



SPONSORSHIP PACKAGES



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**Capital Area
UNITED WAY**



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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

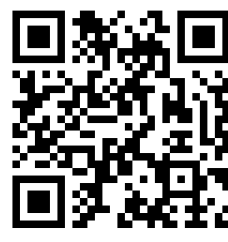
Investment \$1,500

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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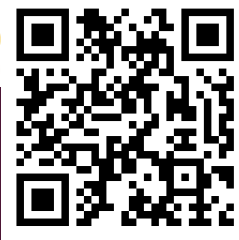
PRESENTING SPONSORSHIP

Investment: \$50,000

EVENT OVERVIEW

Jam Jam is Capital Area United Way's signature community celebration that brings together corporate partners, families, volunteers, and supporters for a day of food, fun, and philanthropy. Centered around a massive jambalaya cook-off in the heart of downtown Baton Rouge with live entertainment and family-friendly activities, Jam Jam raises critical funds to support United Way's work advancing education, financial stability, and health across our region.

With thousands of attendees, extensive media promotion, and deep corporate engagement, Jam Jam offers unmatched brand visibility and community alignment for a presenting sponsor.



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WHY BE THE PRESENTING SPONSOR?

BE THE BRAND THAT BRINGS OUR COMMUNITY TOGETHER

Jam Jam is Capital Area United Way's signature community celebration, bringing together corporate leaders, families, volunteers, and supporters for a high-energy day of food, music, and philanthropy. As the Presenting Sponsor, your company is recognized as the organization that makes this event possible. Your brand is not simply visible, it is woven into the entire Jam Jam experience from the first announcement to the final impact report.

This role positions your company as a leader invested in the strength, culture, and future of our region.

UNMATCHED VISIBILITY WITH PURPOSE

As Presenting Sponsor, your brand receives the highest level of exposure before, during, and after Jam Jam. Your name is prominently featured across all marketing and communications including advertising, media opportunities, event signage, stage recognition, and digital outreach.

Jam Jam connects your brand to a moment of celebration, generosity, and community, creating positive, lasting impressions with thousands of attendees and supporters.

ALIGN YOUR BRAND WITH MEANINGFUL COMMUNITY IMPACT

Jam Jam directly supports Capital Area United Way's work to improve education, financial stability, and health for families across our region, especially those who are working hard but struggling to make ends meet.

Presenting this event demonstrates your company's commitment to strengthening the local workforce, supporting families and children, and investing in long-term community solutions. Your sponsorship is a powerful expression of corporate citizenship and values-driven leadership.

ENGAGE EMPLOYEES, CLIENTS, AND COMMUNITY LEADERS

Jam Jam offers unique opportunities to engage the people who matter most to your organization. From VIP experiences and team participation to an exclusive on-stage speaking opportunity, your company gains meaningful access and visibility in an authentic, celebratory setting.

Employees feel pride in supporting a company that gives back. Clients and partners see your commitment in action.

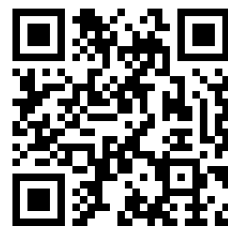
A PARTNERSHIP THAT EXTENDS BEYOND ONE DAY

The Presenting Sponsor relationship extends well beyond the event itself. Benefits include year-round recognition, executive-level engagement opportunities, personalized impact reporting, and an exclusive private breakfast with Capital Area United Way's President and CEO.

This is more than an event sponsorship, it is a strategic partnership with one of the most trusted nonprofits in our community.

LEAD WITH IMPACT

As the Presenting Sponsor of Jam Jam 2026, your company stands at the center of a signature community event, driving impact, visibility, and connection in a way few opportunities can offer.



