



Louisiana Rouxgaroux Arena Football Team
4700 Line Avenue Suite 115
Shreveport, LA 71106
lbj@louisianarouxgaroux.com
318-401-8669

February 25, 2026

Caddo Parish Commission
505 Travis Street
Shreveport, LA 71101

Dear Caddo Parish Commissioners,

On behalf of Louisiana Rouxgaroux, I am writing to respectfully request sponsorship from the State of Louisiana in support of our upcoming 2026 National Arena Football League Season in the amount of **\$32,500**. The Rouxgaroux have seven home games in the Shreveport-Bossier Area. As an organization dedicated to reigniting professional arena football in Louisiana while celebrating the pillars of faith, family, and the rich Louisiana culture, we strive to create meaningful opportunities that benefit the residents of our state and strengthen the communities we serve.

This year, our initiative focuses on our players and staff connecting with the community through youth programs, school visits, local partnerships, and charitable initiatives. Louisiana's continued leadership in supporting community-centered programs makes the State an ideal partner as we work to expand our impact and deliver measurable outcomes. Your sponsorship would directly support:

- **Enhanced Community Engagement & Youth Development Programs** - Funding will support free or low-cost youth clinics, school visits, mentorship programs, and character-building initiatives designed to inspire and empower young people across Louisiana.
- **Economic Impact Through Local Partnerships & Events** - Sponsorship will help drive local spending by supporting events that generate revenue for small



businesses, vendors, hospitality partners, and tourism-related sectors throughout the season.

- **Statewide Visibility & Cultural Promotion** - The partnership will elevate Louisiana's identity by showcasing state culture, tourism initiatives, and public-service messages at games, community events, and digital platforms reaching thousands to come to the Shreveport-Bossier Area and stay in our hotels and shop.

Our work aligns closely with Caddo Parish Commission priorities in showcasing Caddo as a travel destination, increasing revenue generated by the tourism industry and contributing to the economic impact of tourism and we are committed to ensuring that state investments produce tangible, sustainable benefits for our communities.

We would be honored to recognize the Caddo Parish Commission as a premier sponsor through:

- Logo placement on all event materials
- Public acknowledgment during program activities
- Inclusion on our website and digital platforms
- Opportunities for state officials to address participants or stakeholders.

We appreciate your consideration of this request. I would welcome the opportunity to meet and discuss how we can partner with the Caddo Parish Commission to advance this important work. Please feel free to contact me at **318-401-8669** or **lbj@louisianarouxgaroux.com** at your convenience. You can also visit our website [here](#).

Thank you for your continued commitment to elevating our community and supporting organizations that have an influence across our state. Click on link for additional partnership options [louisianarouxgaroux2026](#)

Sincerely,

Lyndon B Johnson
Director of Community and Governmental Affairs
Louisiana Rouxgaroux



**BROOKSHIRE
GROCERY
ARENA**

SEASON SCHEDULE 2026

LOUISIANA
ROUXGAROUX

28 FEBRUARY NON-LEAGUE



7 MARCH



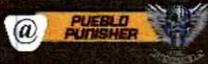
13 MARCH



28 MARCH AWAY



11 APRIL AWAY



18 APRIL



25 APRIL NON-LEAGUE



2 MAY



9 MAY AWAY



14 MAY AWAY



23 MAY AWAY



30 MAY



HOME AWAY NON-LEAGUE GAME



PREMIUM SEATS (P1) \$280

GOLD SEATS (P2) \$210



RESERVE YOUR SEASON TICKETS
GEAUXROUXGAROUX.COM





PARISH OF CADDO, LOUISIANA

ELIGIBILITY FOR APPROPRIATION APPLICATIONS

Name of Entity: Louisiana Rouxgaroux

1. Does the program for which you are requesting funding provide services to low-income persons, unemployed persons or students from those families?

Yes No

If the answer is no, please continue to question number two. If the answer is yes, you may proceed to page two of the application.

2. Does the program for which you are requesting funding provide a measurable economic impact to the Parish of Caddo?
- For event support, you will be asked to provide an economic impact statement from the most recent time you held the event or show the estimated impact for a first-time event.
 - For other programs, you will be asked to provide a report showing the program's measurable impact from previous years.

Yes No

If the answer is no to both questions, the program is **not** eligible for Caddo Parish Funding.



