

**VIRTUAL EVENT**



**JAMBALAYA JAM**

**OCT. 22**

**MORE INFO AT:  
CAUW.ORG/JAMJAM**



**JAMBALAYA JAM  
2020 VIRTUAL INFORMATION  
& EVENT PACKET**



# 2020 JAMJAM VIRTUAL COOKING TEAM INFORMATION

## THREE WAYS TO PARTICIPATE

### 1. COOKING BEFORE VIRTUAL EVENT

- Not able to cook on the actual Jam Virtual date - Thursday, October 22nd - no worries, your team can participate before the date! Teams will have the opportunity to participate any time between now and Wednesday, October 20th and will still be featured in the virtual event. If your team is able to sell the jambalaya to either their employees, staff and/or public to benefit CAUW, any proceeds will count as points for the Fan Favorite Award (see Award section).

### 2. COOKING DAY OF VIRTUAL EVENT

- If you are able to cook on the actual Jam Virtual date - Thursday, October 22nd our team will provide live feeds and video from your actual event. If your team is able to sell the jambalaya to either their employees, staff and/or public to benefit CAUW, any proceeds will count as points for the Fan Favorite Award (see Award section) and promotion can be worked into the Virtual Jam (if applicable).

### 3. CANNOT PARTICIPATE AS A COOKING TEAM BUT AS A SPONSOR

- Unable to cook because of company restrictions, but would like to be included as a sponsor - our CAUW team will work with you to highlight your company during the Virtual Jam! Ideas include: shout out from last years team, a teaser for next year, fun competition that you held during the week to celebrate the Jam, etc.

## ADDITIONAL INFORMATION FOR ALL PARTICIPANTS AND SPONSORS

- All participants in the 2020 Virtual Jambalaya Jam will be recognized at next year's event and receive priority in selecting spot location in 2021 based on sponsorship levels. Example: Those who participate at a 2020 Virtual Jam Team Sponsorship Level will get to select before 2021 Jam Team Sponsorship entries. Any questions about how the priority selection will work with contact Ashley Montagnino at [ashleym@cauw.org](mailto:ashleym@cauw.org).
- All teams will have the opportunity to work with CAUW to form an individual Jam plan that will include details on participation based on the above options, specialized promotion before, during and after the virtual Jam and designated time that their team will be spotlighted during the virtual event.
- Due to the virtual nature of this event, CAUW will not be providing any materials, cooking supplies and/or distribution materials. All cleanup will be provided by your own company.
- All participating Cooking Teams are responsible for state and site health regulations and any necessary insurance.

## AWARDS

### Virtual Fan Favorite

For the 2020 Virtual Jam we will not have the traditional first, second and third place Jambalaya Jam awards for best Jambalaya due to a virtual event. We are introducing a fun award that anyone can vote on Virtual FAN FAVORITE! Workplaces, employees, friends and family will have the option to purchase fan favorite points for their favorite participating team. All teams who enter at any sponsorship level will be eligible for fan favorite even if they are unable to participate in the actual cooking competition. For more details or to purchase tickets visit [www.cauw.org/jamjam](http://www.cauw.org/jamjam)

# 2020 VIRTUAL JAMJAM SPONSORSHIP BENEFITS

THURSDAY, OCTOBER 22, 2020



To receive full benefits, sponsorship form must be submitted by October 16, 2020.

one available for top level opportunities

	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
<b>EVENT PROMOTION AS A SPONSOR</b>									
RECOGNITION AS PRESENTING SPONSOR ON WEB/PRINT/SOCIAL MEDIA	●								
LOGO ON ALL CAUW EMAIL SIGNATURE PROMOTING JAM	●								
OPPORTUNITY TO PARTICIPATE IN MEDIA OPPORTUNITIES	●								
LOGO ON SAVE THE DATE	●								
LOGO ON POST-EVENT ADS (valued at \$2500+)	●	●	●	●	●				
NAME LISTED IN PRE-EVENT PRESS RELEASE	●	●	●	●	●	●	●		
NAME/LOGO ON WEBSITE AS SPONSOR (2,000+ views)	●	●	●	●	●	●	●		
INDIVIDUAL SPONSOR SPOTLIGHT ON SOCIAL MEDIA	●	●	●	●	●	●	●	●	
NAME/LOGO ON PRE-EVENT E-BLAST (28,000+ views)	●	●	●	●	●	●	●	●	
NAME/LOGO ON SOCIAL MEDIA COMMUNICATION (6,000+ views)	●	●	●	●	●	●	●	●	●
NAME LISTED ON WEBSITE	●	●	●	●	●	●	●	●	●
<b>JAMJAM EVENT</b>									
COOKING TEAM ENTRY (valued at \$400)	2 teams	1 team	1 team	1 team	1 team	1 team	1 team	1 team	1 team
COMMUNITY GAMES VIRTUAL	500 extra pts	250 extra pts	250 extra pts						
NAME/LOGO ON DAY OF EVENT SIGNAGE (if applicable)	●	●	●	●	●	●	●		
NAME/LOGO ON DAY OF EVENT T-SHIRTS	●	●	●	●	●	●	●		
COMMEMORATIVE AWARD FOR SPONSORSHIP	●	●	●	●	●	●	●		
PRIORITY COOKING TEAM LOCATION IN 2021 BASED ON SPONSORSHIP LEVEL	●	●	●	●	●	●	●	●	●
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 FAN FAVORITE POINTS	500 pts	250 pts	250 pts	150 pts	125 pts	100 pts	100 pts	75 pts	
<b>POST - EVENT</b>									
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)	●	●	●	●	●	●	●	●	
RECOGNITION AT 2021 ANNUAL MEETING	●	●	●	●	●	●	●	●	●

THANK YOU FOR YOUR SUPPORT!

# 2020 JAMJAM SPONSORSHIP FORM

THURSDAY, OCTOBER 22<sup>ND</sup>  
VIRTUAL EVENT 2020



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

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

**ENTERTAINMENT** (1 available)// \$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

## I AM UNABLE TO PARTICIPATE, 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](http://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. I fully understand that my participation in the Capital Area United Way (CAUW) 2020 Virtual Jambalaya Jam and/or Virtual Community Games is voluntary. I further understand that, as with any event of this nature, the potential for injury and/or illness exists. I understand that I should not participate in the 2020 Virtual Jambalaya Jam and/or Community Games unless I am medically able to do so. By signing this form, I hereby specifically agree that the "Released Parties" shall not be liable for any loss, damage, injury or death arising from or in any way related to my participation in the 2020 Virtual Jambalaya Jam and/or Community Games, even if such loss, damage, injury or death is caused, in whole or in part, by the negligent acts and/or omissions of the "Released Parties". I hereby specifically assume all such risks fully and completely on behalf of my company and/or organization.

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](http://WWW.CAUW/JAMJAM)