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PRESENTING SPONSOR BENEFITS

Exclusive Recognition & Promotion

- **Naming Recognition:** Jam Jam 2026 Presented by [Company Name]
- **Logo inclusion across all event communications**, including:
 - Pre-event billboard (estimated \$1,000 value)
 - Pre-event advertisements (estimated \$500 value)
 - Save the Date materials
 - Event website
 - Pre-event email blasts
 - Social media promotions and sponsor spotlight
 - Pre-event and post-event press releases
- **On-site visibility:** Company logo printed on stage banners, event t-shirts, and throughout the event space
- **Organizational Recognition:**
 - Listed on all Capital Area United Way email signatures
 - Recognition at Capital Area United Way's Annual Meeting
 - Opportunity to participate in media opportunities tied to Jam Jam

On-Stage & On-Site Engagement

- Exclusive speaking opportunity during Jam Jam
- Prime on-site branding throughout the event

Day-of Event Benefits

- **Two cooking teams included**
- **Complimentary cornhole team**
- Custom sponsor signage for cooking tent
- Priority cooking team location selection
- Extra 10x10 tent space
- **20 event t-shirts**
- Complimentary tickets valued at \$1,250:
 - **6 VIP tickets**
 - **35 all-you-can-eat tickets**
- Complimentary United Way promotional items and swag
- Access to breakfast, lunch, and snack stations for teams and guests

Post-Event Recognition & Stewardship

- Private breakfast with George Bell, President & CEO, for up to three guests
- Personalized post-event impact report
- Recognition in Capital Area United Way's Annual Report
- Company name included in post-event press release



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IMPACT BEYOND THE EVENT

As the **Presenting Sponsor of Jam Jam 2026**, your support does more than power a single day of celebration. It transforms lives across our community. Every ticket sold, every tasting shared, and every moment of fun contributes to programs that provide stability, opportunity, and hope for families throughout our region.

Your investment helps Capital Area United Way strengthen local families and children in need, support programs that improve education, financial stability, and health, and build a stronger, more resilient community where everyone can thrive.

By partnering with us, your organization is not only highly visible and celebrated at Jam Jam, but also forever connected to the positive change your support makes possible.

Together, we are creating a brighter future, one that reflects the spirit of our community and the generosity of leaders like you.

Thank you for helping us make Jam Jam 2026 an event that matters for today and for the impact it creates tomorrow.



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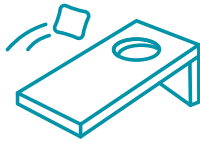
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PRESENTING SPONSOR

Investment: \$50,000



1 Cornhole Team



20 Jam Jam T-Shirts



2 Cooking Teams



\$1,250 Worth of Tickets

EVENT PROMOTIONS

- Recognition as Presenting Sponsor across all channels and platforms
- Company logo on pre-event billboard (\$1,000 value)
- Company logo on pre-event advertisements (\$500 value)
- Speaking opportunity on the Main Stage
- Company placed on ALL CAUW email signatures
- Opportunity to participate in media opportunities
- Logo on Save-the-Date
- Company listed in pre-event press release
- Logo printed on Main Stage Banner
- Sponsor Spotlight on Social Media
- Recognition at Annual Meeting
- Company listed on event landing page
- Company listed on pre-event email blast
- Company listed on social media and website

DAY OF EVENT

- 2 Cooking Teams & 1 Cornhole Team
- Sponsor sign (24"x18") for cooking tent
- Sponsorship banner (8ftx3ft) to display at cooking tent
- Company Logo Printed on event T-Shirts
- 20 Shirts
- \$1,250 worth of Jam Jam tickets
- Extra 10ftx10ft tent space
- Access to breakfast, lunch, and snack stations

POST EVENT

- Private breakfast with George Bell (up to three guests)
- Recognition in our Annual Report
- Company name included in post event press release



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EVENING ENTERTAINMENT SPONSOR

Investment: \$15,000

BE PART OF THE ENERGY EVERYONE REMEMBERS

Evening entertainment is one of the most anticipated moments of Jam Jam. As the Evening Entertainment Sponsor, your company is associated with the excitement, celebration, and shared experience that brings the crowd together at the end of the day.

MEMORABLE BRAND ASSOCIATION

This sponsorship connects your brand to live music, high attendance, and peak energy. Recognition during the evening program ensures your company is remembered as part of the moment attendees talk about long after the event.

VISIBILITY IN A HIGH-ENGAGEMENT SETTING

With stage recognition, on-site branding, and promotional inclusion, your company gains strong exposure during the most attended and photographed portion of Jam Jam.