PARISH OF CADDO, LOUISIANA

GUIDELINES FOR APPROPRIATION APPLICATIONS

Name of Entity: Louisiana Rouxgaroux

Please review the following guidelines for funding and initial indicating you have read and understand each item prior to applying:

- _____ 1. Appropriations are made on an annual basis; **receiving funding one year does not guarantee that the organization will receive funds in the same amount, or at all during the next year.**
- _____ 2. Funds are appropriated for specific programs that an organization sponsors and **cannot be used for the day-to-day operating expenses of the organization (i.e. salaries, office expenses, rent).**
- _____ 3. The program for which an appropriation is requested must provide services to unskilled poor, low-income persons, unemployed persons or students from those families; alternatively, the program must provide a measurable means of economic development for Caddo Parish.
- _____ 4. Funds cannot be used for the following:
 - a. Capital purchases/improvements such as building repairs/renovations, playground equipment (even if for the parish-funded program) of an organization;
 - b. Equipment used in any other program other than the one the Parish is funding;
 - c. To benefit non-Caddo citizens.
 - d. Payments to organizational board members and employees.
- _____ 5. Funds cannot be used directly or indirectly in any trade or business carried on by any person or entity other than Grantee.
- _____ 6. An organization receiving monies through the Caddo Parish Commission's appropriation process must give two reports detailing the use of those funds:
 - a. A report detailing the use of the funds from January 1st - June 30th of the appropriation year (due July 31st), and
 - b. A report detailing the use of the funds from July 1st - December 31st of the appropriation year (due January 31st of the year following the appropriation).

A subsequent appropriation application will **not** be considered if the July 31st report has not been timely submitted; an approved appropriation will **not** be funded if the January 31st report has not been timely submitted.

These reports **must** include a detailed expense ledger with invoices, receipts cancelled checks and any other documents related to the expenditure of Parish funds, and the Parish reserves the right to audit all organization records related to the appropriation at any time. The organization will also complete an Outcome Report for the program (due January 31st of the year following the appropriation).

GUIDELINES FOR APPROPRIATION APPLICATIONS (continued)

- _____ 7. No funds will be paid until all required reports have been received and approved by the Parish of Caddo.

- _____ 8. Funds must be spent in accordance with the provisions outlined in the Cooperative Endeavor Agreement (CEA). Listing items in the detailed budget does not make them eligible for reimbursement; the items must be covered in the CEA.

I acknowledge that I have read and fully understand the guidelines listed above.

Signature:

Title:

Community and Government Relations Director

Date:

SECTION I: INTRODUCTION AND FUNDING PURPOSE

Each section of this request must be completed in order to be considered for funding.

Select one:

RECURRING REQUEST NON-RECURRING (ONE-TIME REQUEST)

1. Name of Entity: Louisiana Rouxgaroux

Commission District: All

Address: 4700 Line Avenue Suite 115
Shreveport, LA 71106

Is this the mailing address of the organization? Yes No

If not, please list mailing address: _____

Is this the address of the organization's headquarters? Yes No

If not, please list headquarter address: _____

Does your organization provide services in more than one commission district? Yes No

If yes, please list below or attach list of other districts served and addresses (if available):

District <u>all</u>	District <u>all</u>
Address _____	Address _____
_____	_____

Contact Person: Lyndon B Johnson

Title: Community and Government Relations Director

Phone Number: 3184018669 Fax: _____

Email: lbj@louisianarouxgagoux.com Past Grant Recipient? Yes No

2. Purpose for which Parish funds would be used (Check one and give brief description):

- Economic Development *
- Education
- Social Welfare

The Louisiana Rouxgaroux will host seven (7) professional arena football home games during the 2026 season at Brookshire Grocery Arena. Each game is projected to attract approximately 4,000 attendees.

The project will generate economic activity through increased spending at local businesses and provide affordable, family-friendly entertainment. Themed events such as Military Appreciation, First Responders Night, Faith & Family Night, and Youth Sports Recognition will ensure broad community participation.

League scheduling is secured, leadership and staff are in place, and marketing and sponsorship efforts are underway. The project is organized, ready to proceed, and financially structured. Grant funds will support facility costs, security, and community programming.

* Economic Impact Study required with applications for Economic Development (page 12).

3. Amount of this funding request: \$32,500

4. During what time period will the funds be used: 02/28/2026 through 06/03/2026

5. Are audited financial statements available? Yes No

Please furnish most recent financial statement period covered:

_____ through _____

If no, who prepares the financial statements for your organization?

