

Battle for the Paddle

Support Opportunities

JAMBALAYA & PASTALAYA COOKOFF

THURSDAY
MARCH 11, 2027

LAKE CHARLES EVENT
CENTER CIRCLE DRIVE

COMPETITION
COOKING CAN BEGIN
AT 9 AM

JUDGING IS 4 PM

LIVE MUSIC



UNITED WAY
Southwest
Louisiana

The Battle for the Paddle, a cook-off extravaganza of jambalaya and pastalaya, is the ultimate St. Patrick's Day treat hosted by the United Way Southwest Louisiana. From dawn till dusk, sizzling teams cook up a storm, while networking with sponsors and fellow chefs. When the clock strikes afternoon, the tantalizing judging begins, followed by a food-tasting fiesta for the people of Southwest Louisiana. And, let's not forget the cherry on top - a fantastic performance by a local musician.



Battle for the Paddle
Jambalaya & Pastalaya Cook Off

THANK YOU TO OUR 2026 SPONSORS

CITGO

UPSCALE PRODUCTIONS

CUMULUS MEDIA LAKE CHARLES
KYKZ 96 · 103.3 · NASH 97.9 · SUPER TALK 1400 KAOK AM · ROCK 101

AdSource Outdoor

INVESTAR BANK

West Calcasieu Cameron Hospital

Brown & Root

Alliance SAFETY COUNCIL

JK STRATEGY & CONSULTING





2026 Champions

JAMBALAYA



People's Choice
Rain Carbon



1st Place
ALCOA



2nd Place
Lyondell Basell



3rd Place
With You

PASTALAYA



People's Choice
Entergy Louisiana: Lake Charles Power Station



1st Place
Qemetica Silica



2nd Place
Total Energy Solutions



3rd Place
Calcasieu Parish Assessor



Best Tent
Brown & Root

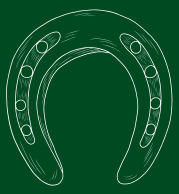
Get noticed, spread your brand and enjoy the day!

Support Battle for the Paddle and Make New Connections

Your contribution to Battle for the Paddle goes beyond helping United Way Southwest Louisiana provide life-changing services and resources to our five-parish region. By attending the event, you'll have the chance to network with industry leaders and colleagues and make new connections. Don't miss out on this opportunity to expand your business and build relationships while making an impact.

Choosing any level of sponsorship will result in exposure across all of United Way Southwest Louisiana's media channels, including social media, press releases and other platforms.

THE BATTLE



- JAMBALAYA OR PASTALAYA - OR BOTH!
- 30 COMPETITORS FROM MAJOR INDUSTRY, FINANCIAL AND SMALL BUSINESSES
- TEAMS BEGIN COOKING AT 9 AM SAMPLES DUE BY 3:45 PM - 4 PM

LIVE PUBLIC EVENT



- FREE LIVE MUSIC BEGINS AT 5 PM
- DRINK TICKETS FOR SALE
- $15 ALL YOU CAN EAT
- FREE KID ZONE





About Us

United Way Southwest Louisiana serves the five-parish region of Allen, Beauregard, Calcasieu, Cameron, and Jefferson Davis Parishes by bringing people, resources, and organizations together to address the community's most pressing needs. Through strategic investments, collaborative partnerships, and innovative initiatives, United Way works to improve lives by advancing Youth Opportunity, Financial Stability, Healthy Community, and Community Resiliency while strengthening the long-term resilience of Southwest Louisiana.

What sets United Way Southwest Louisiana apart is its ability to adapt quickly to the changing needs of the community. As an active partner in local emergency response and long-term recovery efforts, the organization has built a culture of service rooted in collaboration, preparedness, and innovation. Whether responding to disasters, addressing emerging community challenges, or investing in preventative programs, United Way remains committed to creating meaningful, lasting impact.

United Way Southwest Louisiana is also dedicated to helping individuals and families move toward financial stability rather than fall into poverty. Through the ALICE (Asset Limited, Income Constrained, Employed) initiative, the organization shines a light on the financial struggles faced by hardworking households that earn above the federal poverty level but still cannot afford basic necessities such as housing, food, childcare, healthcare, and transportation. This data-driven approach helps guide investments, inform community leaders, and develop long-term solutions that address the root causes of financial hardship.

By mobilizing volunteers, engaging businesses, supporting nonprofit partners, and leading community initiatives, United Way Southwest Louisiana continues to build a stronger, more resilient region where every individual has the opportunity to thrive.

2025
165,820
lives changed

2024
91,447
lives changed

2023
96,408
lives changed

2022
107,888
lives changed

SPONSORSHIP by the Numbers

Billboards, Radio & Social Media

Our marketing partners are crucial to the success of Battle for the Paddle, and they offer immense benefits to both us and our sponsors. Let me give you a quick and comprehensive overview of the traffic generated from our advertising channels.