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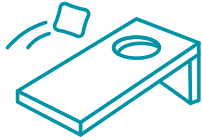
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EVENING ENTERTAINMENT SPONSOR

Investment: \$15,000



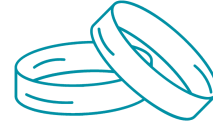
1 Cornhole Team



10 Jam Jam T-Shirts



1 Cooking Team



6 VIP & 35 AYCE

EVENT PROMOTIONS

- Recognition as Entertainment Sponsor
- Logo placement at sponsored zone
- Company listed in pre-event press release
- Logo printed on Main Stage Banner
- Sponsor Spotlight on Social Media
- Recognition at Annual Meeting
- Company listed on event landing page
- Company listed on pre-event email blast
- Company listed on social media and website

DAY OF EVENT

- 1 Cooking Team
- 1 Cornhole Team
- Sponsor sign (24"x18") for cooking tent
- Sponsorship banner (8ftx3ft) to display at cooking tent
- Company Logo Printed on event T-Shirts
- 10 Shirts
- 6 VIP wristbands & 35 All-You-Can-Eat wristbands
- Promotional items and swag
- Access to breakfast, lunch, and snack stations

POST EVENT

- Private breakfast with George Bell (up to three guests)
- Recognition in our Annual Report
- Company name included in post event press release



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AFTERNOON ENTERTAINMENT SPONSOR

Investment: \$12,000

SET THE TONE FOR THE DAY

Afternoon entertainment sets the energy and atmosphere for Jam Jam. As the Afternoon Entertainment Sponsor, your brand is front and center as guests arrive, explore the event, and begin engaging with the experience.

EARLY AND SUSTAINED VISIBILITY

This sponsorship ensures your company is recognized during the initial wave of attendance, when excitement is building and guests are highly engaged.

SUPPORT COMMUNITY AND CULTURE

By sponsoring live entertainment, your company helps create a welcoming and inclusive environment that encourages families and teams to stay, connect, and participate.



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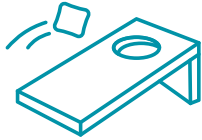
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AFTERNOON ENTERTAINMENT SPONSOR

Investment: \$12,000



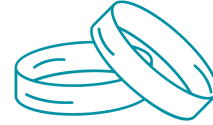
1 Cornhole Team



10 Jam Jam T-Shirts



1 Cooking Team



4 VIP & 15 AYCE

EVENT PROMOTIONS

- Recognition as Entertainment Sponsor
- Logo placement at sponsored zone
- Company listed in pre-event press release
- Logo printed on Main Stage Banner
- Sponsor Spotlight on Social Media
- Recognition at Annual Meeting
- Company listed on event landing page
- Company listed on pre-event email blast
- Company listed on social media and website

DAY OF EVENT

- 1 Cooking Team
- 1 Cornhole Team
- Sponsor sign (24"x18") for cooking tent
- Sponsorship banner (8ftx3ft) to display at cooking tent
- Company Logo Printed on event T-Shirts
- 10 Shirts
- 4 VIP wristbands & 15 All-You-Can-Eat wristbands
- Promotional items and swag
- Access to breakfast, lunch, and snack stations

POST EVENT

- Private breakfast with George Bell (up to three guests)
- Recognition in our Annual Report
- Company name included in post event press release



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STAGE 2 SPONSOR

Investment: \$15,000

AMPLIFY THE ENERGY OF JAM JAM

Stage 2 brings its own energy, excitement, and crowd engagement throughout the day. As the Stage 2 Sponsor, your brand becomes part of the music, announcements, and community moments that define the Jam Jam experience.

STRONG VISIBILITY IN A HIGH-TRAFFIC AREA

Your logo shines on Stage 2 signage, with repeated emcee acknowledgements during performances and key program moments. This consistent visibility ensures your brand remains top of mind with thousands of attendees.

PREMIUM RECOGNITION WITHOUT THE TOP TIER

Perfect for companies seeking memorable, repeated exposure connected directly to live entertainment, community participation, and sustained foot traffic.



