



**FLORIDA
RESTAURANT &
LODGING
ASSOCIATION**

CENTRAL FL CHAPTER

СЕНТРАЛ ФЛ СНАЪТЕК

SPONSORSHIP OPPORTUNITIES

Contact **Marjorie Stone**, FRLA Central Florida Director
850-524-1747; mstone@frla.org

Get Connected: @FRLANews #FRLACFL
Get Informed: www.FRLA.org/Chapters/Central
PROTECT. EDUCATE.PROMOTE

Want the opportunity to address hospitality's top influencers and decision makers in Central Florida? Your sponsorship of \$250 provides you the opportunity to present to the Central Florida Board of Directors at the beginning of one board meeting annually.

Contact Marjorie Stone at mstone@frla.org or 850-524-1747.

Opportunities in this packet are subject to change.

FRLA CENTRAL FLORIDA MONTHLY MINGLE

First Thursday • Location Varies • 100-200 estimated attendance

FRLA Central Florida members and future members, it's time to unwind and have a chance to network with some of Central Florida's finest. Build relationships with industry leaders that will bring value to your business and help you expand your network. Your event sponsorship affords face-to-face contact with the decision makers in the hospitality industry.

VENUE HOST SPONSOR – IN-KIND

- Logo inclusion on all promotional and event signage
- Opportunity to showcase your property
- Opportunity to sample and display your choice of beverages and food items
- Opportunity to address the group
- Public recognition at the event with key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

GOLD SPONSOR – \$1000

- Logo Inclusion on all promotional and event signage
- **Four (4) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Five-minute presentation in front of the group
- Opportunity to showcase product(s) and/or service(s) with preferred placement
- Public recognition at the event with *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

SILVER SPONSOR – \$500

- Logo Inclusion on all promotional and event signage
- **Three (3) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Opportunity to showcase product(s) and/or service(s)
- Public recognition at the event with *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

BRONZE SPONSOR – \$250

- Logo Inclusion on all promotional and event signage
- **Two (2) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Public recognition at the event with *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Social media coverage

IN-KIND SPONSORSHIP OPPORTUNITIES ALSO AVAILABLE

FRLA CENTRAL FLORIDA CAREER CONNECTION

With “Hiring Rockstars” Presentation by Jim Knight

March 1, 2018 • Ace Café Orlando • 300 estimated attendance

Join some of the most powerful names in the hospitality and tourism industry as they recruit and connect with their future employees. This is an event you won't want to miss and an excellent opportunity to be an integral part of someone's future. Your event sponsorship affords face-to-face contact with the decision makers in the hospitality industry.

PLATINUM SPONSOR – \$5,500

- Logo Inclusion on all promotional and event signage
- Opportunity to sample and display your product(s)/service(s) with preferred placement
- **Six (6) registrations** (includes beverages and snacks)
- Public recognition at the event with key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Inclusion in Press Release and any advertising and publicity in relation to the event
- Social media coverage

GOLD SPONSOR – \$3,000

- Logo Inclusion on all promotional and event signage
- Opportunity to sample and display your product(s)/service(s)
- **Four (4) registrations** (includes beverages and snacks)
- Public recognition at the event with key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

SILVER SPONSOR – \$2,000

- Logo Inclusion on all promotional and event signage
- **Three (3) registrations** (includes beverages and snacks)
- Public recognition at the event with *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

BRONZE SPONSOR – \$1,000

- Logo Inclusion on all promotional and event signage
- **Two (2) registrations** (includes beverages and snacks)
- Public recognition at the event with *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month) Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

FRLA CENTRAL FLORIDA LINK 'N' LEARN

Miles Media "State of the American Traveler" June 7, 2018 • Hilton Orlando Bonnet Creek • 25-75 attendance
Stay tuned for more...

Join Central Florida's most influential hospitality power players and top-level executives in pursuit of THE best practices and business trends to increase overall sales and customer satisfaction. Collaborate and share inspirational ideas in a roundtable discussion or learn from innovation speakers through educational sessions with topics that revolve around tourism and hospitality.

VENUE HOST SPONSOR – IN-KIND

- Logo inclusion on all promotional and event signage
- Opportunity to showcase your property
- Opportunity to sample and display your choice of beverages and food items
- Opportunity to address the group
- Public recognition at the event with key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

GOLD SPONSOR – \$1000

- Logo Inclusion on all promotional and event signage
- **Four (4) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Five-minute presentation in front of the group
- Opportunity to showcase product(s) and/or service(s) with preferred placement
- Public recognition at the event with *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

SILVER SPONSOR – \$500

- Logo Inclusion on all promotional and event signage
- **Three (3) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Opportunity to showcase product(s) and/or service(s)
- Public recognition at the event with *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

BRONZE SPONSOR – \$250

- Logo Inclusion on all promotional and event signage
- **Two (2) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Public recognition at the event with *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Social media coverage

INTERESTED IN PROVIDING A WORKSHOP TO OUR INDUSTRY? EMAIL MStone@FRLA.org

NRA/FRLA GOLF CLASSIC

Hosted by the Central Florida Chapter

October 2018 • Championsgate Golf Course • 288 Golfers/72 Teams/ 18 Sponsored Holes

Our golf chairs and committee members invite you to join us for this exciting tournament! VIP senior executives from Walt Disney World, Marriott, Outback Steakhouse, Tijuana Flats, Miller's Ale House, Firehouse Subs, Hilton, and Universal team up with FRLA member suppliers for a day of unparalleled relationship-building opportunities. Check out last year's VIP golfers! Last year, we raised approximately \$100K for the FRLA PAC, and with your participation hope to exceed that amount this year.

