

GIVE BACK & HAVE A GOOD TIME WHILE DOING IT!





# OUR MISSION

Smoke & Barrel Inc. is a 501(c)(3) non-profit company whose mission is **to produce quality entertainment for the enrichment and benefit of the community while raising funding for worthy charities.** Put more simply: *We produce great events that give back!* Your sponsorship dollars fuel growth of the event amenities & line up, drive sales to larger markets, bring more tourism dollars into Lafayette and greater Acadiana, and bolster our ability to positively impact our community through our partnership with Big Brother's Big Sisters of Acadiana. We cordially invite you to join us in our efforts to expand entertainment, tourism, and charitable fundraising activity in South Louisiana. For more than 7 years now, we have successfully produced multiple annual events benefitting the southwest Louisiana economy. Since 2018, we have donated over \$200K to United Way SWLA and we are excited to expand our impact to the Lafayette area!

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.





# & OUR LEGACY OF GIVING BACK

We are excited to announce Big Brothers Big Sisters of Acadiana as the primary beneficiary of Smoke & Barrel: Acadiana 2026! For over a century, Big Brothers Big Sisters has been a beacon of hope, fostering meaningful, one-to-one mentoring relationships that empower youth to realize their potential. As the nation's largest mentoring network, they match dedicated adult volunteers ("Bigs") with children ("Littles"), ages 7 to 18, creating transformative, lifelong connections.

Big Brothers Big Sisters of Acadiana is steadfast in their commitment to helping children facing adversity through professionally supported mentoring relationships that positively shape their futures. Their vision of empowering all youth to achieve success perfectly aligns with Smoke & Barrel's mission to uplift and enrich the community.

We are honored to partner with this outstanding organization and support their life-changing work through Smoke & Barrel: Acadiana 2026!



**Big Brothers  
Big Sisters®**  
OF ACADIANA





# SMOKE & BARREL LAFAYETTE

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

*Smoke & Barrel: Acadiana marks the beginning of an exciting new chapter while continuing the legacy of our renowned Lake Charles event. This Kentucky Derby experience will bring together the best of Acadiana's culture, cuisine, and hospitality. Enjoy the savory aroma of oak and hickory as you indulge in mouthwatering BBQ crafted by award-winning pitmasters from East Texas, alongside the vibrant flavors of Southwest Louisiana cuisine and local savory delights from Acadiana's top cultural vendors.*

*Immerse yourself in the rich tapestry of Acadiana's music, art, and cuisine, all while exploring a curated selection of over 150 world-class bourbons, scotches, and whiskeys. Whether you're here to savor the spirits, enjoy the culinary artistry, or celebrate the unique culture of Lafayette, Smoke & Barrel promises an unforgettable first year in its newest market.*

*Join us as we celebrate Derby Day in style! Watch the "Greatest Two Minutes in Sports" on a stunning 11x17 LED screen, sip on classic mint juleps, and don your best derby-inspired attire to fully embrace the festive atmosphere.*

*Be a part of this exciting debut event and experience the sights, sounds, and flavors that make Smoke & Barrel a true celebration of Southern hospitality.*





# SPIRITS, FOOD, ENTERTAINMENT, & the KENTUCKY DERBY!

At Smoke & Barrel, we bring together the best in fine spirits, award-winning cuisine, and unforgettable musical entertainment to create an experience like no other. Rooted in tradition and enriched by local culture, each event celebrates the art of connection—whether it's over a glass of expertly crafted bourbon, a plate of bold and flavorful barbecue, or the sounds of live music that set the perfect tone. Here's a closer look at what makes Smoke & Barrel an unparalleled celebration of flavor, community, and fun.

## **Fine Spirits**

- Celebrating bourbon, whiskey, and scotch with camaraderie at its core.
- One of Louisiana's largest gatherings of premium bourbon labels.
- Expanding lineup of carefully selected spirits each year.

## **Award-Winning Cuisine**

- Features Texas-style barbecue with Louisiana's rich culinary traditions.
- Unique regional flavors tailored to each event location (e.g., Acadiana's Cajun & Creole cuisine for Lafayette).
- A perfect pairing of bold flavors with premium spirits.