Billboards

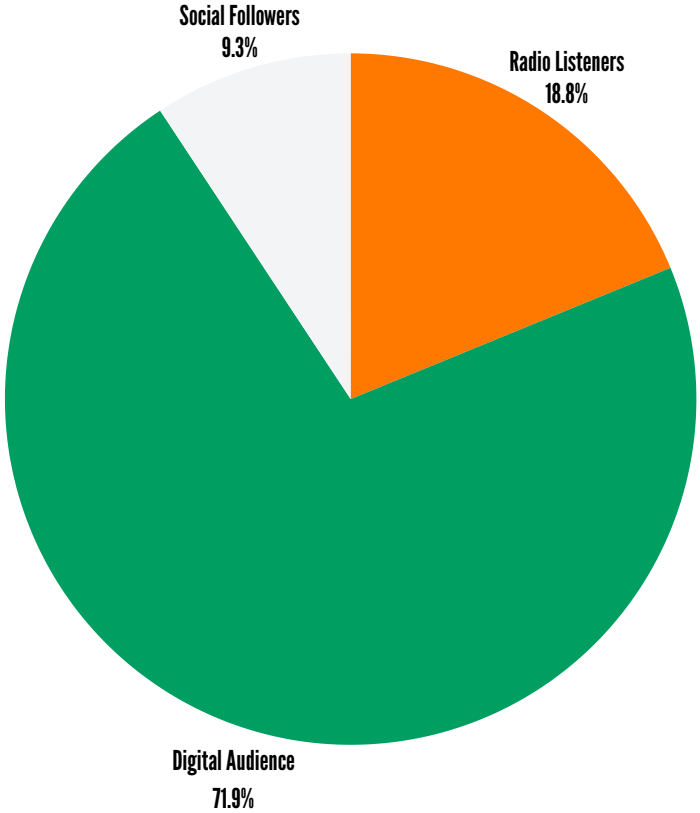
Over the past few years, United Way Southwest Louisiana has established relationships with AdSource Outdoor and Lamar Advertising Company to ensure coverage throughout the Lake Area.

Billboards by Daily Traffic Counts:

- **LAKE STREET @ HALE**
  - AVG. DAILY VIEWS: *69,166*
- **UNIVERSITY @ MCNEESE**
  - AVG. DAILY VIEWS: *123,658*
- **HWY 108 @ MAPLEWOOD**
  - AVG. DAILY VIEWS: *137,420*
- **ELTON @ JENNINGS HOSPITAL**
  - AVG. DAILY VIEWS: *72,221*
- **813 E. MCNEESE ST.**
  - AVG. DAILY VIEWS: *13,908*
- **RYAN ST. NEAR DOWNTOWN**
  - AVG. DAILY VIEWS: *14,644*
- **N/S MCNEESE W/O LOUISIANA AVE**
  - AVG. DAILY VIEWS: *11,427*

Radio

Our radio advertising partnership with Cumulus Media and Townsquare Media has succeeded dramatically. We have reached a wider audience through their extensive radio station network, and listeners have received our ads well. This partnership has allowed us to increase brand awareness, drive more traffic to our website, and ultimately increase sales.

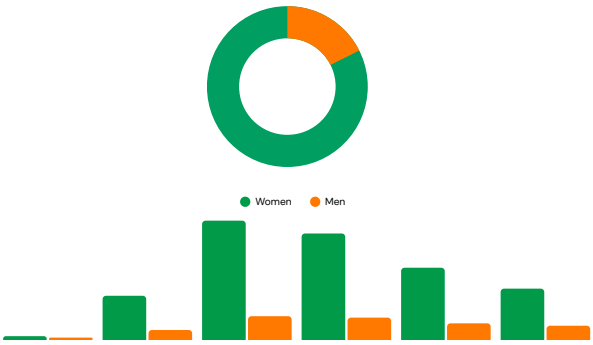


SPONSORSHIP by the Numbers

Social Media

We boast an impressive number of loyal followers, exceeding 8,900 on Facebook and Instagram alone, in the SWLA/SETX region. We leverage our targeted ads, media campaigns, and organic reach to maximize your brand's visibility and awareness in front of our unique audience during peak engagement times. Rest assured that we are committed to increasing your brand's reach and making it stand out among competitors.

