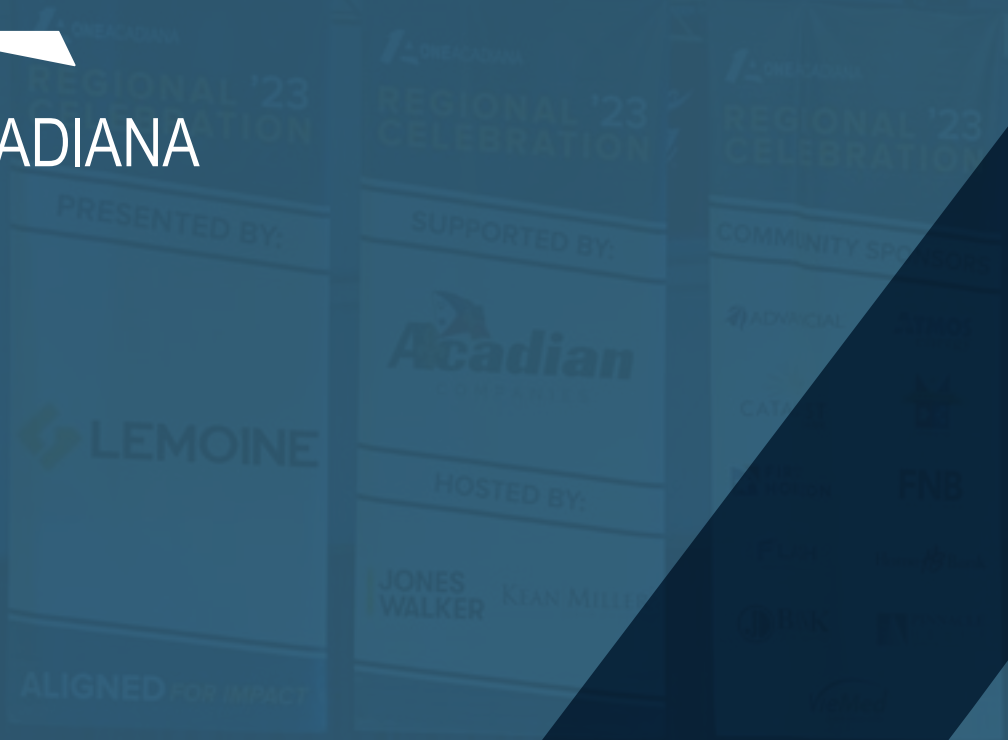




ONEACADIANA



**2024**

**SPONSORSHIP  
OPPORTUNITIES**

## CONNECT, ENGAGE, AND AMPLIFY YOUR BRAND

One Acadiana offers a variety of opportunities to become involved in its activities and programs throughout the year. Consider maximizing your investment in 1A through event sponsorship or targeted advertising. As a sponsor, you'll have an opportunity to build your organization's presence among 1A's expanding and influential group of member, investor, and partner businesses. And you'll enjoy a generous package of marketing benefits designed to boost awareness and help grow your business.

Whether you're interested in recurring events or more exclusive engagements, 1A will develop a customized sponsorship package that meets your business needs.

### THE 1A MARKETING DIFFERENCE:



## WE CREATE BRAND CONNECTIONS

1A's robust event program provides opportunities for business and community leaders to gain connections, resources, exposure, and knowledge. Your support of 1A events ensures your company is recognized as an active participant in regional progress. Engage with a group of motivated, like-minded professionals who share a passion for Acadiana and moving the region forward.

Ready to take your marketing to the next level? We'll work together to ensure your brand stands out from the competition. To learn more, contact Lindsey Faulk, Events Director at [Lindsey@OneAcadiana.org](mailto:Lindsey@OneAcadiana.org).

