

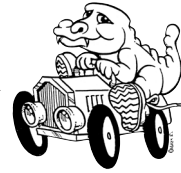
## Entertainment Contacts

- Bands and musicians
- Speakers (humorous and professional)
- Children's programs (tailored to your group's needs)
- Theme party planning ideas
- Spouse programs (fees may vary)
- Artistic demonstration
- Make-up demonstration / Style Show
- Flower arranging demonstration
- Culinary demonstration



## Tour Planning

- Creole Nature Trail  
All-American Road
- Charpentier Historic District and City Tour
- Central School Arts & Humanities Center
- Mardi Gras Museum Tour
- Imperial Calcasieu Museum Tour
- Brimstone Museum/Henning Cultural Center Tour
- DeQuincy Railroad Museum Tour
- Associated Louisiana Artists Gallery by the Lake
- Children's Museum
- Zig-Zag Tours (Area Museums and Galleries)
- Industrial Tours (Area Industries)
- Agricultural Business Tours (Rice/Crawfish Farms, etc.)
- Shopping Treasure Tour (Cottage Shops, Area Malls & Factory Outlets)



## Publicity

- A media release form is available upon request to be completed and returned to the bureau three weeks prior to your event. This service is free.



## Media Policy

The Southwest Louisiana Convention & Visitors Bureau wants to help you with our services and media promotion. Please review our guidelines and contact us with your request:

### Southwest Louisiana Convention & Visitors Bureau Event Guidelines:

*\*The Southwest Louisiana Convention & Visitors Bureau can not guarantee that the media will publicize every event.*

SERVICE	REQUIREMENT
Press Conference	Groups with 1,500 total rooms blocked
Media Appointments Scheduled Out of Town	Groups with 1,500 or more total rooms blocked
Press Releases & KPLC Breakfast Bar	Info can be sent out for any group
Housing/Registration Form on SWLA CVB Website	All groups can be listed on the Festival Calendar section of the Web site. A "registration link" with pdf registration forms is available for events using 500 total room nights. The bureau will post downloadable forms, which must be completed by the participant and sent to the organizer.

We look forward to working with you. If you should have any questions, please do not hesitate to call us at 1-800-456-7952 or 337-436-9588.



1-800-456-SWLA  
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# Planning Events in Southwest Louisiana



## Group Services and Activities Checklist



**LAKE CHARLES**  
SOUTHWEST LOUISIANA  
CONVENTION & VISITORS BUREAU  
LAKE CHARLES | SULPHUR | WESTLAKE  
DEQUINCY | VINTON | IOWA

*Fees will vary. The bureau will contact you within 24 hours upon receipt of this checklist to discuss arrangements for your group.*

*Please review the publicity/media policy on the back of this brochure.*

## Services and Activities Checklist

Convention/Event/Tour: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Date: \_\_\_\_\_

E-mail: \_\_\_\_\_

*Please check the services of interest to you. For the best possible service, return this form no later than sixty days prior to your event.*

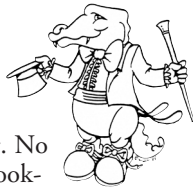
### Attendance Promotion

- The bureau will provide one promotional mailout, including a welcome letter and brochure to be mailed to your delegates to stimulate excitement about their meeting in Southwest Louisiana.



### Welcoming Committee

- Gumbeaux Gator:** A one-hour performance by Southwest Louisiana's goodwill ambassador. (Formula: No charge for convention groups booking 50 rooms or more; otherwise, \$50 per hour. No charge for campground groups booking 15 rigs or more; otherwise \$50 per hour. No charge for motor-coach groups booking 15 rooms or more; otherwise \$50 per hour.) Parties or other functions, \$65 per hour; parades \$75 fee. A \$10 flat fee is added to cover mileage inside Lake Charles. For arrangements outside of Lake Charles, there will be a mileage charge. All groups must provide a contact to assist in dressing Gumbeaux Gator and securing a location for the actor to change.



Date requested: \_\_\_\_\_

Time: \_\_\_\_\_

Place: \_\_\_\_\_

- Buccaneers:** A group of swashbuckling pirates who help promote Contraband Days' festivities and Southwest Louisiana. No charge for a buccaneer raid. (They just wish to partake in food and beverage.) Your group must furnish throws (candy or beads).



Date requested: \_\_\_\_\_

Time: \_\_\_\_\_

Place: \_\_\_\_\_

- Mardi Gras Twelfth Night Revelers:** The Twelfth Night Revelers "Let the Good Times Roll" year-round in spreading Mardi Gras cheer throughout the area. A \$50 flat fee is charged, and your group must furnish throws (candy or beads).



Date requested: \_\_\_\_\_

Time: \_\_\_\_\_

Place: \_\_\_\_\_

- Official Welcome by Area Dignitaries**
  - SWLA Convention & Visitors Bureau Director
  - City of Lake Charles Mayor
  - City of Sulphur Mayor
  - City of Westlake Mayor
  - City of DeQuincy Mayor
  - City of Vinton Mayor
  - City of Iowa Mayor
  - Calcasieu Police Jury President
  - Other Request \_\_\_\_\_



*Letters of welcome are also available upon request.*

### Registration

- Adhesive Name Tags:** Free to all groups. Total: \_\_\_\_\_
- Plastic Name Badges:** 20¢ each for groups not utilizing hotel rooms. Free for groups with rooms. (Formula: Room Block X 4) Total: \_\_\_\_\_

**Registration Assistance:** Personnel available through the bureau for your registration as follows:

- Groups booking 100 rooms or more per night: One complimentary assistant for four consecutive hours. Total: \_\_\_\_\_
- Pre-registration assistance: If you provide a list of delegates to the bureau fourteen days prior to your convention, we will prepare your badges for you ahead of time, for those with 100 rooms or more per night. Total: \_\_\_\_\_



### Area Information

- Ditty Bags:** The bags are available for 15¢ each or complimentary to any group booking 20 rooms or more. (Formula: Room Block X 4): Total: \_\_\_\_\_
- Favors List:** Mailing list of area businesses and organizations who may contribute items for ditty bags.
- Gumbeaux Gator Stickers:** No charge to groups booking 20 rooms or more, otherwise, they may be purchased for 2¢ each. Total: \_\_\_\_\_
- Bureau Brochures:** Groups utilizing 10 rooms or more per night receive complimentary information for the number of attending delegates, otherwise \$20 per 100 brochures.
- Tabletop Brochure Display:** Information display set up at your convention site in lieu of individual brochures. (Recommended for groups of more than 150 attendees.)
- Tear-Off Maps:** Complimentary general area maps include points of interest and accommodations.

