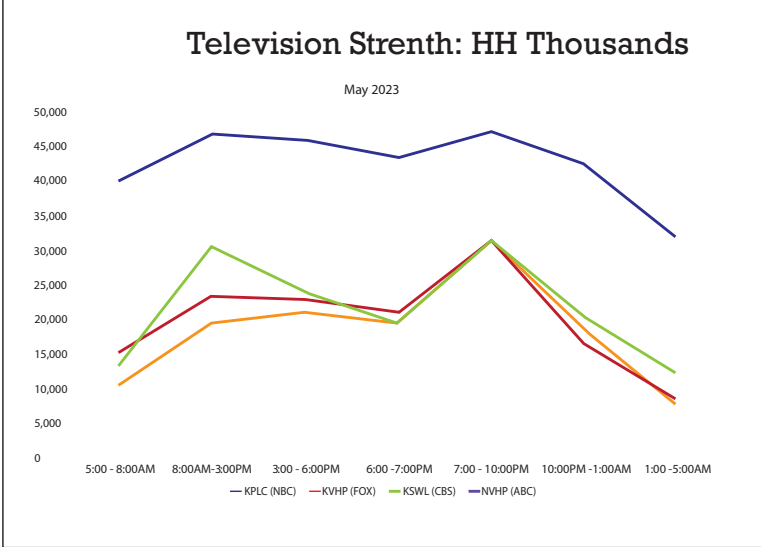
**SOUTH PRIEN LAKE & LAKE**  
AVG DAILY VIEWS: 122,710

**NELSON AND SALE**  
AVG DAILY VIEWS: 122,166

# 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 serves Southwest Louisiana covering a five parish region that includes Allen, Beauregard, Calcasieu, Cameron and Jefferson Davis. CBS Lake Charles is owned by SagamoreHill Broadcasting which also operates MeTV Lake Charles, serving the nostalgia niche with classic television shows from the 60s, 70s, and 80s and Telemundo 19 Lake Charles, which features top Spanish language programming for a growing population. Our Chuck the TV Truck is the marketplace's only mobile electronic billboard.



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.

# Radio

We are proud to partner with Cumulus Media, a leading media, advertising, and marketing services company, to amplify the reach and impact of Smoke & Barrel. With radio recognized as the #1 mass-reach medium in the United States, this collaboration ensures that our message resonates with an extensive and engaged audience. Every month, Cumulus delivers premium content to over a quarter billion people, seamlessly connecting communities wherever and whenever they tune in.

Our local Cumulus stations, KIX 96 and Rock 101, boast impressive reach, further strengthening our promotional efforts. KIX 96 engages approximately 35,000 listeners monthly, with an additional 4,000 streaming listeners online. Rock 101 captures the attention of around 20,000 listeners monthly, complemented by 2,800 streaming listeners. These combined audiences provide a powerful platform to spotlight Smoke & Barrel, ensuring our event is top of mind for both radio and digital listeners alike.