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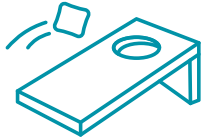
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STAGE 2 SPONSOR

Investment: \$15,000



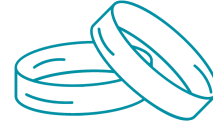
**1 Cornhole
Team**



**10 Jam Jam
T-Shirts**



**1 Cooking
Team**



**6 VIP &
35 AYCE**

EVENT PROMOTIONS

- Recognition as Stage 2 Sponsor
- Logo placement at sponsored zone
- Company listed in pre-event press release
- Logo on all Stage 2 Materials (Print & Digital)
- Sponsor Spotlight on Social Media
- Recognition at Annual Meeting
- Company listed on event landing page
- Company listed on pre-event email blast
- Company listed on social media and website

DAY OF EVENT

- 1 Cooking Team
- 1 Cornhole Team
- Sponsor sign (24"x18") for cooking tent
- Sponsorship banner (8ftx3ft) to display at cooking tent
- Company Logo Printed on event T-Shirts
- 10 Shirts
- 6 VIP wristbands & 35 All-You-Can-Eat wristbands
- Promotional items and swag
- Access to breakfast, lunch, and snack stations

POST EVENT

- Private breakfast with George Bell (up to three guests)
- Recognition in our Annual Report
- Company name included in post event press release



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VIP SPONSOR

Investment: \$10,000

ALIGN WITH JAM JAM'S MOST ENGAGED SUPPORTERS

The VIP experience is designed for Jam Jam's most dedicated supporters, sponsors, and community leaders. As the VIP Sponsor, your brand is associated with exclusivity, appreciation, and elevated hospitality.

MEANINGFUL RELATIONSHIP BUILDING

This sponsorship offers access to key stakeholders in a more intimate setting, creating opportunities for conversation, connection, and long-term relationship building.

PREMIUM RECOGNITION WITHOUT THE TOP TIER

Ideal for companies seeking strong visibility and engagement without a presenting-level investment.



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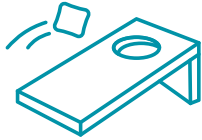
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VIP SPONSOR

Investment: \$10,000



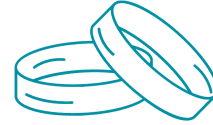
1 Cornhole Team



8 Jam Jam T-Shirts



1 Cooking Team



2 VIP & 10 AYCE

EVENT PROMOTIONS

- Recognition as VIP Sponsor
- Logo placement at sponsored zone
- Company listed in pre-event press release
- Sponsor Spotlight on Social Media
- Recognition at Annual Meeting
- Company listed on event landing page
- Company listed on pre-event email blast
- Company listed on social media and website

DAY OF EVENT

- 1 Cooking Team
- 1 Cornhole Team
- Sponsor sign (24"x18") for cooking tent
- Sponsorship banner (8ftx3ft) to display at cooking tent
- Company Logo Printed on event T-Shirts
- 8 Shirts
- 2 VIP wristbands & 10 All-You-Can-Eat wristbands
- Promotional items and swag
- Access to breakfast, lunch, and snack stations

POST EVENT

- Private breakfast with George Bell (up to three guests)
- Recognition in our Annual Report
- Company name included in post event press release



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COMMUNITY CORNHOLE SPONSOR

Investment: \$8,000

SPONSOR ONE OF JAM JAM'S MOST INTERACTIVE EXPERIENCES

Cornhole is one of the most popular and engaging activities at Jam Jam. As the Community Cornhole Sponsor, your brand is tied directly to fun, friendly competition, and audience participation.

VISIBILITY WHERE PEOPLE GATHER

This sponsorship places your company in a highly trafficked area where attendees linger, interact, and socialize, creating organic brand exposure throughout the day.

FAMILY-FRIENDLY BRAND ALIGNMENT

Perfect for companies that want to be associated with accessibility, enjoyment, and community connection.



