

Entertainment Contacts

- Bands and musicians
- Speakers (humorous and informative)
- Theme party planning ideas
- Spouse programs (fees may vary)
- Cooking demonstration



Tour Planning

- Creole Nature Trail Adventure Point
- 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
- Historic City Hall
- Brimstone Museum/Henning Cultural Center Tour
- DeQuincy Railroad Museum Tour
- Zig-Zag Tours (Area Museums and Galleries)
- Louisiana Spirits Distillery, home of Bayou Rum
- Crying Eagle Brewing Co.
- Associated Louisiana Artists, Gallery by the Lake
- Children's Museum
- Shopping Treasure Tour

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.

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.
 - Social Media options available
- *30 DAYS NOTICE REQUIRED.**

Media Policy

The Lake Charles/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:

Event Guidelines:

* The Bureau cannot guarantee that the media will publicize every event.

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



www.brendalafleur.com



PLANNING
EVENTS
IN

*Southwest
Louisiana*

GROUP
SERVICES
& ACTIVITIES
CHECKLIST



LAKE CHARLES
SOUTHWEST LOUISIANA

LAKE CHARLES | SULPHUR | WESTLAKE
DEQUINCY | VINTON | IOWA

800-456-SWLA



1205 N. Lakeshore Drive
Lake Charles, LA 70601

Plan your trip at
VisitLakeCharles.org

Services & 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. Please note time restraints on each category.**

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.

***30 DAYS NOTICE REQUIRED.**

Welcoming Committee

- Gumbeaux Gator:**
A one-hour performance by Southwest Louisiana's goodwill ambassador.
- No charge for conventions booking 50 rooms or more; campground groups booking 15 rigs or more; or motorcoach groups booking 15 rooms or more.
- Rate for conventions, campground groups or motorcoach groups (with fewer bookings than listed above), is \$65; subsequent hours are \$55 each
Parties or other functions: First hour is \$65; subsequent hours are \$55 each.
- Parades: First hour is \$75; subsequent hours are \$65 each.
- For performances outside 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: _____

***14 DAYS NOTICE REQUIRED.**

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

Date requested: _____

Time: _____

Place: _____

***14 DAYS NOTICE REQUIRED.**

- 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 \$75 flat fee is charged, and your group must furnish throws (candy or beads).

Date requested: _____

Time: _____

Place: _____

***14 DAYS NOTICE REQUIRED.**

- Official Welcome by Area Dignitaries**
- 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 Parish Police Jury President
 - Other Request *Letters of welcome are also available upon request.*

***14 DAYS NOTICE REQUIRED.**



Registration

- Adhesive Name Tags: Free to all groups.
Total: _____
- Plastic Name Badges: 20¢ each for groups not utilizing hotel rooms. Free for groups with 15 rooms or more. (Formula: Room Block x4)
Total: _____

***14 DAYS NOTICE REQUIRED.**

Registration Assistance:

Personnel available through the bureau for your registration as follows:

- Groups blocking 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: _____

***14 DAYS NOTICE REQUIRED.**

Area Information

- Ditty Bags:** Bags are available for 15¢ each or complimentary to any group booking 15 rooms or more. (Formula: Room Block x4)
- Favors List:** Mailing list of area businesses and organizations who may contribute items for ditty bags.
- Gumbeaux Gator Stickers:** No charge to groups booking 15 rooms or more; otherwise, they may be purchased for 2¢ each. Total: _____
- Bureau Brochures:** Groups utilizing 15 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.

***14 DAYS NOTICE REQUIRED.**