



**June 7th, 2025**

**Gates Open: 5:30pm**

Tri-Lakes

Home of Bennett's Water Ski and Wakeboard School,  
18605 Barnett Road, Zachary, 70791

Find out more at [LaNightJam.com](http://LaNightJam.com)

Dear Potential Sponsorship Partner,

People all over the world love hot summer days, extreme sports, music, and competition!

You are probably wondering: how do we reach these consumers? You start with the secret ingredient: water, but how will we get their attention? Answer: LA NIGHT JAM!



Tri-Lakes and Bennett's Water Ski and Wakeboard School are very excited to bring back, by popular demand, LA Night Jam for 2025's upcoming summer. This will be back for its fourth consecutive year!

Our main goal is to have an event that runs as smoothly as possible while everyone, including the competitors, spectators, and judges, has an enjoyable and memorable experience in the Pelican State. Our three man-made lakes are world-renowned, as is our water ski and wakeboard camp, accommodating around 600 national and international students yearly.



Tri-Lakes and Bennett's Water Ski and Wakeboard School have hosted numerous successful professional water ski tournaments, including six previous LA Night Jam's (2008, 2009, 2010, 2011, 2013, 2022 & 2023), multiple US Nationals and a large number of Collegiate National Water Ski Championships. Most recently, we held the 44th Syndicate Skis 2023 NCWSA Collegiate Water Ski National Championships in 2023 and the 2023/2024 LA Night Jam.

The tournament will take place June 7th, with the finals and exhibition show taking place on Saturday night at Tri-Lakes in Zachary and will feature the best water skiers in the world.

If you decide to sponsor this event, your organization will have exposure to all amateur and professional water skiers and their families, coaches and friends from around the world. This is in addition to the thousands of spectators from all over the United States and beyond who will spend approximately three days within the area, dining, shopping and visiting local attractions. The evening night jump event will be heavily publicised via our social media outlets.

On behalf of Tri-Lakes, all competitors, and spectators, I would like to thank you for your consideration and support of the 2025 LA Night Jam.

Sincerely,

Jay Bennett

Event

Coordinator

Cell - (225) 921-5999

Email - [jay@skibennetts.com](mailto:jay@skibennetts.com)

# Fact Sheet

## What is LA Night Jam?

LA Night Jam

Louisiana's Only Water Sports Festival and Professional Extreme Water Sports Competition and Show

## When is the Event Taking Place?

Saturday, June 7th, 2025

Tickets are \$20 a Car Load

Limited VIP Tickets are \$100 per person, including refreshments. These are limited in number to 100 tickets.

## Where?

Tri-Lakes: Home of Bennett's Water Ski and Wakeboard School 18505 Barnett Road,

Zachary, LA, 70791

15 Minutes from Downtown Baton Rouge and less than 10 minutes from BTR Airport

## Description of the Event:

Join Us for Extreme Distance Water Ski Jumping, Freestyle Ski Jumping, Slalom Skiing, Extreme Barefooting, Trick Skiing, Food, DJ Music, Drinks, SkyDivers and Much More

## How do I find out more?

For Questions, Sponsorship Opportunities or Questions Contact Jay Bennett - (225) 921-5999 - [jay@skibennetts.com](mailto:jay@skibennetts.com)

Visit [LaNightJam.com](http://LaNightJam.com) - [@bennettswss](https://www.instagram.com/bennettswss)



# Sponsorship Opportunities

LA Night Jam incorporates several unique and exciting staging features into its aquatic arena. The custom-designed signage decorates the announcing and scoring tower, along with shoreline banners and feather flags, all which offer excellent opportunities for displaying sponsor logos and improving brand recognition.

The combination of advanced promotion and advertising, professional on-site appearance, great competition, and spectator crowds create an event experience that keeps spectators buzzing for weeks. During competition, our top-flight announcers guide spectators through the waves and around the buoys, giving insight into the personalities and technology of professional watercross racing. In between the races, the focus changes to the athletes, sponsors, and local partners. Spectators are enticed to visit the food and vendor booths and meet the riders in the pits. Our professional announcers will ensure delivery of PA announcements and keep the crowd entertained with the hottest music and on-site giveaways.

To that end we present a whole host of sponsorship opportunities designed to enhance your brand exposure and get your message out to a large and enthusiastic crowd of spectators.