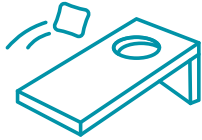
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COMMUNITY CORNHOLE SPONSOR

Investment: \$8,000



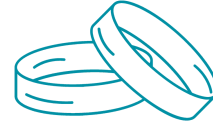
1 Cornhole Team



6 Jam Jam T-Shirts



1 Cooking Team



2 VIP & 10 AYCE

EVENT PROMOTIONS

- Recognition as Community Cornhole Sponsor
- Logo placement at sponsored zone
- Company listed in pre-event press release
- Sponsor Spotlight on Social Media
- Recognition at Annual Meeting
- Company listed on event landing page
- Company listed on pre-event email blast
- Company listed on social media and website

DAY OF EVENT

- 1 Cooking Team
- 1 Cornhole Team
- Sponsor sign (24"x18") for cooking tent
- Sponsorship banner (8ftx3ft) to display at cooking tent
- Company Logo Printed on event T-Shirts
- 6 Shirts
- 2 VIP wristbands & 10 All-You-Can-Eat wristbands
- Promotional items and swag
- Access to breakfast, lunch, and snack stations

POST EVENT

- Recognition in our Annual Report
- Company name included in post event press release



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BEVERAGE SPONSOR

Investment: \$6,000

SUPPORT JAM JAM'S BUSIEST HUBS

The beverage tent is one of the most visited points at Jam Jam. As the Beverage Sponsor, your brand is front and center at a gathering point where attendees naturally stop, refresh, and connect.

CONSISTENT BRAND RECOGNITION

Your logo is prominently placed at the beverage tent, paired with multiple emcee shout-outs throughout the day. This ensures your sponsorship is highly visible and easily recognized.

IDEAL FOR COMPANIES SEEKING HIGH EXPOSURE

This sponsorship offers steady traffic, frequent interactions, and strong visibility. It's a great fit for brands wanting approachable and accessible engagement.



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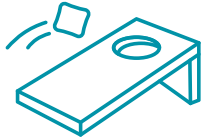
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BEVERAGE SPONSOR

Investment: \$6,000



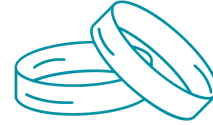
1 Cornhole Team



4 Jam Jam T-Shirts



1 Cooking Team



2 VIP & 10 AYCE

EVENT PROMOTIONS

- Recognition as Beverage Sponsor
- Logo placement at sponsored zone
- Company listed in pre-event press release
- Sponsor Spotlight on Social Media
- Recognition at Annual Meeting
- Company listed on event landing page
- Company listed on pre-event email blast
- Company listed on social media and website

DAY OF EVENT

- 1 Cooking Team
- 1 Cornhole Team
- Sponsor sign (24"x18") for cooking tent
- Sponsorship banner (8ftx3ft) to display at cooking tent
- Company Logo Printed on event T-Shirts
- 4 Shirts
- 2 VIP wristbands & 10 All-You-Can-Eat wristbands
- Promotional items and swag
- Access to breakfast, lunch, and snack stations

POST EVENT

- Recognition in our Annual Report
- Company name included in post event press release



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SHOOTING RANGE SPONSOR

Investment: \$6,000

CREATE A STANDOUT INTERACTIVE EXPERIENCE

The Shooting Range Sponsor supports a unique, high-engagement attraction featuring airsoft or nerf-style games where attendees compete for prizes. This hands-on activity draws strong traffic and participation.

TWO SPACES FOR TWICE THE VISIBILITY

Your sponsorship includes a 10x10 tent space for your cooking team and an additional 10x10 space for the shooting range activation, both featuring your branding and signage.

PERFECT FOR COMPANIES WANTING ACTIVE BRAND ENGAGEMENT

Ideal for sponsors who want to offer attendees something bold, memorable, and interactive while benefiting from consistent foot traffic.



