



# 2023 SPONSORSHIP OPPORTUNITIES





# Thank you to our 2022 sponsors



Stevens & Guilbeaux Financial Consulting Group, LLC



# About Smoke & Barrel Inc

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. The namesake event, Smoke & Barrel, welcomes in the cool breezes of late Fall, and Rum Revival kicks off the warmth of spring.

*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.

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!

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**



# 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

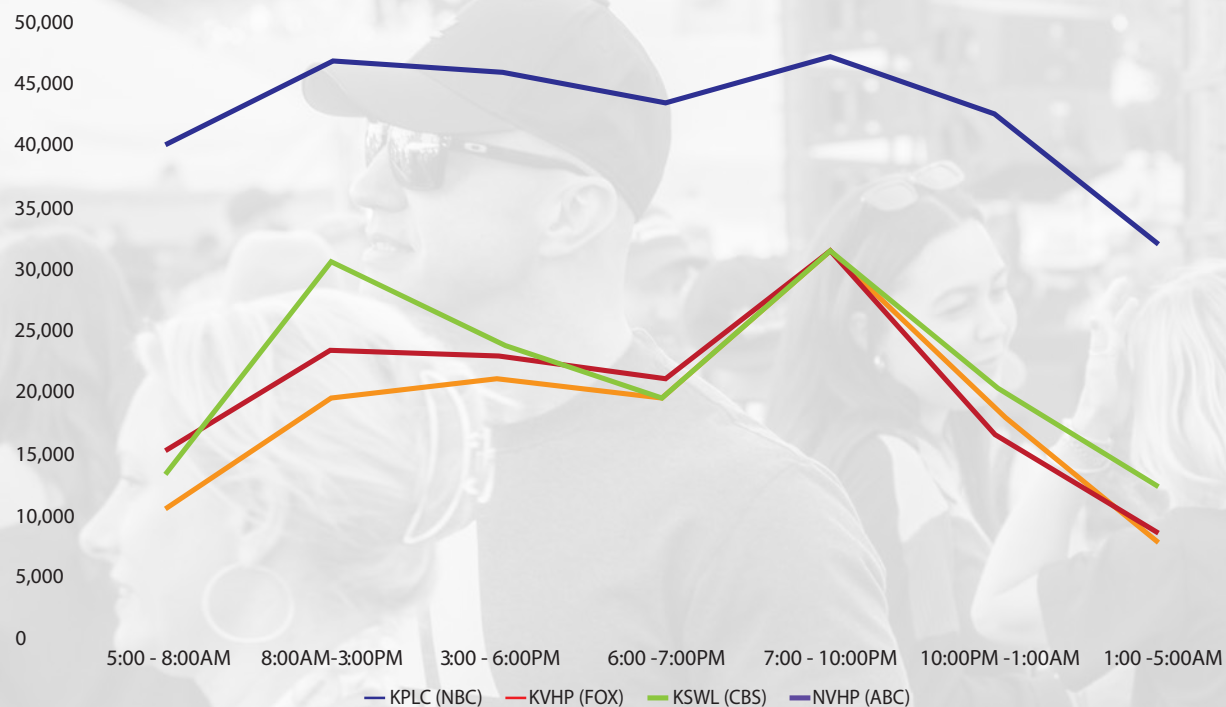
KPLC 7 has agreements with Dish Network, DirectTV, Suddenlink, Cameron Communications and other small cable systems to carry their signal, and is available over-the-air. It also includes streaming services such as Hulu, Roku, YouTubeTV, Apple TV, FireTV, FuboTV, AT&T TV Now, & CBS All Access. Their viewership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



## Television Strenth: HH Thousands

May 2023



Viewership by Household as of May 2023. 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**

AVERAGE DAILY VIEWS: 101,627

### **LAKE AND UNIVERSITY**

AVERAGE DAILY VIEWS: 79,416

### **NELSON @ COUNTRY CLUB**

AVERAGE DAILY VIEWS: 81,276

### **MOSS BLUFF @ SAM HOUSTON JONES PKWY**

AVERAGE DAILY VIEWS: 122,710

### **3130 LAUBERGE**

AVERAGE DAILY VIEWS: 53,511

### **844 UNIVERSITY**

AVERAGE DAILY VIEWS: 67,630

### **PRIEN @ WENDYS**

AVERAGE DAILY VIEWS: 219,893

### **CITIES SERVICE IN SULPHUR**

AVERAGE DAILY VIEWS: 125,592

### **RYAN @ SALLIER RD**

AVERAGE DAILY VIEWS: 54,058

*Average Daily Views is a measurement representing the total number of vehicles passing a specific highway outdoor billboard location, based on 24 hour counts taken over an entire year. Counts are adjusted to an estimate of annual average daily traffic; taking into account seasonal variance, weekly changes and other factors.*



## Social Media

We have a growing number of loyal followers of +4,300 users on Facebook and Instagram from SWLA/SETX. Through targeted ads and video we will get your brand in front of our audience plus bourbon and bbq lovers through multiple advertising campaigns.

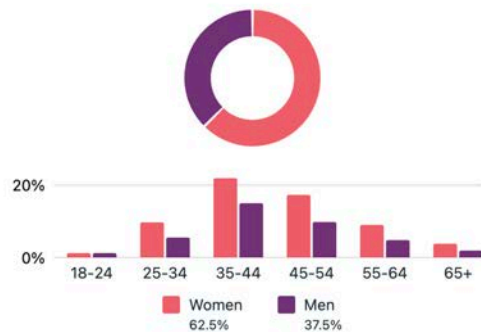
# 352K

Facebook Reach

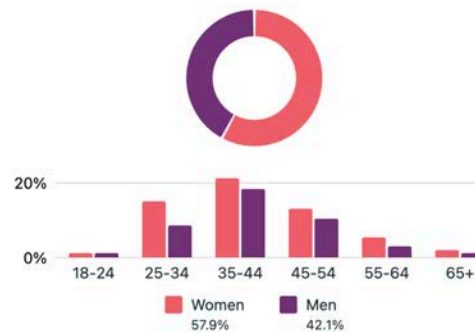
# 18K

Instagram Reach

Age & gender ①



Age & gender ①



Numbers Based on May '22 - May '23

### Facebook and Instagram Reach

The number of individual people who saw any content from our Page or about our 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.





# \$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
- Logo on all event signage
- Inclusion in all press releases
- Logo on direct mail advertising
- Live on-stage mention & speaking opportunity
- Mention in all radio advertising
- Logo included in all print advertising

## YOUR LOGO

Presents



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





# \$20,000 PRESENTING LEVEL SPONSORSHIP

## Event Benefits

- 32 Tickets (Event / Dinner Mixed)
- 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 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

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







# \$10,000 BOURBON LEVEL SPONSORSHIP

## Event Benefits

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





# \$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

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

## Event Benefits

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





# \$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

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

## Event Benefits

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









# LET'S STAY IN TOUCH



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



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

## Follow us on Social Media



/smokeandbarrel.org



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@smokeandbarrel

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