6. Are you exempt from Federal Income Tax? Yes No

Under IRS Code Section: _____

7. Have you filed Form 990 (Return of Organization Exempt from Income Tax)? Yes No

Date of last time filed: _____

8. Semi-annual drawdowns are agreed to be acceptable: Yes No

9. Does the organization have any outstanding tax claims (City, Parish, State or Federal)?

Yes No (If so, please explain claim)

10. Are you in good standing with the State of Louisiana? Yes No

[Click here to attach a copy of your Certificate of Good Standing.](#)

11. Please click here to attach Outcomes of prior year programs. An Outcome Report template is located at www.caddo.gov.

12. Click below to attach any other information that you wish to submit in support of your application. *(Optional)*

SECTION II: PROPOSAL NARRATIVE

The proposal narrative must be formatted as outlined below. Proposals that are not submitted in the following format will not be reviewed. This section shall not exceed three pages, double spaced in 12-font. The application outline must address all of the following items below:

A. Organizational Capacity

1. Briefly describe your organization.
 - a. How long has the organization been in operation? What is the history of this organization?
 - b. List key project staff/volunteers and detail their experience related to this project
 - c. Will your project require contractual work? If so, what type of services will they perform?
2. What key components and strategies will this organization use to complete this project successfully?
 - a. Does your project have multiple funding sources? If not, what other funding will you seek. (This will also be include in the budget section)

B. Program Design

This summary should provide an overview of the entire project(s), including project location and how this project will benefit Parish. This project must be clearly understood, well planned, and ready to proceed.

1. List clear and specific goals and objectives.
2. Provide a project timeline.
3. Please detail the use of funds requested. (Do not type out the budget, but instead discuss the use of funds)

C. Outcomes & Results

1. Has the organization completed parish projects similar to this request in the past 3 years? If so, please describe. (does not have to be parish funded)
2. What were the outcomes of the project? How were the outcomes measured? Please provide data.
3. How did it benefit the parish?

D. Influence & Impact

1. How does the organization's mission drive the influence and impact of this project?
2. How long has the organization provided this service or event to the parish?
3. Describe how a significant number of people or organizations within the target population will be involved in and benefit from this project.
4. Is this a joint application? If yes, list organization and their relevance to the project.
5. Will you partner with any other organization to complete this project? If yes, list the organizations and their relevance to the project.

E. Identify Needs and Gaps in Services in Neighborhood – NOT SCORED

1. List the priority needs that the organization has identified in the neighborhood and/or parish.
2. Detail any gaps of services that your organization has identified that relate to this project.
3. Detail and explain project and/or organizational goals for the future that extend beyond this funding opportunity.

_____ Initial here stating you have read and understand the requirements for proposal narratives.

Click here to attach a separate file for the proposal narrative formatted as outlined above.
(This can be a Word document, a scanned PDF document, etc.)

ATTACHMENT A: CONTACT INFORMATION

List the names, addresses of all board members.

Name	Address
Keith Carter	4700 Line Avenue Suite 115 Shreveport, LA 71106

[Click here to attach a file for any additional contacts not listed above.](#)

ATTACHMENT B: PROJECT TIMELINE

This summary should provide a written timeline to show benchmarks for project implementation and completion. Describe any recent, relevant and successfully demonstrated experience in undertaking similar projects. Include the knowledge and experience of the proposed day-to-day project team leader.

Date	Milestone
Sept 2025 Sept 2025	Secured Brookshire Grocery Arena for home games Changed name to Louisiana Rouxgaroux, LLC
Dec 2025 Dec 2025	Selected veteran players First tryout of local/regional players
Jan 2026 Jan 2026 Jan 2026	Second tryout of local/regional players Selected roster of 25 players Developing themes for each home game
Feb 2026 Feb2026	Finding Housing for players First Home Game
May 2026	Season ends

AFFIDAVIT

I hereby certify that the information provided in this application and all accompanying forms is true and accurate as of the date of completion.