## SPONSORSHIPS AT A GLANCE

Opportunity	Description	Sponsorship Ranges	Estimated Attendance per Event	Events per Year
<b>Acadiana Women's Network</b>	This program is designed to foster connections and career development among women in business by encouraging leadership across generations and experience levels.	Series* \$10,000 Presenting \$2,500 Supporting \$1,000	60-80	4
<b>An Expert's Perspective</b>	This symposium taps the experience of local and state experts to gain insight on subjects ranging from public policy issues to business related topics.	Presenting \$8,000 Supporting \$4,000 Co-Host \$2,500	100-150	1
<b>Chamber Connections</b>	Light on programming, strong on relationship building – our socials offer a casual opportunity to meet and mingle with fellow investors, members, and partners.	Series* \$6,000 Presenting \$1,500 Co-Host \$500	60-80	4
<b>SOLD</b> <b>Chamber Luncheons</b>	Issues of regional interest come to the forefront as we provide up-to-date information about our initiatives over lunch in this series that spans matters of arts and culture, education, urban revitalization, business development, and more.	Series* \$6,000 Presenting \$1,500	80-120	4
<b>CivicCon Acadiana</b>	A quarterly event series which aims to raise the civic IQ of our community – engaging with experts to help educate the community on various topics and spark informed conversations.	Presenting \$5,000 Supporting \$2,500 Co-Host \$1,000 Community \$500	100-150	3
<b>Joint Chamber Social</b>	The Greater SWLA Black Chamber of Commerce, Hispanic Chamber of Commerce, and One Acadiana host this annual social attended by business and community leaders throughout the region.	Presenting \$2,500 Supporting \$2,000 Co-Host \$1,500	80-120	1
<b>SOLD</b> <b>Lessons from the Corner Office</b>	Featuring community and business leaders, this series offers a behind-the-scenes look at what it takes to lead and thrive in the marketplace.	Series* \$6,000 Presenting \$2,000 Supporting \$1,000	60-80	3
<b>SOLD</b> <b>Open Houses</b>	Join us for an opportunity to meet 1A staff, partners, ambassadors, and members over a casual lunch.	Series* \$1,500	50-80	4
<b>Regional Celebration</b>	1A's premier annual event brings together businesses and economic development partners for a celebration of Acadiana. An evening gathering with opportunities to socialize and receive a report on progress, the Regional Celebration is one of the most highly anticipated events for the region.	Presenting \$20,000 Supporting \$10,000 Host \$7,500 Community \$1,500	500-600+	1

\*Exclusivity offered to Series sponsors

# ACADIANA WOMEN'S NETWORK

A unique professional networking opportunity, this quarterly luncheon fosters connections and development among women in business by encouraging leadership across generations and experience levels.

## 4 TIMES PER YEAR

### TIME

11:30 a.m. - 1:00 p.m.

### LOCATION

Ruffino's on the River

### ATTENDANCE

60-80

1A investors, members, regional partners, and general public

### ATTIRE

Business

### TICKET PRICE

\$25 members

\$40 non-members

## SPONSORSHIP BENEFITS

Benefits	\$10,000* Series	\$2,500** Presenting	\$1,000*** Supporting
Complimentary tickets with premier seating for 6	1	1	1/2
Opportunity to distribute promotional items at place settings	✓	✓	
Opportunity to display (2) company banners/signage at event	✓	✓	
Verbal recognition during program	✓	✓	✓
Opportunity to deliver remarks (2 min.)	✓	✓	
Sponsor logo on print and/or digital advertising	✓	✓	
Sponsor logo featured in social media posts	✓	✓	
Sponsor tagged in social media posts	✓	✓	✓
Inclusion in press release	✓	✓	
Sponsor name or logo featured in biweekly 1A eFlash e-newsletter	Logo	Logo	Name
Sponsor name or logos included in biweekly 1A Events e-newsletter	Logo	Logo	Name
Sponsor name or logo featured on 1A Event website	Logo	Logo	Logo
Sponsor name or logo on event collateral	Logo	Logo	Logo

\*Exclusivity offered to Series sponsor \*\*One available \*\*\*Two available

# AN EXPERT'S PERSPECTIVE

This symposium taps the experience of local and state experts to gain insight on subjects from public policy issues, including urban revitalization, to business topics like strategic marketing. This event will cover pertinent topics with the goal of supporting a fact-based approach to improving Acadiana's economic competitiveness.

## ANNUALLY

### TIME

7:30 a.m. - 9:00 a.m.

