JAMBALAYA JAM
2021 SPONSORSHIP OPPORTUNITIES
## 2021 JAMJAM SPONSORSHIP BENEFITS

**THURSDAY, OCTOBER 21, 2021**
**NORTH BLVD. TOWN SQUARE • B.R.**

To receive full benefits, sponsorship form must be submitted by September 17, 2021.

### EVENT PROMOTION AS A SPONSOR

1. **Recognition as Presenting Sponsor on Web/Print/Social Media**
2. **Logo on Pre-Event Billboard** (valued at $1,000+)
3. **Logo on Pre-Event ADS** (valued at $500+)
4. **Speaking Opportunity on Stage at Jambalaya Jam**
5. **Logo on all CAUW email signatures**
6. **Opportunity to participate in media opportunities**
7. **Logo on Save the Date**
8. **Prominent Logo/Banner Placement at Entry of Sponsored Zone**
9. **Name Listed in Pre-Event Press Release**
10. **Logo Printed on Stage Banner**
11. **Sponsor Spotlight on Social Media** (6,000+ views)
12. **Recognition at Annual Meeting**
13. **Name/Logo on Website as Sponsor** (2,000+ views)
14. **Name/Logo on Pre-Event E-Blast** (28,000+ views)
15. **Name/Logo on Social Media Communication** (6,000+ views)

### DAY OF JAMJAM EVENT

1. **Cooking Team Entry** (valued at $400)
2. **Community Games Team** (valued at $250 per team & $500 per extra player)
3. **Name/Logo on Day of Event Signage**
4. **Name/Logo on Day of Event T-Shirts**
5. **Pre-Event Kickoff Party**
6. **Select Cooking Team Location Based on Sponsorship Level**
7. **Extra 10x10’ Tent Space** (valued at $1,100)
8. **T-Shirts** (valued at $20 each)
9. **Jambalaya Jam Tickets** (valued at $50 each for VIP & $15 each for Samplers)
10. **Access to Morning Coffee Station and Treats**
11. **Access to Lunch Station**
12. **Up to Three Bags of Ice** (valued at $18)

### POST - EVENT

1. **Private Breakfast with George Bell – Up to 3 Guests** (valued at $150)
2. **Personalized Post-Event Report**
3. **Recognition in Annual Report**
4. **Name in Post Event Press Release**
5. **Commemorative Award for Sponsorship**
6. **Name in Post Event Social Media Recap** (6,000+ views)
7. **Post Event E-Blast** (28,000+ views)
**2021 JAMJAM COOKING TEAM RULES AND REGULATIONS**

**EVENT DAY SUPPLIES:**

**UNITED WAY WILL PROVIDE THE FOLLOWING:**

- Two six-foot tables, a company sign and flame-retardant piece of material to cook on. It is critical that all teams utilize the flame-retardant material when cooking to avoid damaging the event area (United Way will be fined if grease stains are found on site). United Way will provide supplies necessary to serve the jambalaya to the public (sample cups, sporks, napkins and serving gloves).

**TEAMS MUST PROVIDE THE FOLLOWING:**

- 10ft x 10ft tent – no larger. Tents must remain in place at all times and not placed on grass areas. Two tables will be provided by United Way, but teams must bring their own chairs.
- Each cooking team is responsible for providing their own containers to dispose of their grease. Those grease containers will have to be taken back with you at the end of the night. United Way will not have grease drums. Do not pour grease in the city drains, trash receptacles or bathroom facilities.
- Any supplies you will need to cook, set up, etc. No water will be provided on site.

**COOKING TEAM LEADERS MEETING:**

- This meeting will take place virtually this year currently scheduled for **Wednesday, September 29th from 1:00 p.m. - 2:30 p.m.** Each team is required to have at least one representative attend to review the rules and last minute details. Unloading times will be given out at this time.

**COOKING TEAM LOCATION SELECTION:**

- Spots (locations) will be selected at the virtual Cooking Team Leader’s Meeting. Shell, as the Jambalaya Jam presenting sponsor, reserves the right to select the first cooking team location, followed by other sponsors (VIP, Entertainment, Pot, Paddle and Team Sponsorship Plus levels based on sponsorship amount). Team Sponsorship ($500 level) locations will be determined by lottery after all other sponsors have selected their locations. Companies that have multiple teams (one per company location) can pick for all locations at the same time.

**EQUIPMENT SPECIFICATIONS:**

- Teams are required to use a #30 (28 gallon) jambalaya pot or larger when cooking jambalaya at the event to be considered for judging. No exceptions will be made, and a team will be disqualified from the judging competition if a smaller pot is used.