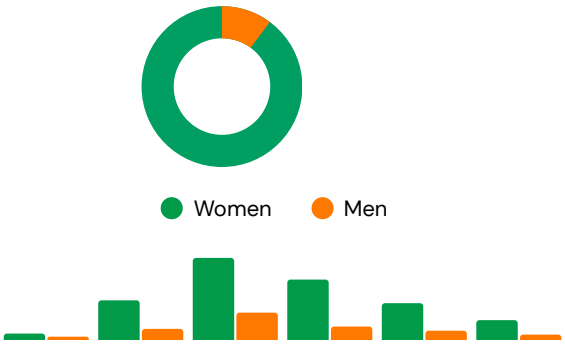
Facebook



2,042,055
VIEWS

194% INCREASE4 IN ENGAGEMENT

Instagram



10.6K REACH
8% VISITOR INCREASE

LinkedIn - 43% Page View Increase
Twitter - 7.6% Post Engagement Increase

SINGLE SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR $7,500

As our exclusive Presenting Sponsor, your brand will be the show's star on March 13! Your logo will be prominently showcased before and during the event, giving unparalleled exposure to our audience. You'll even get to choose your two battle locations before anyone else when you compete for the coveted paddle on that day. With your package, you'll receive $1,200 in tickets that you can use for VIP or Tasting access, depending on your preference. And as our Presenting Sponsor, you'll have the first right of refusal for the 2026 event. Take advantage of this opportunity to make a splash in front of our engaged and enthusiastic audience!

RECOGNITION AS PRESENTING SPONSOR WEB/PRINT/SOCIAL MEDIA
LOGO ON PRE-EVENT ADS
SPEAKING OPPORTUNITY ON STAGE AT EVENT
OPPORTUNITY TO PARTICIPATE IN MEDIA EVENTS
PROMINENT LOGO PLACEMENT ON EVENT SIGNAGE
NAME LISTED IN PRE-EVENT PRESS RELEASE
SPONSOR SPOTLIGHT ON SOCIAL MEDIA
NAME/LOGO ON WEBSITE AS SPONSOR
NAME/LOGO ON PRE-EVENT E-BLAST
NAME/LOGO ON SOCIAL MEDIA

DAY OF EVENT

2 COOKING TEAM ENTRIES
SELECT TEAM LOCATIONS FIRST
EVENT TICKETS
FREE ICE FOR COOKING TEAMS

POST-EVENT

RECOGNITION IN ANNUAL REPORT
NAME IN POST-EVENT PRESS RELEASE
NAME IN POST-EVENT SOCIAL MEDIA POSTS
POST-EVENT E-BLAST WITH LOGO



ENTERTAINMENT SPONSOR $4,000

As the Entertainment Sponsor where we will be featuring live music by a local musician, your brand will receive maximum exposure to our audience. Your logo will be prominently displayed during the concert, and your brand will be featured in all promotional materials leading up to the event and on our social media channels. This is a unique opportunity to connect with potential customers and leave a lasting impression. The Flamethrowers are a highly talented and dynamic band that will energize and engage the crowd, making this event the perfect chance to showcase your brand in a fun and memorable way. Take advantage of this opportunity to be a part of the excitement and elevate your brand's visibility.

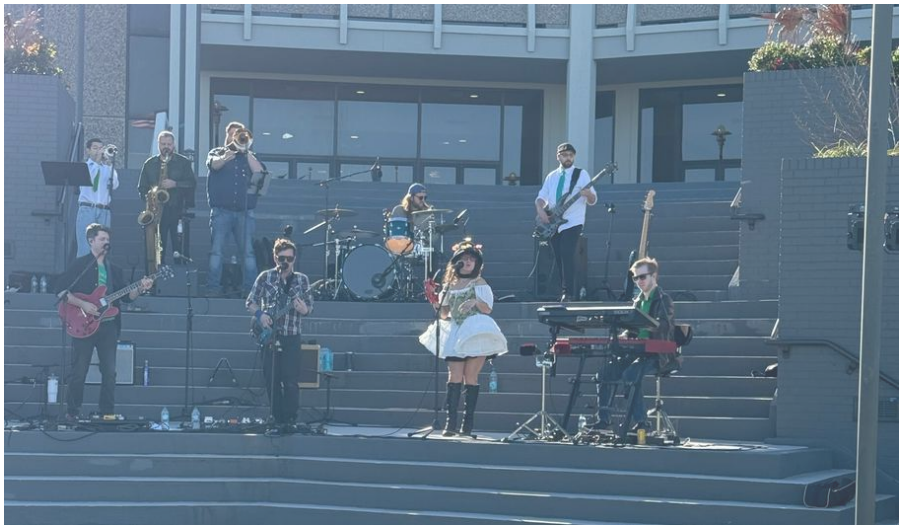
NAME LISTED IN PRE-EVENT PRESS RELEASE
SPONSOR SPOTLIGHT ON SOCIAL MEDIA
NAME/LOGO ON WEBSITE AS SPONSOR
NAME/LOGO ON PRE-EVENT E-BLAST
NAME/LOGO ON SOCIAL MEDIA
COMMUNICATION
NAME LISTED ON WEBSITE