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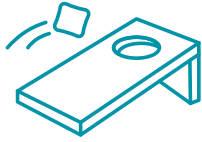
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SHOOTING RANGE SPONSOR

Investment: \$6,000



1 Cornhole Team



4 Jam Jam T-Shirts



1 Cooking Team



2 VIP & 10 AYCE

EVENT PROMOTIONS

- Recognition as Shooting Range Sponsor
- Logo placement at sponsored zone
- Company listed in pre-event press release
- Sponsor Spotlight on Social Media
- Recognition at Annual Meeting
- Company listed on event landing page
- Company listed on pre-event email blast
- Company listed on social media and website

DAY OF EVENT

- 1 Cooking Team
- 1 Cornhole Team
- Sponsor sign (24"x18") for cooking tent
- Sponsorship banner (8ftx3ft) to display at cooking tent
- Company Logo Printed on event T-Shirts
- 4 Shirts
- 2 VIP wristbands & 10 All-You-Can-Eat wristbands
- Promotional items and swag
- Access to breakfast, lunch, and snack stations

POST EVENT

- Recognition in our Annual Report
- Company name included in post event press release



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CAR SHOW SPONSOR

Investment: \$6,000

SHOWCASE YOUR BRAND WITH COMMUNITY IMPACT

The Car Show Sponsor brings a high-interest attraction to Jam Jam by featuring select vehicles from the sponsor's car show events. This unique display sparks conversation, crowds, and photo opportunities.

DOUBLE-IMPACT ACTIVATION

Your sponsorship includes a 10x10 tent space for your cooking team plus a dedicated 10x10 showcase area for featured cars, complete with branded signage and emcee recognition.

IDEAL FOR BRANDS WITH A STORY TO TELL

Perfect for sponsors looking to highlight a signature fundraiser, attract enthusiasts, and engage attendees with something visually exciting and distinctive.



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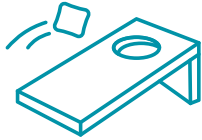
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CAR SHOW SPONSOR

Investment: \$6,000



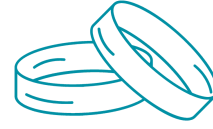
1 Cornhole Team



4 Jam Jam T-Shirts



1 Cooking Team



2 VIP & 10 AYCE

EVENT PROMOTIONS

- Recognition as Car Show Sponsor
- Logo placement at sponsored zone
- Company listed in pre-event press release
- Sponsor Spotlight on Social Media
- Recognition at Annual Meeting
- Company listed on event landing page
- Company listed on pre-event email blast
- Company listed on social media and website

DAY OF EVENT

- 1 Cooking Team
- 1 Cornhole Team
- Sponsor sign (24"x18") for cooking tent
- Sponsorship banner (8ftx3ft) to display at cooking tent
- Company Logo Printed on event T-Shirts
- 4 Shirts
- 2 VIP wristbands & 10 All-You-Can-Eat wristbands
- Promotional items and swag
- Access to breakfast, lunch, and snack stations

POST EVENT

- Recognition in our Annual Report
- Company name included in post event press release



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UNITED WAY**



www.cauw.org/jamjam



KONA ICE SPONSOR

Investment: \$6,000

BRING THE COOL FACTOR TO JAM JAM

Snow-cones are a fan favorite for families and kids of all ages. As the Snow Cone Sponsor, your brand is tied to a refreshing, fun attraction that attendees look forward to year after year.

VISIBLE AT EVERY SERVING

Your logo is printed on snow-cone cups and featured on signage at the Snow Cone Station. Emcee announcements reinforce your sponsorship as attendees line up and cool down.

A FAMILY-FRIENDLY BRAND OPPORTUNITY

Perfect for companies that want to support a beloved activation with strong visual impressions and nonstop traffic.



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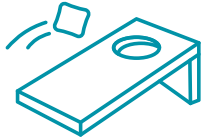
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KONA ICE SPONSOR

Investment: \$6,000



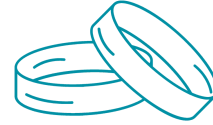
1 Cornhole Team



4 Jam Jam T-Shirts



1 Cooking Team



2 VIP & 10 AYCE

EVENT PROMOTIONS

- Recognition as Kona Ice Sponsor
- Logo placement at sponsored zone
- Company listed in pre-event press release
- Sponsor Spotlight on Social Media
- Recognition at Annual Meeting
- Company listed on event landing page
- Company listed on pre-event email blast
- Company listed on social media and website