Signature: _____
Title: Director of Community and Government Relations _____
Date: _____

CHECKLIST OF REQUIRED DOCUMENTS

- Guidelines for Appropriation Applications
- Application
- Proposal Narrative (See application outline on pages 6-7)
- Attachment A: Contact Information
- Attachment B: Project Timeline
- Attachment C: Appropriation Budget Form
- Affidavit
- * Economic Impact Study (required for all applications with Economic Development purpose)
- Copy of Certificate of Good Standing with State of Louisiana
- Copy of current IRS 501(c)(3) tax exempt statement indicating that the entity requesting funding is not a private foundation
- Explanation of any changes in your IRS status (if applicable)
- Other supporting documents (if applicable)

FOR OFFICIAL USE ONLY

Date Received: _____	Application Complete: <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Saved to File
Date Reviewed: _____	Reviewed by: _____	<input type="checkbox"/> Updated Tracking

State of
Louisiana
Secretary of
State



COMMERCIAL DIVISION
225.925.4704

Fax Numbers
225.932.5317 (Admin. Services)
225.932.5314 (Corporations)
225.932.5318 (UCC)

Name	Type	City	Status
LOUISIANA ROUXGAROUX LLC	Limited Liability Company	SHREVEPORT	Active

Previous Names

Business: LOUISIANA ROUXGAROUX LLC
Charter Number: 46696357K
Registration Date: 10/13/2025

Domicile Address

4700 LINE AVENUE 115
SHREVEPORT, LA 71106

Mailing Address

4700 LINE AVENUE 115
SHREVEPORT, LA 71106

Status

Status: Active
Annual Report Status: In Good Standing
File Date: 10/13/2025
Last Report Filed: N/A
Type: Limited Liability Company

Registered Agent(s)

Agent: KEITH CARTER
Address 1: 4700 LINE AVENUE 115
City, State, Zip: SHREVEPORT, LA 71106
Appointment Date: 10/13/2025

Officer(s)

Additional Officers: No

Officer: KEITH CARTER
Title: Member
Address 1: 4700 LINE AVENUE 115
City, State, Zip: SHREVEPORT, LA 71106

Amendments on File

No Amendments on file

Print

Proposal Narrative

Applicant: Louisiana Rouxgaroux

Project Location: Brookshire Grocery Arena – 2000 Brookshire Arena Dr, Bossier City, LA
71112, United States

A. Description of Project and Soundness of Project

The Louisiana Rouxgaroux will host seven (7) professional arena football home games during the 2026 season at Brookshire Grocery Arena. Each game is projected to attract approximately 4,000 attendees.

The project will generate economic activity through increased spending at local businesses and provide affordable, family-friendly entertainment. Themed events such as Military Appreciation, First Responders Night, Faith & Family Night, and Youth Sports Recognition will ensure broad community participation.

League scheduling is secured, leadership and staff are in place, and marketing and sponsorship efforts are underway. The project is organized, ready to proceed, and financially structured.

Grant funds will support facility costs, security, and community programming.

B. Background and Capacity of Organization

1. Brief Description of Organization

The Louisiana Rouxgaroux is a professional arena football organization established to strengthen sports entertainment and economic development in Northwest Louisiana.

Key leadership includes:

- Keith H. Carter, Owner – Experienced executive with a background in operations and organizational leadership.
- Steve Walters, General Manager – Oversees football operations and logistics.
- Coaching, marketing, and game-day operations teams with experience in sports management and event coordination.

2. Key Components and Strategies

The organization will ensure success through:

- Regional marketing and ticket campaigns
- Local business sponsorships
- Partnerships with schools, churches, and civic groups
- Structured volunteer coordination
- Professional event planning and safety management

These strategies ensure operational readiness and community impact.

C. Prior Experience of Organization

Rouxgaroux leadership has organized tryouts, training camps, sponsorship activations, and community events.

Outcomes included strong attendance, local business engagement, youth participation, and positive regional exposure. Leadership has experience managing large-scale operations and community-focused initiatives.

D. Extent of Neighborhood Involvement

Yes, the project requires approximately 10-20 volunteers per game to assist with ticketing, guest services, merchandise, and community programming.

Volunteers are recruited through schools, churches, civic organizations, and youth sports groups.

Many participate as fundraising partners.

The project benefits youth athletes, families, veterans, first responders, small businesses, and community organizations through themed events and recognition programs.

E. Joint Group Application and Collaboration

1. This is not a joint application.

2. Partner Organizations

The Rouxgaroux will collaborate with local chambers, youth leagues, veteran organizations, first responders, and business sponsors to enhance outreach and participation.

3. Contractual Services

Contracted services will include security, EMS, audio/visual production, facility staffing, marketing services, and league officials. All services will comply with applicable regulations.