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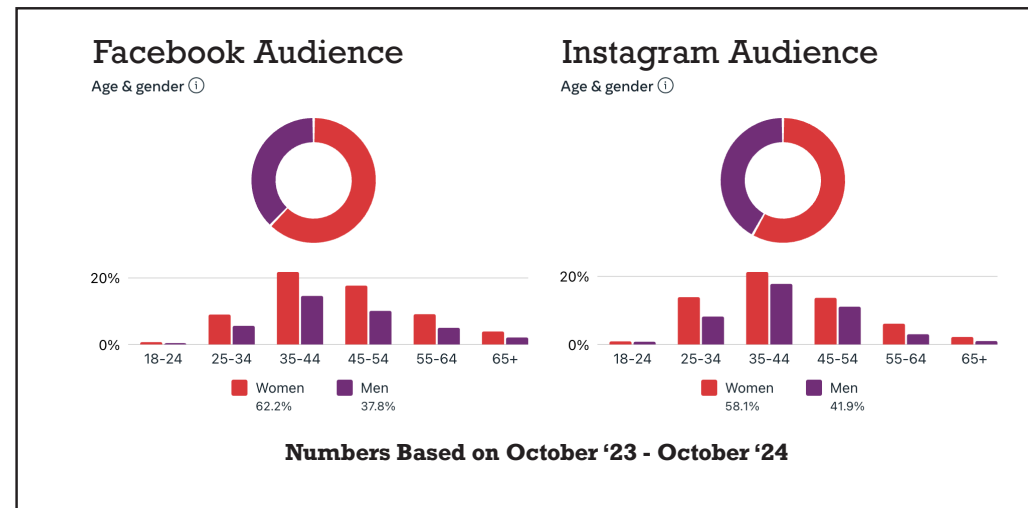
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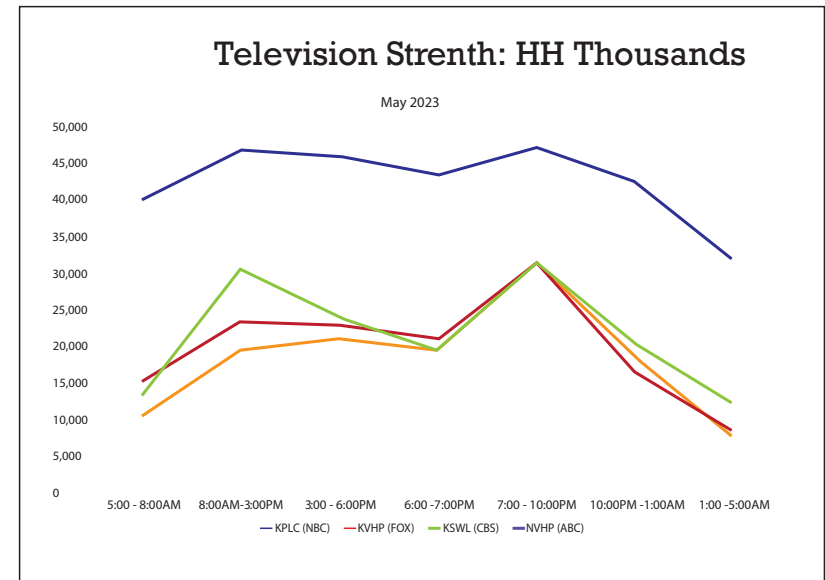
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# Annual Events

## 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 Dallas & San Antonio. 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 on a world-class lineup of 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.



***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 at Golden Nugget Lake Charles, 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.***

## **2025 Smoking Bundle:**

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

# 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 and your community
- 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
- 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
- Final remaining balance must be paid in full prior to the date of the event being sponsored
- Payment Plans will be set up on a reoccurring auto-draft



# \$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 & wristband
- 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
- Receive 50% off 16 Tickets to the lead-up events during Rum Revival weekend, while supplies last
- 8 bottles of this year's rum and/or 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
- Receive 50% off 8 Tickets to the lead-up events during Rum Revival weekend, while supplies last
- 4 bottles of this year's rum and/or 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)
- Receive 50% off 4 Tickets to the lead-up events during Rum Revival weekend, while supplies last
- 1 bottle of this year's rum and/or tequila chosen by our spirits sponsors



**Smokin' Bundle:**

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

# \$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
- Receive 50% off 4 Tickets to the lead-up events during Smoke & Barrel weekend, while supplies last
- Option to appoint judge for cocktail contest
- Option to appoint judge for BBQ contest



# **\$15,000\*** **SMOKE & BARREL** **DISTILLER** **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 included on wristband
- Logo on digital advertising
- Live on-stage mention

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

**Smokin' Bundle:**

**\$13,500\* when you bundle with any level for Rum Revival\***



# \$15,000 DISTILLER LEVEL SPONSORSHIP

## Event Benefits

- 16 Tickets (Event Only)
- 2 Tickets to each conjunction event
- Access to the sponsor lounge & bar
- VIP Parking
- Receive 50% off 16 Tickets to the lead-up events during Smoke & Barrel weekend, while supplies last



# **\$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
- Receive 50% off 16 Tickets to the lead-up events during Smoke & Barrel weekend, while supplies last



# **\$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
- Receive 50% off 8 Tickets to the lead-up events during Smoke & Barrel weekend, while supplies last



**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
- Receive 50% off 4 Tickets to the lead-up events during Smoke & Barrel weekend, while supplies last



**Smokin' Bundle:**

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

SMOKE  
& BARREL  
EVENTS





# LET'S STAY IN TOUCH



**NATHANIEL ALLURED**  
Executive Director & Co-founder



**SAIGE MESTAYER**  
Director of Marketing & Campaigns  
info@smokeandbarrel.org  
337-936-8214



**ADAM FONTENOT**  
Creative Director & Co-founder

## Follow us on Social Media

 /smokeandbarrel.org

 @smokeandbarrel\_la

 @smokeandbarrel

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