DAY OF EVENT

1 COOKING TEAM ENTRY
SELECT COOKING TEAM LOCATION SECOND
EVENT TICKETS
FREE ICE FOR COOKING TEAMS

POST-EVENT

RECOGNITION IN ANNUAL REPORT
NAME IN POST-EVENT PRESS RELEASE
NAME IN POST-EVENT SOCIAL MEDIA POSTS
POST-EVENT E-BLAST WITH LOGO



SINGLE SPONSORSHIP OPPORTUNITIES

KID ZONE SPONSOR

$1,500

Looking for a fun and effective way to engage with families and children while building your brand recognition and demonstrating your commitment to the community? Sponsor the Free Kid Zone! By offering exciting and interactive activities for kids, you can create positive associations with your brand in the minds of parents and caregivers. Not only that, but it's a cost-effective way to reach a large and diverse audience. Overall, sponsoring the Free Kid Zone can provide a range of benefits, from boosting brand recognition to fostering community relationships.

NAME LISTED IN PRE-EVENT PRESS RELEASE
LOGO ON KID ZONE
SPONSOR SPOTLIGHT ON SOCIAL MEDIA
NAME/LOGO ON WEBSITE AS SPONSOR
NAME/LOGO ON PRE-EVENT E-BLAST

DAY OF EVENT

1 COOKING TEAM ENTRY
NAME/LOGO ON DAY OF EVENT SIGNAGE
EVENT TICKETS
FREE ICE FOR COOKING TEAMS

POST-EVENT

RECOGNITION IN ANNUAL REPORT
NAME IN POST-EVENT SOCIAL MEDIA POSTS
POST-EVENT E-BLAST WITH LOGO





MORE OPPORTUNITIES!

Our tiered sponsorships offer an excellent opportunity to support United Way Southwest Louisiana's important Initiatives, participate in the Battle and increase your brand visibility!

GREEN

$3,000

A Green Level Sponsorship is the ultimate way to showcase your brand! It includes one team entry and your logo prominently displayed on event signage, social media posts, e-blasts, and the website. With this package, your company will also be featured in our highly coveted Annual Report and all post-event media. Don't miss the chance to leave a lasting impression on your target audience. (12 Sampler Tickets included)

ORANGE

$2,000

The Orange Level Sponsorship package gives you the opportunity to showcase your brand! This package includes a team entry and your logo prominently displayed on social media posts, e-blasts, and the website. Your company will also be featured in our Annual Report and all post-event media. The Orange Level Sponsorship will take your brand to the next level! (10 Sampler Tickets)

WHITE

$1,000

The White Level Sponsorship package really elevates your brand! This package includes a team entry and your logo prominently displayed on social media posts, e-blasts, and the website. Your company will also be featured in our Annual Report and all post-event media. (8 Sampler Tickets)







YOUR OPPORTUNITIES

LET US SHOWCASE YOUR BRAND

$7,500	PRESENTING
$4,000	ENTERTAINMENT
$3,000	GREEN
$2,000	ORANGE
$1,000	WHITE
$1,500	KIDS ZONE

text BATTLE to 41444

UNITEDWAYSWLA.ORG/BATTLE

JOIN THE BATTLE

1 TEAM - $500

TO REGISTER
text **SHAMROCK to 40403**
online **UNITEDWAYSWLA.ORG**

NAME/LOGO ON WEBSITE

NAME/LOGO ON SOCIAL MEDIA

NAME/LOGO EVENT SIGNAGE

NAME/LOGO IN POST-EVENT MEDIA

NAME IN ALL PRESS RELEASES

2 TEAMS - $750









OUR TEAM



Transforming the lives of those struggling is the goal of every team member at United Way Southwest Louisiana.

DENISE DUREL
PRESIDENT & CEO

MARKETING & COMMUNICATIONS
VOLUNTEER CENTRAL



TAMI CHRISOPE
VICE PRESIDENT



ASHLEY NORMAN
DIRECTOR

RESOURCE DEVELOPMENT



BECKY AINSWORTH
SENIOR DIRECTOR



CATHERINE THEVENOT
MANAGER
CAMPAIGN

COMMUNITY INVESTMENT



LAURIE MARTIN
VICE PRESIDENT



SARINA CLOONEY
SENIOR DIRECTOR
211 AND RESOURCES

SPECIAL PROJECTS



KIMBERLIE HECKARD
ASSOCIATE DIRECTOR
COMMUNITY INITIATIVES



KACEY PATRICK
PROJECT MANAGER

FINANCE & ADMINISTRATION



JENNIFER DIMAS
SENIOR DIRECTOR



ALISHA JOHNSON
ACCOUNTING MANAGER



LYDIA CHRISTIAN
ADMINISTRATIVE
ASSISTANT

SCAN ME

Contact

Website UNITEDWAYSWLA.ORG/BATTLE

Email LIVEUNITED@UNITEDWAYSWLA.ORG

Address 815 Ryan Street, Lake Charles, LA 70601