DAY OF EVENT

- 1 Cooking Team
- 1 Cornhole Team
- Sponsor sign (24"x18") for cooking tent
- Sponsorship banner (8ftx3ft) to display at cooking tent
- Company Logo Printed on event T-Shirts
- 4 Shirts
- 2 VIP wristbands & 10 All-You-Can-Eat wristbands
- Promotional items and swag
- Access to breakfast, lunch, and snack stations

POST EVENT

- Recognition in our Annual Report
- Company name included in post event press release



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KIDS ZONE SPONSOR

Investment: \$6,000

SUPPORT FAMILIES AT THE HEART OF JAM JAM

The Kids Zone is a cornerstone of Jam Jam's family-friendly atmosphere. As the Kids Zone Sponsor, your company demonstrates a commitment to children, families, and community well-being.

POSITIVE BRAND ASSOCIATION

Parents and caregivers recognize and appreciate sponsors who invest in safe, fun spaces for children. This sponsorship builds trust and goodwill with families across the community.

VISIBLE IMPACT

Your support creates a welcoming environment that encourages families to attend, stay longer, and engage fully with the event.



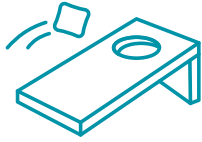
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KIDS ZONE SPONSOR

Investment: \$6,000



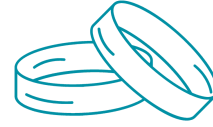
**1 Cornhole
Team**



**4 Jam Jam
T-Shirts**



**1 Cooking
Team**



**2 VIP &
10 AYCE**

EVENT PROMOTIONS

- Recognition as Kids Zone sponsor
- Logo placement at sponsored zone
- Company listed in pre-event press release
- Sponsor Spotlight on Social Media
- Recognition at Annual Meeting
- Company listed on event landing page
- Company listed on pre-event email blast
- Company listed on social media and website

DAY OF EVENT

- 1 Cooking Team
- 1 Cornhole Team
- Sponsor sign (24"x18") for cooking tent
- Sponsorship banner (8ftx3ft) to display at cooking tent
- Company Logo Printed on event T-Shirts
- 4 Shirts
- 2 VIP wristbands & 10 All-You-Can-Eat wristbands
- Promotional items and swag
- Access to breakfast, lunch, and snack stations

POST EVENT

- Recognition in our Annual Report
- Company name included in post event press release



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LUNCH TIME SPONSOR

Investment: \$6,000

BE PART OF A SHARED EXPERIENCE

Lunch is a natural gathering point at Jam Jam. As the Lunch Time Sponsor, your company is associated with a moment when attendees come together to relax, connect, and enjoy the event.

CONSISTENT BRAND EXPOSURE

This sponsorship provides steady visibility during one of the busiest and most active parts of the day.

PRACTICAL SUPPORT WITH STRONG RECOGNITION

Ideal for companies that want their sponsorship to feel both impactful and highly visible.



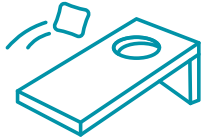
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LUNCH TIME SPONSOR

Investment: \$6,000



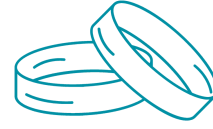
1 Cornhole Team



4 Jam Jam T-Shirts



1 Cooking Team



2 VIP & 10 AYCE

EVENT PROMOTIONS

- Recognition as Lunch Time sponsor
- Logo placement at sponsored zone
- Company listed in pre-event press release
- Sponsor Spotlight on Social Media
- Recognition at Annual Meeting
- Company listed on event landing page
- Company listed on pre-event email blast
- Company listed on social media and website

DAY OF EVENT

- 1 Cooking Team
- 1 Cornhole Team
- Sponsor sign (24"x18") for cooking tent
- Sponsorship banner (8ftx3ft) to display at cooking tent
- Company Logo Printed on event T-Shirts
- 4 Shirts
- 2 VIP wristbands & 10 All-You-Can-Eat wristbands
- Promotional items and swag
- Access to breakfast, lunch, and snack stations

POST EVENT

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- Company name included in post event press release



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PHOTO BOOTH SPONSOR

Investment: \$3,000

BE PART OF JAM JAM'S MOST SHAREABLE MOMENTS

The photo booth is one of the most interactive and memorable spots at Jam Jam. As the Photo Booth Sponsor, your brand is captured in every printed keepsake and shared moment.