- Title Sponsor
- Jump Ramp Sponsor
- VIP Sponsor
- Boat Sponsor
- Slalom Competition
- Women Jump Final
- Men Jump Final
- Exclusive “X” company on website
- Corporate Day Package
- DJ Sponsor
- Starting Dock Sponsor
- Extreme Watersports Sponsor
- Hot Seat Sponsor
- Banner Packages
- Display Space
- VIP Tickets
- Social Media



## TITLE SPONSOR - \$20,000

The title of our event is LA NIGHT JAM, but with this sponsorship package, you can change the title of the event to incorporate your company name. The title would become 2025 \_\_\_\_\_ LA NIGHT JAM.

This would give your company a high level of exposure both within the Baton Rouge area and worldwide with the webcast. Your company's name will be featured everywhere the event title is - on social media, in all tournament media, press releases and everyone who attends the event will know your name!



With this sponsorship package, your company will receive:

- Banners around the site
- Social media exposure
- Logo and link on the tournament website
- Periodic verbal recognition over the PA system
- Press release on the event website
- Ten gate passes
- Name on all media and event printing
- Name everywhere the title of the event appears
- Ten VIP passes

## JUMP RAMP SPONSOR - \$5,000

The jump ramp will be the center of attention for the whole event, with professionals competing in the distance jumping finals and show skiers utilizing the ramp during the exhibition.

This is a great place to display your company's logo and banner for everyone to see during the event and in the photographs afterward.



With this sponsorship package, your company will receive

- Banner on the jump ramp
- Social media exposure
- Logo and link on the tournament website
- Periodic verbal recognition over the PA system
- Press release on the event website
- Five gate passes
- Two VIP passes

## VIP SPONSOR - \$2,500

During our Saturday night event we will have a VIP area. In this area, people will purchase tickets for the best view in the house, above the crowds and in full view of the jump ramp. This area will also have food and refreshments for ticket holders.

This is a great place to display your company's banner and information for all VIP ticket holders.

With this sponsorship package, your company will receive:

- Banners in the VIP area
- Logo on the VIP tickets
- Social media exposure
- Logo and link on the tournament website
- Periodic verbal recognition over the PA system
- Press release on the event website
- Ten VIP passes



## BOAT SPONSOR - \$5,000

The boat is the main attraction of the event! During the show and preliminary rounds, everything will be towed behind a boat. With this sponsorship package, your logo will be displayed on the front of both sides of the boat, featured heavily in the tournament photographs, and displayed for everyone to see.

With this sponsorship package, your company will receive:

- Your company's logo on the side of the tournament ski boat
- Social media exposure
- Logo and link on the tournament website
- Periodic verbal recognition over the PA system
- Press release on the event website
- Five gate passes
- Two VIP passes





## **SLALOM COMPETITION SPONSOR - \$5,000**

During the day of the event there will be a slalom competition with two rounds of record capability slalom skiing, open to entries from pro skiers and amateurs. The top four skiers will compete in a head-to-head slalom event during the show.

With this sponsorship package, your company will receive:

- Exclusive advertising on the website
- Social media exposure
- Banners onsite
- Logo and link on the tournament website
- Periodic verbal recognition over the PA system
- Press release on the event website
- Five gate passes
- Four VIP passes



When the night time descends on the competition venue the two jump finals will take place and your brand has the opportunity to be intrinsically linked with these grandstand events

## **WOMEN JUMP FINAL - \$5000**

## **MEN JUMP FINAL - \$5000**

With each of these sponsorship packages, your company will receive:

- Exclusive advertising on the website
- Social media exposure
- Banners onsite
- Logo and link on the tournament website
- Periodic verbal recognition over the PA system
- Press release on the event website
- Five gate passes
- Four VIP passes

## **EXCLUSIVE X COMPANY ON THE WEBSITE - \$2,000**

With this sponsorship package your company will be the exclusive x provider on the website for example - the only water ski company on the website or the exclusive car sales company on the website.

With this sponsorship package, your company will receive:

- Exclusive advertising on the website
- Social media exposure
- Banners onsite
- Logo and link on the tournament website
- Periodic verbal recognition over the PA system
- Press release on the event website
- Five gate passes
- Four VIP passes

## **CORPORATE DAY PACKAGE - \$3,000**

Bennett's Water Ski and Wakeboard School is a great place to hold your company corporate day. A corporate day includes the rental of one lake for the day along with a boat, driver and all the equipment you will need to take to the water, whether that's on skis or on an inflatable. With this sponsorship package, you will receive a one-day corporate package.

With this sponsorship package, your company will receive:

- Banners around the DJ area
- Social media exposure
- Logo and link on the tournament website
- Periodic verbal recognition over the PA system
- Press release on the event website
- Five gate passes

## **DJ SPONSOR - \$1,500**

The DJ Sponsor will be the title sponsor of our DJ, who will be doing all music and production during and after the event.