### LOCATION

To Be Determined

### ATTENDANCE

100-150  
1A investors, members, regional partners, and general public

### ATTIRE

Business casual

### TICKET PRICE

\$50 members  
\$65 non-members  
\$450 per table

## SPONSORSHIP BENEFITS

Benefits	<b>SOLD</b>		
	<b>\$8,000*</b> Presenting	<b>\$4,000**</b> Supporting	<b>\$2,500***</b> Co-Host
Reserved table with premier seating for 8	2	1	1
Opportunity to distribute promotional items at place settings	✓		
Opportunity to display (2) company banners/signage at event	✓		
Verbal recognition during program	✓	✓	✓
Opportunity to deliver remarks (2 min.)	✓		
Opportunity to introduce keynote speaker	✓		
Sponsor logo on print and/or digital advertising	✓	✓	
Sponsor logo featured in social media posts	✓		
Sponsor tagged in social media posts	✓	✓	✓
Inclusion in press release	✓		
Sponsor name or logo featured in biweekly 1A eFlash e-newsletter	Logo	Name	
Sponsor name or logos included in biweekly 1A Events e-newsletter	Logo	Name	
Sponsor name or logo featured on 1A Event website	Logo	Logo	Name
Sponsor name or logo on event collateral	Logo	Logo	Logo

\*One available \*\*Two available \*\*\*Unlimited

# CHAMBER CONNECTIONS

Light on programming, strong on relationship building – our member and investor exclusive socials offer a casual opportunity to meet and mingle with fellow investors, members, and partners.

## 4 TIMES PER YEAR

### TIME

5:00 p.m. - 7:00 p.m.  
*(flexible per event within suggested range)*

### LOCATION

Various

### ATTENDANCE

80-100  
1A investors, members,  
and regional partners

### ATTIRE

Business casual

### TICKET PRICE

Free for members

*Member and Investor exclusive event series*

## SPONSORSHIP BENEFITS

Benefits	\$6,000* Series	\$1,500* Presenting	\$500** Co-Host
Opportunity to provide promotional items for guests	✓	✓	
Opportunity to display (2) company banners/signage at event	✓	✓	
Verbal recognition during program	✓	✓	✓
Opportunity to deliver remarks	✓	✓	
Sponsor logo on print and/or digital advertising	✓	✓	✓
Sponsor logo featured in social media posts	✓	✓	
Sponsor tagged in social media posts	✓	✓	✓
Inclusion in social invitations	✓	✓	✓
Sponsor name featured in biweekly 1A eFlash e-newsletter	✓	✓	
Sponsor name or logo featured on 1A Event website	Logo	Logo	Logo
Sponsor name or logo included in biweekly 1A Events e-newsletter	Logo	Logo	Name
Sponsor name or logo on event collateral	Logo	Logo	Logo

\*One available \*\*Unlimited

# CHAMBER LUNCHEONS

One Acadiana's popular lunch series focuses on issues of regional interest including arts and culture, education, community, and business development. These luncheons provide up-to-date information about our initiatives, a relaxed environment to network, and a chance to learn about important community issues and engagement opportunities.

## 4 TIMES PER YEAR

### TIME

11:30 a.m. - 1:00 p.m.

### LOCATION

Various

### ATTENDANCE

80-120  
1A investors, members, regional partners, and general public

### ATTIRE

Business casual

### TICKET PRICE

\$20 members  
\$30 non-members

*Chamber Luncheons are subject to member exclusivity based on programming*

## SPONSORSHIP BENEFITS

Benefits	<b>SOLD</b>	<b>SOLD</b>
	\$6,000* Series	\$1,500* Presenting
Complimentary tickets with premier seating for 4	✓	✓
Opportunity to distribute promotional items at place settings	✓	✓
Opportunity to display (2) company banners/signage at event	✓	✓
Verbal recognition during program	✓	✓
Opportunity to deliver remarks (2 min.)	✓	✓
Sponsor logo on print and/or digital advertising	✓	✓
Sponsor logo featured in social media posts	✓	✓
Inclusion in press release	✓	✓
Sponsor name or logo featured in biweekly 1A eFlash e-newsletter	Logo	Logo
Sponsor name or logos included in biweekly 1A Events e-newsletter	Logo	Logo
Sponsor name or logo featured on 1A Event website	Logo	Logo
Sponsor name or logo on event collateral	Logo	Logo

\*One available

A quarterly event series which aims to raise the civic IQ of our community – engaging with experts to help educate the community on various topics and spark informed conversations.

## 3 TIMES PER YEAR

### TIME

6:00 p.m. - 7:30 p.m.