## **Unforgettable Entertainment**

- Curated lineup blending local, regional, and special feature acts.
- Dynamic music experience tailored for casual listeners and die-hard fans.
- Kentucky Derby feature as a unique entertainment element.





# SPONSORSHIP BY THE NUMBERS

## Social Media, Television, & Billboards

Our marketing campaign delivers unmatched value by showcasing our brand and partners through billboards, TV, radio, and social media. From pre-event buzz to event-day signage, slideshows, and on-stage mentions, we maximize exposure!

## Social Media

We have a growing number of loyal followers - upward of +7,600 users on Facebook, Instagram, and LinkedIn 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.

**May 2024 - 2025**

**+7.6K**

Total Following

**1.8M**

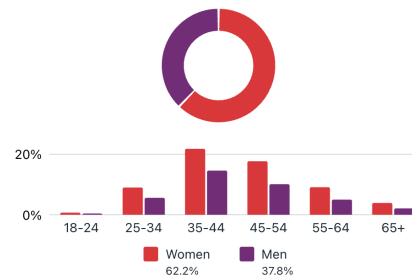
Facebook Reach

**50K**

Instagram Reach

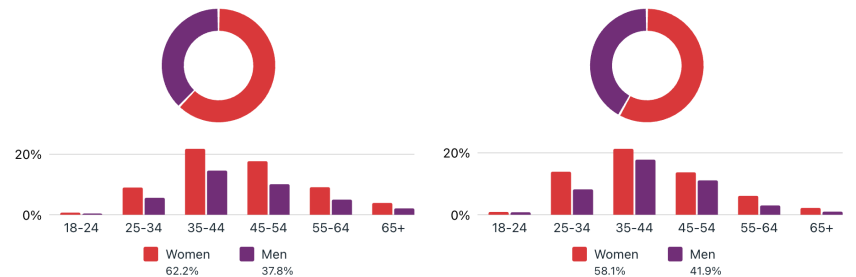
Facebook Audience

Age & gender ⓘ



Instagram Audience

Age & gender ⓘ



Numbers Based on October '24 - October '25



# PAYMENT PLAN, PARTNERSHIP, & PERKS

We understand the importance of cash flow management — that's why we offer flexible payment plans for all sponsorships. Whether you're sponsoring one event or multiple, we're here to make it easy.

## Payment Plan Details:

- Divide your sponsorship into equal monthly payments
- Recurring auto-draft will be set up for convenience
- Final balance must be paid in full prior to the event date
- Multiple sponsorships? No problem — each event will have a separate plan, and the 10% multi-event discount still applies!

## Partnership Perks:

- Already a proud supporter of Big Brothers Big Sisters of Acadiana? You'll receive 10% off your sponsorship level for any Smoke & Barrel event.
- Sponsor more than one SB event per year and get 10% off both sponsorships.

\*Please note, discounts cannot be combined & partnerships with BBBS will be confirmed





# \$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

- 46 Tickets (Event only)
- Access to the sponsor lounge and bar
- VIP Parking
- Receive 50% off 10 Tickets to conjunction events during
- Smoke & Barrel weekend, while supplies last





# **\$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
- 5 individual social media posts
- Logo on physical stage signage
- Logo on event wristband
- Logo on digital advertising
- Live on-stage mention
- Website Hotel landing page
- Live on-stage mention

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





# \$15,000 DISTILLER LEVEL SPONSORSHIP

## Event Benefits

- 24 Tickets (Event Only)
- 2 Tickets to each conjunction event during SB weekend
- Access to the sponsor lounge & bar





# **\$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

- 22 Tickets (Event Only)
- Access to the sponsor lounge & bar





# \$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

- 10 Tickets (Event Only)
- Access to the sponsor lounge & bar





# \$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



# Thank you to our 2025 sponsors





# 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

*Follow the Smoke!*

# S&B EVENTS

EST 2018



Big Brother  
Big Sisters®  
OF ACADIANA

