



FOWL & FLAME

WHERE TRADITION MEETS TASTE

An immersive open-air evening of fire-cooked Delta game cuisine, fine bourbon, hand-rolled cigars, high-end outdoor gear, and live music. Fowl & Flame will bring the spirit of Arkansas' finest hunting lodges to life—reimagined as a can't-miss experiential event that complements the region's largest holiday decor market.



11.21.2026

DES ARC, ARKANSAS

ARKANSAS' OPENING DAY OF
DUCK SEASON

SPONSORSHIP GUIDE

WWW.GUESSNCOMPANY.COM

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VISION

To elevate the holiday shopping experience by introducing a masculine-leaning, high-touch activation that celebrates Arkansas' outdoor heritage with modern luxury, culinary excellence, and Southern hospitality.

Fowl & Flame partners with Fed by Faith, a non profit food bank (501C3), to end food insecurities in the Arkansas Delta and the State of Arkansas.

LOCATION

Location: The Lawn at the Christmas Warehouse, Des Arc, Arkansas
Audience: High-income outdoor enthusiasts, foodies, bourbon lovers, and luxury holiday shoppers.

AUDIENCE TARGETING

- Affluent males ages 30–65
- Arkansas and Mid-South outdoorsmen and sportsmen
- Couples attending Christmas at the Warehouse (husband activation)
- Food and bourbon connoisseurs
- Luxury lifestyle and lodge seekers





EVENT HIGHLIGHTS

Silent Auction

- 100% of proceeds benefitting Fed by Faith

Top Chef Game Cook-Off

- Arkansas' premier wild game chefs compete live over open flame
- Signature duck, turkey, and Delta-inspired, farm to table dishes like Arkansas grown soybeans and rice
- Guest voting

Bourbon Tastings

- VIP tasting lounge + guided pairings

Cuban Cigar Lounge

- On-site hand-rolled cigars by master rollers
- Leather lounge seating with fire pits

Straight Razor Shaves & Boot Shines

- Classic barbershop meets field lodge with warm towels and luxury balms

Luxury Duck Camp Showcase

- On-site duck boat display with uplighting
- Gear try-ons from the nation's leading gear outfitters

Live Music Finale

- Headliner performance by nationally known country music artist
- Campfire-style acoustic set for VIP pre-show



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TITLE SPONSOR

Branding & Exposure:

- Title Sponsor - \$100,000
- \$25,000 directly benefits Fed by Faith.

Includes the most exposure to customers than any other sponsorship. Sponsorship will reach all Arkansans, heavy targeting on the southern United States, and all 50 states.

- Title sponsor's name present and synonymous with the brand logo event. Example: Fowl and Flame, powered by Winchester.
- Title sponsor's name on advertisements including television, radio, social media, and print.
- Title sponsor's name on social media posts. Exposure to over 1,000,000 customers with \$200,000,000 buying power. The sponsor will also be named in all sponsors', influencers', and media posts.
- Title sponsor's name present on all tickets, making it the most visible sponsor.
- Event Signage and Materials: sponsor's logo featured on event signage, banners, and promotional materials.
- Mention in Press Releases: the sponsor's name present in press releases and marketing efforts.

Benefits & Perks:

- 50 free event tickets will provided to the sponsor's employees, executives and VIP's.
- 100 VIP Lounge Tickets
- One 20' x 20' hospitality suite tent provided the day of the event to use as the sponsor sees fit.
- 50 free VIP parking passes for day of the event.
- Social media video appearance for the sponsor's executive with event creator, Paul Guess, announcing the event.
- Speaking opportunity to welcome guests from the stage to the event prior to the concert.

MUSIC AND STAGE SPONSOR

Branding & Exposure:

- Music & Stage Sponsor - \$35,000
- \$10,000 directly benefits Fed by Faith.

Upfront and center with prime stage visibility on the day of the event.

