



**JAMBALAYA JAM
2019 INFORMATION
& EVENT PACKET**

2019 JAMJAM SPONSORSHIP FORM

THURSDAY, OCTOBER 10, 2019
NORTH BLVD. TOWN SQUARE • B.R.



SPONSOR NAME _____

CONTACT PERSON _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

OFFICE PHONE _____ MOBILE PHONE _____

FAX _____ Email _____

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

SOLD ☐ **PRESENTING** (1 available)// \$50,000

SOLD ☐ **VIP** (1 available)// \$7,500

SOLD ☐ **ENTERTAINMENT** (1 available)// \$7,500

☐ **POT LEVEL** (5 available)// \$5,000

☐ **PADDLE LEVEL** (7 available)// \$3,000

SOLD ☐ **KIDS ZONE** (1 available)// \$2,500

SOLD ☐ **LUNCH SPONSOR** (1 available)// \$2,500

☐ **TEAM SPONSORSHIP PLUS** // \$1,500

☐ **TEAM SPONSORSHIP** // \$400

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

PAYMENT

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

☐ PAY WITH CREDIT CARD AT WWW.CAUW.ORG/JAMREGISTRATION OR BELOW

NAME (AS IT APPEARS ON CARD) _____

CREDIT CARD NUMBER _____

EXPIRATION DATE _____ Security Code _____

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

By signing below, I pledge the above amount and have read the rules & regulations. A signed form must be returned in order for Capital Area United Way to accept my pledge commitment. Sponsorship fees are non-refundable. The event will take place rain or shine. In the event that the weather is too tumultuous for the JamJam to take place, United Way will cancel the event and it will not be rescheduled. If this occurs, no refunds will be made for the sponsorships, and it will be considered a tax-deductible donation.

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

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To receive full benefits, sponsorship form must be submitted by September 6, 2019.



<div>2019 JAMJAM SPONSORSHIP BENEFITS</div> <div>THURSDAY, OCTOBER 10, 2019 NORTH BLVD. TOWN SQUARE • B.R.</div> <div>To receive full benefits, sponsorship form must be submitted by September 6, 2019.</div> <div><div>JAM JAM</div></div>		<div>one available for top level opportunities</div> <table><tr><th></th><th>PRESENTING \$50,000</th><th>VIP \$7,500</th><th>ENTERTAINMENT \$7,500</th><th>POT LEVEL (5 available) \$5,000</th><th>PADDLE LEVEL (7 available) \$3,000</th><th>KIDS ZONE (1 available) \$2,500</th><th>LUNCH SPONSOR (1 available) \$2,500</th><th>TEAM SPONSORSHIP PLUS \$1,500</th><th>TEAM SPONSORSHIP \$400</th></tr></table>										PRESENTING \$50,000	VIP \$7,500	ENTERTAINMENT \$7,500	POT LEVEL (5 available) \$5,000	PADDLE LEVEL (7 available) \$3,000	KIDS ZONE (1 available) \$2,500	LUNCH SPONSOR (1 available) \$2,500	TEAM SPONSORSHIP PLUS \$1,500	TEAM SPONSORSHIP \$400
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EVENT PROMOTION AS A SPONSOR	RECOGNITION AS PRESENTING SPONSOR ON WEB/PRINT/SOCIAL MEDIA	●																		
	LOGO ON PRE-EVENT BILLBOARD (valued at \$1,000+)	●																		
	LOGO ON PRE-EVENT ADS (valued at \$500+)	●																		
	OPPORTUNITY TO PARTICIPATE IN MEDIA OPPORTUNITIES	●																		
	LOGO ON SAVE THE DATE	●																		
	NAME LISTED IN PRE-EVENT PRESS RELEASE	●	●	●	●	●	●													
	NAME/LOGO ON WEBSITE AS SPONSOR (2,000+ views)	●	●	●	●	●	●													
	NAME/LOGO ON PRE-EVENT E-BLAST (28,000+ views)	●	●	●	●	●	●	●												
	NAME/LOGO ON SOCIAL MEDIA COMMUNICATION (6,000+ views)	●	●	●	●	●	●	●												
	NAME LISTED ON WEBSITE	●	●	●	●	●	●	●	●											
DAY OF JAMJAM EVENT	COOKING TEAM ENTRY (valued at \$400)	2 teams	1 team	1 team	1 team	1 team	1 team	1 team	1 team											
	COMMUNITY GAMES TEAM (valued at \$250 per team & \$500 per extra player)	2 teams + extra player	1 team	1 team																
	NAME/LOGO ON DAY OF EVENT SIGNAGE	●	●	●	●	●	●	●												
	NAME/LOGO ON DAY OF EVENT T-SHIRTS	●	●	●	●	●	●	●												
	PRE-EVENT KICKOFF PARTY	●	●	●	●	●	●	●												
	SELECT COOKING TEAM LOCATION BASED ON SPONSORSHIP LEVEL	●	●	●	●	●	●	●	●											
	EXTRA 10x10' TENT SPACE (valued at \$1,100)	●	●	●	●	●	●	●												
	T-SHIRTS (valued at \$20 each)	20 t-shirts	8 t-shirts	8 t-shirts	6 t-shirts	4 t-shirts	2 t-shirts	2 t-shirts												
	JAMBALAYA JAM TICKETS (valued at \$50 each for VIP & \$15 each for samplers)	\$1,250 worth of tickets	6 VIP	4 VIP	2 VIP + 10 samplers	2 VIP + 8 samplers	8 samplers	8 samplers	6 samplers											
	ACCESS TO MORNING COFFEE STATION AND TREATS	●	●	●	●	●	●	●	●											
	ACCESS TO LUNCH STATION	●	●	●	●	●	●	●	●											
	UP TO THREE BAGS OF ICE (valued at \$18)	●	●	●	●	●	●	●	●											
	POST - EVENT	PRIVATE BREAKFAST WITH GEORGE BELL – UP TO 3 GUESTS (valued at \$150)	●																	
PERSONALIZED POST-EVENT REPORT		●	●	●																
RECOGNITION IN ANNUAL REPORT		●	●	●	●	●	●	●												
NAME IN POST EVENT PRESS RELEASE		●	●	●	●	●	●	●												
NAME IN POST EVENT SOCIAL MEDIA RECAP (6,000+ views)		●	●	●	●	●	●	●	●											
POST EVENT E-BLAST (28,000+ views)		●	●	●	●	●	●	●	●											