### LOCATION

Acadiana Center for the Arts

### ATTENDANCE

100-150

1A investors, members, regional partners, and general public

In-person and virtual attendance available

### ATTIRE

Business casual

### TICKET PRICE

Free for members and non-members

## SPONSORSHIP BENEFITS

Benefits (per event)	\$5,000* Presenting	\$2,500** Supporting	\$1,000** Co-Host	\$500** Community
Exclusive event title and branding recognition	✓			
Opportunity to display company banners/signage at event	2	1		
Visual and verbal recognition during program	✓	✓	✓	✓
Opportunity to deliver remarks (2 min.)	✓			
Opportunity to co-attend media appearances with 1A to promote event	✓			
Exclusive access to post-event meetings with presenters or facilitators, if scheduled	✓			
Sponsor logo on print and/or digital advertising, including billboards	✓	✓		
Sponsor logo featured in social media posts	✓			
Sponsor tagged in social media posts	✓	✓	✓	
Inclusion in press release	✓	✓		
Sponsor name or logo featured in biweekly 1A eFlash e-newsletter	✓	✓	✓	
Sponsor name or logos included in biweekly 1A Events e-newsletter and targeted event emails	✓	✓	✓	
Sponsor name or logo featured on 1A Event website	Logo	Logo	Logo	Logo
Sponsor name or logo on event collateral	Logo	Logo	Logo	
Placement of company logo on event's virtual live stream video and evergreen video content on OneAcadiana.org	Logo	Logo	Logo	Logo

\*One available \*\*Unlimited (per event)

# JOINT CHAMBER SOCIAL

The Greater Southwest Louisiana Black Chamber of Commerce, Hispanic Chamber of Commerce, and One Acadiana host this popular annual social event attended by business and community leaders throughout the region.

ANNUALLY
<p><b>TIME</b> 5:30 p.m. - 7:30 p.m.</p> <p><b>LOCATION</b> To Be Determined</p> <p><b>ATTENDANCE</b> 80-150 1A investors, members, regional partners, and partnering chamber members</p> <p><b>ATTIRE</b> Business</p> <p><b>TICKET PRICE</b> Free for members of each partnering chamber</p>

## SPONSORSHIP BENEFITS

Benefits	\$2,500* Presenting	\$2,000** Supporting	\$1,500*** Co-Host
Complimentary booth (6' table + 2 chairs)	✓		
Verbal recognition during program	✓	✓	✓
Opportunity to deliver remarks (2 min.)	✓		
Sponsor logo on print and/or digital advertising	✓		
Sponsor logo featured in social media posts	✓		
Sponsor tagged in social media posts	✓	✓	✓
Inclusion in press release	✓	✓	
Sponsor name or logo featured in biweekly 1A eFlash e-newsletter	Logo	Name	
Sponsor name or logos included in biweekly 1A Events e-newsletter	Logo	Name	
Sponsor name or logo featured on 1A Event website	Logo	Name	
Sponsor name or logo on event collateral	Logo	Logo	Logo

\*One available \*\*Two available \*\*\*Unlimited



# LESSONS FROM THE CORNER OFFICE

This symposium features leading industry professionals from our own backyard to offer a behind-the-scenes look at what it takes to thrive in the marketplace.

To date, the series has featured guest speakers Tony Simmons, CEO of McIlhenny Company; Matt Stuller, Founder and CEO of Stuller, Inc; Jerry Vasocu, Acadiana Market President of IBERIABANK; Richard Zuschlag, CEO and Chairman of Acadian Companies; Lenny Lemoine, CEO and President of The Lemoine Company; Chris Meaux, Founder and CEO of Waitr, Joel Robideaux, Lafayette Mayor-President; EJ Krampe, CEO of MacLaff Inc.; Mandi Mitchell, President and CEO of LEDA.; and Missy Andrade, CEO of Community Foundation of Acadiana.

## 3 TIMES PER YEAR

### TIME

8:00 a.m. - 9:30 a.m.

### LOCATION

Various

### ATTENDANCE

60-80  
1A investors, members, regional partners, and general public

### ATTIRE

Business casual

### TICKET PRICE

\$25 members  
\$40 non-members

## SPONSORSHIP BENEFITS

Benefits	<b>SOLD</b>	<b>SOLD</b>	<b>SOLD</b>
	\$6,000* Series	\$2,000** Presenting	\$1,000*** Supporting
Complimentary registration for attendees per event	4	2	2
Opportunity to distribute promotional items at place settings	✓	✓	
Opportunity to display (2) company banners/signage at event	✓	✓	
Verbal recognition during program	✓	✓	✓
Opportunity to deliver remarks (2 min.)	✓	✓	
Sponsor logo on print and/or digital advertising	✓	✓	✓
Sponsor logo featured in social media posts	✓	✓	
Sponsor tagged in social media posts	✓	✓	✓
Inclusion in press release	✓	✓	✓
Sponsor name or logo featured in biweekly 1A eFlash e-newsletter	Logo	Logo	Logo
Sponsor name or logos included in biweekly 1A Events e-newsletter	Logo	Logo	Logo
Sponsor name or logo featured on 1A Event website	Logo	Logo	Logo
Sponsor name or logo on event collateral	Logo	Logo	Logo