**JAMBALAYA INGREDIENT SPECIFICATIONS:**

- Each team must supply all necessary supplies and ingredients needed to successfully prepare the Jambalaya. Only the following meats are allowed in any combination: pork, chicken and/or any kind of sausage. **ABSOLUTELY NO SEAFOOD!** A team will be disqualified from the competition if seafood is used. No par-boiled rice is allowed. **All food must be prepared and cooked on site;** vegetables and meats can be pre-cut prior to the event. No desserts or sides are needed. Again, water will not be provided, and all teams should bring the appropriate amount of water needed. In addition, teams will not have access to power on site. If power is needed, please bring a generator that can fit in your allotted space.
### 2021 JAMJAM COOKING TEAM RULES AND REGULATIONS

#### HEALTH CODE AND LIABILITY

- A health inspector will be on site the day of the event. All teams are to keep jambalaya pots covered when not cooking/serving and keep area clean. Teams are to use serving gloves and keep serving utensils clean/covered.

- Cooking team (every member) must sign a participation/liability in order to participate in the 2021 Jambalaya Jam. Forms will be emailed to the team captains prior to the event.

#### JUDGING & AWARDS

**JUDGING INFORMATION:**

- Each team will receive a designated container that will be used to collect the jambalaya sample. This container will be handed out on the day of the event and must be used when submitting the sample. Samples are due to the judging station between 3:50 – 4:15 p.m. No samples will be accepted after 4:15 p.m. The criteria for judging will be reviewed at the Cooking Team Leaders’ Meeting. The samples are completely anonymous, and the judges will be isolated from the teams.

**AWARDS:**

- Awards for best jambalaya will be presented to the first, second and third place cooking teams.

*Appetizer and Community Games (both optional) information will be sent to participants at a later date.

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*By signing below, I pledge the amount indicated above to be committed in full by SEPTEMBER 17, 2021. A signed form must be returned in order for Capital Area United Way to accept my pledge commitment. Capital Area United Way reserves the right to reallocate any remaining sponsorship dollars not spent on this event. CAUW is carefully monitoring the health and well being of the community and will host events either in-person or virtually based on guidelines. Sponsor benefits may be creatively adjusted to ensure proper recognition. We will notify you on September 20th of any changes due to COVID-19 mandates.*

For more information contact Ashley Montagnino:

ashleym@cauw.org • phone: (225) 382-3502

700 Laurel Street • Baton Rouge, LA 70802
2021 JAMJAM SPONSORSHIP FORM
THURSDAY, OCTOBER 21, 2021
NORTH BLVD. TOWN SQUARE • B.R.

SPONSOR NAME  

CONTACT PERSON  

ADDRESS  

CITY  STATE  Zip CODE  

OFFICE PHONE  Mobile Phone  

FAX  Email  

CHECK ONE OF THE FOLLOWING:

YES, I WISH TO SUPPORT JAMJAM AT THE FOLLOWING LEVEL:

☐ SOLD PRESENTING // $50,000  
☐ VIP // $12,000  
☐ ENTERTAINMENT // $10,000  
☐ COMMUNITY GAMES // $6,000  
☐ KIDS ZONE // $5,000  
☐ LUNCH SPONSOR // $5,000  
☐ POT LEVEL // $5,000  
☐ PADDLE LEVEL // $4,000  
☐ LAFAYETTE ST. LAGNIAPPE // $2,500  
☐ STAFF/VOLUNTEER HUB // $2,000  
☐ TEAM SPONSORSHIP PLUS // $1,500  
☐ TEAM SPONSORSHIP // $500

☐ I AM UNABLE TO ATTEND, BUT WOULD LIKE TO CONTRIBUTE $  

PAYMENT

☐ ENCLOSED IS A CHECK MADE PAYABLE TO: CAPITAL AREA UNITED WAY

☐ I WISH TO BE BILLED: ☐ TODAY ☐ ON ___________ (DATE)*

FOR ADDITIONAL PAYMENT OPTIONS PLEASE CONTACT ASHLEY MONTAGNINO AT ASHLEYM@CAUW.ORG OR (225) 382-3502

*FULL PAYMENT MUST BE COMMITTED BY SEPTEMBER 17, 2021

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SIGNATURE ______________________ DATE ______________________

Please submit this form to Ashley Montagnino:
ashleym@cauw.org • phone: (225) 382-3502
700 Laurel Street • Baton Rouge, LA 70802

WWW.CAUW/JAMJAM