With this sponsorship package, your company will receive:

- Banners around the DJ area
- Social media exposure
- Logo and link on the tournament website
- Periodic verbal recognition over the PA system
- Press release on the event website
- Five gate passes

## **STARTING DOCK SPONSOR - \$1,000**

This sponsorship allows you to name the dock. The starting dock is the center of all the action in a heavily tracked area and each of our competitors will enter the water from your company's dock.

With this sponsorship package, your company will receive:

- Banners on the starting dock
- Social media exposure
- Logo and link on the tournament website
- Periodic verbal recognition over the PA system
- Press release on the event website
- Five gate passes



## **EXTREME WATER SPORTS SPONSOR - \$1,500**

Every great water sports show needs skiers and performers. This sponsorship package will help us gain the best of the best water ski performers and show

skiers.

With this sponsorship package, your company will receive:

- Two banners displayed onsite
- Social media exposure
- Logo and link on the tournament website
- Periodic verbal recognition over the PA system
- Press release on the event website
- Five gate passes

## **HOT SEAT SPONSOR - \$1,000 PER SEAT**

The hot seat sponsorship allows you to put your favorite person or employee in the passenger seat of the tournament boat. This is the best seat in the house to watch the men's and women's jump events! And we have two seats on offer: one for the men's jump and the other for the women's jump event.

With this sponsorship package, your company will receive:

- Two banners displayed onsite
- Social media exposure
- Logo and link on the tournament website
- Periodic verbal recognition over the PA system
- Press release on the event website
- Five gate passes

## **BANNER PACKAGES**

We also have fully customizable banner packages and we can customize all sponsorship packages to meet your individual needs and requirements. We also have banner packages available, including free parking, gate passes and between 1 and 4 banners ranging from \$500-\$1,500.

## **DISPLAY SPACE**

We have display and exhibition space available for the duration of the event. These include space to display your products. For display space pricing and for more details, please call Jay at (225) 921-5999 or email [jay@skibennetts.com](mailto:jay@skibennetts.com)

## **VIP TICKETS - \$100 Per Person**

We have a limited number of VIP tickets available at \$100 per person. This ticket includes refreshments and the best view in the house of the festival. What better way to entertain your employees than with a VIP ticket at LA Night Jam.

## Special Sponsorship Partnership Packages

Platinum Sponsorship Package	\$1,750	<ul style="list-style-type: none"><li>● Three banners displayed in prime locations on-site</li><li>● Social media exposure</li><li>● Logo and link on the tournament website</li><li>● Periodic verbal recognition over the PA system</li><li>● Seven gate passes</li></ul>
Gold Sponsorship Package	\$1,500	<ul style="list-style-type: none"><li>● Two banners displayed in prime locations on-site</li><li>● Social media exposure</li><li>● Logo and link on the tournament website</li><li>● Periodic verbal recognition over the PA system</li><li>● Five gate passes</li></ul>
Silver Sponsorship Package	\$1,250	<ul style="list-style-type: none"><li>● Two banners displayed in prime locations on-site</li><li>● Social media exposure</li><li>● Logo and link on the tournament website</li><li>● Periodic verbal recognition over the PA system</li><li>● Five gate passes</li></ul>
Bronze Sponsorship Package	\$1,000	<ul style="list-style-type: none"><li>● Two banners displayed in prime locations on-site</li><li>● Social media exposure</li><li>● Logo and link on the tournament website</li><li>● Periodic verbal recognition over the PA system</li><li>● Five gate passes</li></ul>

# JUST THINK ABOUT IT

## YOUR NAME

Posted all over the site for people from all around the world to see.

## YOUR COMPANY

Your company is seen as an event sponsor of a family-run event in Zachary.

This will give your company exposure to thousands of people from all over Louisiana and professional skiers from around the world.

## YOUR FRIENDS

You will have the opportunity to bring your friends and family to watch the event that you helped create, like nothing else around the world.

## YOUR EVENT

You can say you helped make the event possible... Just being able to say, "yes, I did this."



# LA NIGHT JAM

## Sponsorship Invoice

Company	
Contact Person	
Mailing Address	
Phone Number	
Email Address	

Sponsorship Type \_\_\_\_\_  
 Price \_\_\_\_\_

In signing this invoice, I agree to the above-marked sponsorship for the 2025 LA NIGHT JAM. I agree to pay this sponsorship in full by May 1, 2025. Checks payable to Tri-Lakes Inc.

We look forward to working with you. Thank you for your contribution.

Contact:  
 Jay Bennett  
 18605 Barnett Road,  
 Zachary, LA, 70791  
 225.921.5999  
 jay@skibennetts.com

Signature	Date
Jay Bennett	Date

Additional Information:

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