\*Exclusivity offered to Series sponsor \*\*One available \*\*\*Two available

# 1A OPEN HOUSES

An opportunity to meet 1A staff, members, and investors over casual lunch at the One Acadiana office.

This series is centered around new, prospective, or existing members who want to learn more about how to maximize their membership with 1A. Guests leave our Open House events with a clearer path to leveraging membership to continually grow their business.

## 4 TIMES PER YEAR

### TIME

11:30 a.m. - 1:00 p.m.

### LOCATION

One Acadiana

### ATTENDANCE

50-80

1A investors, members, regional partners, and general public

### ATTIRE

Business casual

### TICKET PRICE

Free for members and non-members

## SPONSORSHIP BENEFITS

Benefits	<b>SOLD</b> \$1,500* Series
Opportunity to provide promotional items for guests	✓
Opportunity to display (2) company banners/signage at event	✓
Verbal recognition during program	✓
Opportunity to deliver remarks (2 min.)	✓
Sponsor logo featured in social media posts	✓
Sponsor name or logo featured in biweekly 1A eFlash e-newsletter	Logo
Sponsor name or logos included in biweekly 1A Events e-newsletter	Logo
Sponsor name or logo featured on 1A Event website	Logo
Sponsor name or logo on event collateral	Logo

\*One available

# REGIONAL CELEBRATION

# SPONSORSHIP BENEFITS

1A's premier annual event brings together businesses and economic development partners for a celebration of Acadiana. An evening gathering with opportunities to socialize and receive a report on progress, the Regional Celebration is one of the most highly anticipated events for the region.

DECEMBER 2024

**TIME**

Networking 5:00 p.m.  
Dinner & Program 6:30 p.m.

**LOCATION**

Cajundome Convention Center

**ATTENDANCE**

500-600+  
1A investors, members, regional partners, and general public

**ATTIRE**

Business

**TICKET PRICE**

\$100 members  
\$120 non-members  
\$750 per table

Benefits	\$20,000* Presenting	\$10,000** Supporting	\$7,500** Host	\$1,500*** Community
Reserved table with premiere seating for 8	2	1	1	1
Opportunity to display company banners/signage at event	4	2	1	
Opportunity to distribute promotional items at place settings	✓			
Verbal recognition during program	✓	✓	✓	✓
Opportunity to deliver remarks (2 min.)	✓	✓		
Opportunity to present community award during programming	✓			
Opportunity to provide a 60 second promotional video to air during programming	✓			
Opportunity for media appearances to promote event	✓			
Priority event parking	✓	✓	✓	✓
Sponsor logo on digital invitations	✓			
Sponsor logo on print and/or digital advertising	✓	✓	✓	
Sponsor logo featured in social media posts	✓	✓	✓	
Sponsor tagged in social media posts	✓	✓	✓	✓
Inclusion in press release	✓			
Sponsor name or logo featured in biweekly 1A eFlash e-newsletter	Logo	Name	Name	
Sponsor name or logos included in biweekly 1A Events e-newsletter	Logo	Logo	Logo	
Sponsor name or logo featured on 1A Event website	Logo	Logo	Logo	Logo
Sponsor name or logo on select event collateral, including event program	Logo	Logo	Logo	Logo

\*One available \*\*Two available \*\*\*Unlimited  
Industry exclusivity not guaranteed



## AD HOC EVENT SPONSORSHIPS

Throughout the year, 1A hosts a handful of ad hoc special events, often in conjunction with our partner organizations. Examples include political forums and/or debates, Leadership Institute of Acadiana and community partner events, among others.

If you are interested in sponsoring a future event not listed here, please contact Lindsey Faulk, Events Director at [Lindsey@OneAcadiana.org](mailto:Lindsey@OneAcadiana.org)