2019 JAMJAM COOKING TEAM RULES AND REGULATIONS

EVENT DAY INFORMATION

COOKING TEAM LEADERS MEETING:

- This meeting will take place on Tuesday, September 17th at The Jambalaya Festival Association Building on S. Francois Street in Gonzales. Each team is required to have at least one representative attend to review the rules and last minute details. Unloading times for day of event will be given out at this time.

DAY OF EVENT COOKING TEAM LOCATION:

- Spots (locations) will be selected prior or on the day of the Cooking Team Leaders Meeting. Shell, as presenting sponsor, reserves the right to select the first locations for both of their teams, followed by other sponsors based on levels (VIP, Entertainment, Pot Level, Paddle Level, Kids Zone, Lunch Sponsor and Team Sponsorship Plus). Team Sponsorship selection will take place at the Cooking Team Leaders Meeting. Companies that have multiple teams can pick for all locations at the same time. Those teams who do not attend the meeting will be assigned a spot determined by Capital Area United Way.

JAMBALAYA COOKING SPECIFICATIONS:

- Teams are required to use cook a minimum of 30 lbs of rice to be considered for judging. We will not have a minimum pot size requirement this year. No exceptions will be made, and a team will be disqualified from the competition if less than the minimum required rice is cooked.
- 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

UNITED WAY WILL PROVIDE THE FOLLOWING:

- Two six-foot tables, a company sign and a 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). We 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 unless specified in sponsorship level. Tents must remain in place at all times and not placed on grass areas. Teams should provide their own tent weights to secure tents. 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.

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 2019 Jambalaya Jam. Forms will be handed out to team captains prior to the event. These forms are due Friday, October 4, 2019.

**All rules and regulations are subject to change at the discretion of Capital Area United Way.*

2019 JAMJAM COOKING TEAM RULES AND REGULATIONS

JUDGING & Awards:

- 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 slate of judges consists of local celebrities and members of the community. The samples are completely anonymous, and the judges will be isolated from the teams
- Awards will be presented to the first, second and third place cooking teams, appetizer winner, People's Choice and Community Games winner. All will be announced during the event.

OPTIONAL DAY OF EVENT ACTIVITIES

Appetizer Competition:

- Teams are allowed to submit one appetizer in this competition. There are no restrictions for the appetizer. Teams are responsible for all serving needs (bowls, plates, napkins, forks, etc.). United Way will provide NO supplies.
- Every team will receive ONE appetizer contest card (whether participating in the contest or not) with the names of the participating teams listed. Each team is allowed ONE vote.
- Appetizers must be cooked on site; prep work (cutting, sorting of food) can be prepared prior to event. Teams are asked to prepare enough for at least one member of each team to sample (average of 225 people).
- PLEASE NOTE: Appetizers can be served, from time of arrival until 11 a.m. and again after 1 p.m. We encourage that no appetizers are served during lunch, between 11 a.m. - 1 p.m. as to deter the lunch crowd from sampling appetizers that are intended for the cooking teams. There will be a lunchtime ticket option for the public to purchase a pastalaya plate from 11 a.m. - 1 p.m. that will be cooked by a separate team.
- Appetizer contest cards must be turned in with your Jambalaya sample between 3:50 – 4:15 p.m. No cards will be taken after 4:15 p.m. The winner will be announced during the event.

Community Games:

Companies and partners are invited to participate in an afternoon of fun and games! The Community Games will take place from 1:30 - 3:30 p.m. on Thursday, October 10, 2019 in North Boulevard Town Square. The Jambalaya Jam begins at 5:00 p.m. Exact check in location will be given out prior to event. More information will be sent to companies at a later date.

IMPORTANT DATES

Tickets on Sale: *Monday, August 19*

Cooking Team Registration Deadline: *Friday, September 13*

Cooking Team Leader's Meeting: *Tuesday, September 17*

Liability Waivers Due: *Friday, October 4*

Coming soon: Information about t-shirts, tickets and spirit competition!