



# SPONSORSHIP PACKAGES



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**Capital Area  
UNITED WAY**



[www.cauw.org/jamjam](http://www.cauw.org/jamjam)



# PREMIUM SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR INCENTIVE HIGHLIGHTS

Investment \$50,000

### The Highest Level of Leadership and Visibility

- Exclusive naming recognition
- Top tier branding across all event communications
- On stage speaking opportunity
- Premium engagement with community and corporate leaders
- Year round recognition and stewardship

Best for companies seeking market leadership, brand alignment, and community impact at scale.

## ANNUAL MEETING SPONSOR INCENTIVE HIGHLIGHTS

Investment \$30,000

### Extend Visibility Beyond Jam Jam

- Recognition tied to both Jam Jam and the Annual Meeting
- Exposure to executive and nonprofit leadership audiences
- Strengthened alignment with United Way's year round mission

Best for companies focused on leadership visibility and long term partnership.

## ENTERTAINMENT SPONSOR INCENTIVE HIGHLIGHTS

Evening Entertainment \$15,000 / Afternoon Entertainment \$12,000

### Be Part of the Energy That Draws the Crowd

- Brand association with live entertainment and peak attendance
- Recognition during high engagement moments
- Strong on site branding and stage visibility

Best for companies wanting memorable brand connection and high foot traffic exposure.

## VIP SPONSOR INCENTIVE HIGHLIGHTS

Investment \$10,000

### Align With Jam Jam's Most Engaged Supporters

- Visibility in VIP areas
- Association with hospitality and exclusivity
- Relationship building with key stakeholders

Best for companies prioritizing relationship building and premium brand positioning.

## COMMUNITY EXPERIENCE SPONSOR INCENTIVE HIGHLIGHTS

Investment \$3,000 - \$8,000

### Be Where People Gather

- High traffic activation areas
- Family friendly and interactive brand exposure
- Positive association with fun and community

Best for companies seeking approachable, people focused engagement.



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# COOKING TEAM SPONSORSHIP OPPORTUNITIES

## **Pot Level Sponsor**

**Investment \$5,000**

Directly supports the cooking teams and tradition of Jam Jam. Includes strong on site visibility and recognition throughout the event.

## **Paddle Sponsor**

**Investment \$4,000**

Supports essential elements tied directly to the cooking experience. Includes recognition connected to Jam Jam's most iconic feature - the jambalaya cooking itself.

## **Lafayette Lagniappe Sponsor**

**Investment \$2,750**

Celebrates the local flavor and special details that make Jam Jam unique. Ideal for companies wanting to show hometown pride.

## **Staff Hub Sponsor**

**Investment \$2,000**

Recognition as the sponsor supporting staff and volunteers who make Jam Jam possible. Includes on-site recognition and event visibility.

## **Team Sponsorship Plus**

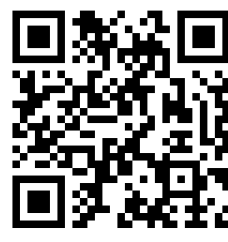
**Investment \$1,500**

Includes enhanced team recognition, additional visibility, and increased engagement opportunities for employees and supporters.

## **Team Sponsor**

**Investment \$500**

Includes one cooking team entry, event recognition, and a fun team-building opportunity that directly supports United Way's mission.



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