- Sponsor's name on music advertisements including television, radio, social media, and print. Example: An Evening with Easton Corbin presented by ARCare.
- Sponsor tagged on country music artist's concert social media advertisement. This advertisement will be visible by 1,000,000 plus targeted customers.
- Sponsor will receive a video commercial for social media recorded by country music artist to use at their discretion. This commercial will also be used to advertise the event.
- Stage signage: sponsor's name exclusive to the stage area and banners above and both sides of the stage.

Benefits & Perks:

- 30 free tickets will be provided to the sponsor's employees, executives and VIP's.
- 10 free VIP Lounge Tickets
- One free 10'x 10' booth space will be provided.
- 15 VIP parking passes for day of the event.
- 30 backstage passes for a meet and greet with country music artist.



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VIP LOUNGE SPONSOR

Branding and Exposure:

- VIP Lounge Sponsor - \$25,000
- \$5,000 directly benefits Fed by Faith.

The VIP Lounge is a high-end, exclusive space where cigar and bourbon enthusiasts will enjoy a curated selection of cigars and bourbon in an upscale, private environment for a more personalized and refined experience.

- VIP Lounge sponsor's name on all advertisements including television, radio, social media, and print.
- Sponsor's logo will be present on event logos. Exposure to over 1,000,000 customers with \$200,000,000 buying power. The sponsor will also be named in all sponsors', influencers', and media posts.
- Sponsor's name will be present on VIP tickets.
- Sponsor's name on the VIP Space (private 20' x 40' gentleman's quarters lounge tent)
- Event Signage and Materials: sponsor's logo featured event signage, banners, and promotional materials.

Benefits & Perks:

- 25 free VIP Lounge Tickets. Maximum occupancy 250.
- One free 10' x 10' expo space provided the day of the event to use as the sponsor sees fit.
- 15 free parking passes for day of the event.
- Social media video appearance for the sponsor's executive with event creator, Paul Guess, announcing and inviting guests to the event.
- Speaking opportunity to welcome guests to the VIP Lounge.

TOP CHEF COMPETITION SPONSOR

Branding and Exposure:

- Top Chef Competition Sponsor - \$20,000
- \$2,500 directly benefits Fed by Faith.

The prime sponsorship for all wild game culinary enthusiasts.

- Sponsor's logo present on all advertisements including television, radio, social media, and print.
- Sponsor's logo present on all event logos. Exposure to over 1,000,000 customers with \$200,000,000 buying power. The sponsor will also be named in all sponsors', influencers', and media posts.
- Sponsor's name prominently displayed on private chef tents, Fire Zone, and Flavor Zone tents.
- Event Signage and Materials: the sponsor's logo featured on event signage, banners, and promotional materials

Benefits & Perks:

- 20 free event tickets will be provided to the sponsor's employees, executives and VIP's.
- One free 10' x 10' expo space will be provided the day of the event to use as the sponsor sees fit.
- 10 free parking passes for day of the event.
- Social media video appearance for the sponsor's executive with event creator, Paul Guess, and chefs announcing and inviting guests to event.
- Speaking opportunity to welcome guests to the Top Chef competition inside the Flavor Zone. Executive will also introduce and welcome Arkansas' own, Chef Donnie Ferneau. The executive will participate in awarding the Fowl & Flame (insert sponsor's name) Top Chef Winner.



FIRE ZONE SPONSOR

Branding and Exposure:

- Fire Zone Sponsor - \$15,000
- \$2,500 directly benefits Fed by Faith.

The sponsorship that endorses open flame cooking for chefs and those who aspire to be.

- The sponsor's logo present on all advertisements including television, radio, social media, and print.
- Sponsor's logo will be present on all event logos. Exposure to over 1,000,000 customers with \$200,000,000 buying power. The sponsor will also be named in all sponsors', influencers', and media posts.
- Sponsor's name will be prominently displayed on private chef tents, Fire Zone, tents.
- Event Signage and Materials: the sponsor's logo featured on event signage, banners, and promotional materials

Benefits & Perks:

- 15 free event tickets will be provided to the sponsor's employees, executives and VIP's.
- One free 10' x 10' expo space will be provided the day of the event to use as the sponsor sees fit.
- 10 free parking passes for day of the event.