BRANDING THAT LASTS BEYOND THE EVENT

Your logo appears on every photo frame printed during the event and on signage at the booth, creating take-home memories that extend visibility long after Jam Jam ends.

IDEAL FOR COMPANIES SEEKING SHAREABLE ENGAGEMENT

Great for sponsors wanting direct interaction, fun visibility, and organic brand exposure across hundreds of attendee photos.



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PHOTO BOOTH SPONSOR

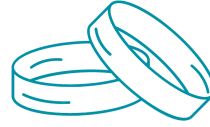
Investment: \$3,000



2 Jam Jam T-Shirts



1 Cooking Team



8 AYCE Wristbands

EVENT PROMOTIONS

- Recognition as Photo Booth sponsor
- Logo placement at sponsored zone
- Company listed in pre-event press release
- Sponsor Spotlight on Social Media
- Recognition at Annual Meeting
- Company logo on Jam Jam Photo Booth photos
- Company listed on event landing page
- Company listed on pre-event email blast
- Company listed on social media and website

DAY OF EVENT

- 1 Cooking Team
- Sponsor sign (24"x18") for cooking tent
- Sponsorship banner (8ftx3ft) to display at cooking tent
- Company Logo Printed on event T-Shirts
- 2 Shirts
- 8 All-You-Can-Eat wristbands
- Promotional items and swag
- Access to breakfast, lunch, and snack stations

POST EVENT

- Recognition in our Annual Report
- Company name included in post event press release



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ECONOMIC MOBILITY SPONSOR

Investment: \$3,000

SUPPORT FINANCIAL STABILITY & ECONOMIC MOBILITY

Jambalaya Jam is more than a community celebration, it directly supports initiatives that build financial stability and long-term economic mobility for low-to-moderate income families in our region. As the Economic Mobility Sponsor, your institution strengthens programs that provide financial education, free tax preparation, and access to safe and affordable banking.

VISIBLE IN THE COMMUNITY IMPACT CIRCLE

Your sponsorship is featured in the Community Impact Circle, a high-traffic area designed to highlight the mission-driven work made possible through Jam Jam. This placement aligns your brand with resources that empower individuals and families to achieve long-term financial security.

A MEANINGFUL COMMUNITY INVESTMENT

This sponsorship demonstrates a strong commitment to expanding financial well-being across our community. It also supports Community Reinvestment Act (CRA) goals by helping ensure residents have the tools, knowledge, and opportunities needed to thrive.



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ECONOMIC MOBILITY SPONSOR

Investment: \$3,000



2 Jam Jam T-Shirts



1 Cooking Team



8 AYCE Wristbands

EVENT PROMOTIONS

- Recognition as Economic Mobility sponsor
- Logo placement at sponsored zone
- Company listed in pre-event press release
- Sponsor Spotlight on Social Media
- Recognition at Annual Meeting
- Company listed on event landing page
- Company listed on pre-event email blast
- Company listed on social media and website

DAY OF EVENT

- 1 Cooking Team
- Sponsor sign (24"x18") for cooking tent
- Sponsorship banner (8ftx3ft) to display at cooking tent
- Company Logo Printed on event T-Shirts
- 2 Shirts
- 8 All-You-Can-Eat wristbands
- Promotional items and swag
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POST EVENT

- Recognition in our Annual Report
- Company name included in post event press release



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COOKING TEAM SPONSORSHIP

ACCESSIBLE WAYS TO SUPPORT JAM JAM

These sponsorship levels offer unbeatable visibility and engagement while supporting the cause of Jam Jam. Ideal for local businesses and companies looking to participate at a flexible investment level.

WHY CHOOSE A COMMUNITY SPONSORSHIP

All community sponsorships include:

- Brand recognition at Jam Jam
- Inclusion in select event communications
- Direct support of Capital Area United Way's work
- A visible commitment to the local community

Every level plays a role in making Jam Jam possible.



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