



Jambalaya Festival Association

P.O. Box 1243

Gonzales, Louisiana 70707-1243

Dear Community Friend,

The Gonzales Jambalaya Festival will celebrate its 56th year of food, music, and community beginning on Friday, May 26th and continuing through Sunday, May 28th, on Irma Boulevard along the banks of Bayou Francois in Gonzales, Louisiana. The festival has become a major tourist attraction alluring travelers and media from around the world, as well as area residents, which combines to record attendance of over 30,000 and growing.

The Jambalaya cooking contest is the main attraction of the three-day event and showcases over 100 cooking teams vying for the prestigious title of “World Jambalaya Cooking Champion”. The unique style of blending onions, meat, spices, and rice into a black iron pot cooked over an open wood fire has given the City of Gonzales the distinction of being proclaimed “The Jambalaya Capital of the World”. Ascension Parish is not only the second fastest growing parish in the state, but also boasts of hometown hospitality and unique food.

The Jambalaya Festival Association is a non-profit organization that uses the revenue generated at this annual event to fund several charitable and civic projects. A complete listing of our contributions can be found on the community page of our website, www.jambalayafestival.net.

The tremendous success of the festival is largely due to the involvement and investment of sponsoring businesses. We are pleased to offer various levels of participation for this year’s Festival. As it takes many ingredients to prepare a proper pot of jambalaya, so too does it require a blend of both community support and financial support from companies such as yours.

Please review the attached investment opportunity of sponsorship for this year’s Festival. We hope to have your continued support through sponsorship. As the Jambalaya Festival is fast approaching, please check the level of sponsorship you have chosen, sign, date, and mail a copy back to the Jambalaya Festival Association. We genuinely appreciate your consideration, and I look forward to the opportunity to speak with you about your partnership for this wonderful event.

Sincerely,

Wally Taillon

President, Jambalaya Festival Association

Cell - 225-806-5759

jamfestassociation@gmail.com



2023 Festival Sponsorship Opportunities

\$10,000 Golden Paddle Sponsor

- Appreciation plaque
- Framed 2023 Festival poster
- Company name/logo displayed prominently on website, media print, and sponsor board
- 3x6 banner displayed on main stage
- Three cooked Jambalayas (200 servings each)

\$5,000 Silver Stage Sponsor

- Appreciation plaque
- Framed 2023 Festival poster
- Company name/logo displayed on website and sponsor board
- 3x6 banner displayed on an entertainment stage
- Two cooked Jambalayas (200 servings each)

\$2,500 Iron Pot Sponsor

- Appreciation plaque
- Framed 2023 Festival poster
- Company name/logo displayed on website and sponsor board
- 4x3 banner displayed in cooking area
- One cooked Jambalaya (200 servings)

\$1,000 Friend of the Festival Sponsor

- Appreciation plaque
- 2023 Festival poster
- Six Jambalaya plates at festival including soft drinks
- Ditty Bag full of goodies

\$500 Helping Hand Sponsor

- Appreciation Certificate
- 2023 Festival Poster
- Two Jambalaya plates at festival including soft drinks
- Ditty Bag full of goodies