FLAVOR ZONE SPONSOR

Branding and Exposure:

- Flavor Zone Sponsor - \$15,000 - \$2,500 directly benefits Fed by Faith.
 - The sponsorship that endorses the ingredients and flavor of the Arkansas Delta .The sponsor's logo present on all advertisements including television, radio, social media, and print.
 - Sponsor's logo present on all event logos. Exposure to over 1,000,000 customers with \$200,000,000 buying power. The sponsor will also be named in all sponsors', influencers', and media posts.
 - Sponsor's name prominently displayed on the Flavor Zone tent.
 - Event Signage and Materials: the sponsor's logo will be featured on all event signage, banners, and promotional materials

Benefits & Perks:

- 15 free event tickets will be provided to the sponsor's employees, executives and VIP's.
- One free 10' x 10' expo space will be provided the day of the event to use as the sponsor sees fit.
- 10 free parking passes for day of the event.

DISH OF THE DELTA SPONSOR

Branding and Exposure:

- Dish of the Delta Sponsor - \$15,000
- \$2,500 directly benefits Fed by Faith.

The sponsorship that endorses the notorious dishes of the Arkansas Delta, soybeans and rice. There are only two sponsorships available.

- The sponsor's logo present on all advertisements including television, radio, social media, and print.
- Sponsor's logo will be present on all event logos. Exposure to over 1,000,000 customers with \$200,000,000 buying power. The sponsor will also be named in all sponsors', influencers', and media posts.
- Sponsor's name will be prominently displayed on the food station tables inside the Flavor Zone tent.
- Event Signage and Materials: the sponsor's logo featured on all event signage, banners, and promotional materials

Benefits & Perks:

- 15 free event tickets will be provided to the sponsor's employees, executives and VIP's.
- One free 10' x 10' expo space will be provided the day of the event to use as the sponsor sees fit.
- 10 free parking passes for day of the event.



ZONE SPONSOR

Branding and Exposure:

- Lawn Display - \$10,000
- \$1,000, directly benefits Fed by Faith.

Want to create your own zone and display your own gear? Get in the zone! There are three, 4000 square ft. areas available to display your trucks, boats, ATV's, and luxurious camping RV's! The Zone will be open from 9:00am to 6:00pm all six days of Fowl & Flame Expo.

- The sponsor's logo present on all advertisements including television, radio, social media, and print.
- Sponsor's logo will be present on all event logos. Exposure to over 1,000,000 customers with \$200,000,000 buying power. The sponsor will also be named in all sponsors', influencers', and media posts
- Event Signage and Materials: the sponsor's logo will be featured on all event signage, banners, and promotional materials

Benefits & Perks:

- 10 free event tickets will be provided to the sponsor's employees, executives and VIP's.
- One free 10' x 10' tent space will be provided the day of the event to use as the sponsor sees fit.
- 5 free parking passes for day of the event.
- Custom activations and branded environments available.

MARKETING STRATEGY

- Direct access to 30,000+ Christmas at the Warehouse attendees from 47 states and 4 countries
- Regional PR and media outreach
- Influencer previews with top outdoor and lifestyle creators
- Targeted email marketing and direct invites to high-income outdoor enthusiasts
- Leverage Guess and Company's social media reach of 300,000 loyal followers

WHY THIS MATTERS

Arkansas is the duck hunting capital of the U.S. and home to a culture of refined outdoor living. Fowl & Flame is a first-of-its-kind event that honors this heritage while creating an unforgettable experience for a highly desirable demographic.

This is not just another event. It's the Delta's culinary campfire reimaged—where tradition meets taste, and outdoors meets indulgence.

A PAUL GUESS
PRODUCTION



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