Don't golf? Don't worry! We have sponsorship opportunities before, during and after the tournament to network.

PRESENTING SPONSOR - \$10,000

- Listing as Platinum Sponsor on all promotional and event signage
- Opportunity to sample your product or service **at a prominent location at registration**
- Opportunity to display dedicated signage at mutually agreed upon locations at the venue **Signage provided by Sponsor**
- **Three (3) teams** (sponsor provides all 12 players or sponsor provides 6 players to be matched with 6 VIPs from the FRLA VIP list)
- **Two (2) exclusive hole sponsorships** on ChampionsGate Golf Course (**1 per course**)
 - Display signage/products, provide samples, create a contest or be included on a contest hole
- Recognition in the *Florida Restaurant and Lodging Magazine* (based on availability)
- Public recognition at the event with key introductions
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award
- Logo Inclusion on www.FRLA.org

GOLD SPONSOR - \$7,500

- Listing as Gold Sponsor on all promotional and event signage
- Opportunity to sample or display your product or service **at registration**
- **Two (2) teams** (sponsor provides all 8 players or sponsor provides 4 players to be matched with 4 VIPs from the FRLA VIP list)
- **One (1) exclusive hole sponsorship** on ChampionsGate Golf Course
 - Display signage/products, provide samples, create a contest or be included on a contest hole
- Recognition in the *Florida Restaurant and Lodging Magazine* (based on availability)– Print Circulation: over 7,000/Digital Circulation: 20,000
- Public recognition at the event with key introductions
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award
- Logo Inclusion on FRLA.org (receives over 20,000 visitors per month)



SILVER SPONSOR - \$6,000

- Listing as Silver Sponsor on all promotional and event signage
- Opportunity to sample or display your product or service **at registration**
- **One (1) team** (sponsor provides all 4 players or sponsor provides 2 players to be matched with 2 VIPs from the FRLA VIP list)
- **One (1) non-exclusive hole sponsorship** on ChampionsGate Golf Course
 - Display signage/products, provide samples, create a contest or be included on a contest hole
- Recognition in the *Florida Restaurant and Lodging Magazine* (based on availability)
- Public recognition at the event with *possible* key introductions
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award
- Logo Inclusion on www.FRLA.org

BRONZE SPONSOR - \$4,000

- Listing as Bronze Sponsor on all promotional and event signage
- Opportunity to sample or display your product or service **at registration**
- **One (1) team** (sponsor provides all 4 players or sponsor provides 2 players to be matched with 2 VIPs from the FRLA VIP list)
- Recognition in the *Florida Restaurant and Lodging Magazine* (based on availability)
- Public recognition at the event with *possible* key introductions
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award
- Logo Inclusion on www.FRLA.org

TEAM OF FOUR - \$1,650

- Listing on all promotional and event signage
- **One (1) team** (sponsor provides all 4 players or sponsor provides 2 players to be matched with 2 VIPs from the FRLA VIP list)
- Recognition in the *Florida Restaurant and Lodging Magazine* (based on availability)
- Public recognition at the event with *possible* key introductions
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award
- Logo Inclusion on www.FRLA.org

BREAKFAST SPONSOR \$2,000

- Listing as Breakfast Sponsor on all promotional and event signage
- Opportunity to sample or display your product or service at breakfast
- **One (1) team** (sponsor provides all 4 players or sponsor provides 2 players to be matched with 2 VIPs from the FRLA VIP list)
- Recognition in the *Florida Restaurant and Lodging Magazine* (based on availability)
- Public recognition at the event with *possible* key introductions
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award
- Logo Inclusion on www.FRLA.org

TWO-HOLE SPONSOR (non-exclusive) - \$2,700

- Listing on all promotional and event signage
- **Two (2) hole sponsorships— one (1) per course**
 - Display signage/products, provide samples, create a contest or be included on a contest hole
- Recognition in the *Florida Restaurant and Lodging Magazine* (based on availability)
- Public recognition at the event with *possible* key introductions
- Includes breakfast, lunch reception and sponsor awards
- Logo Inclusion on www.FRLA.org

HOLE SPONSOR (non-exclusive) - \$1,650

- Listing on all promotional and event signage
- **Two (2) hole sponsorships— one (1) per course**
 - Display signage/products, provide samples, create a contest or be included on a contest hole
- Recognition in the *Florida Restaurant and Lodging Magazine* (based on availability)
- Public recognition at the event with *possible* key introductions
- Includes breakfast, lunch reception and sponsor awards
- Logo Inclusion on www.FRLA.org

FRLA CENTRAL FLORIDA BOWLING BASH

2018 • Location TBD • 50 Bowlers/8 Teams

The Central Florida Chapter of the Florida Restaurant and Lodging Association invites you to participate in the Annual Chapter Bowling Bash. This event is a great corporate team building activity, plus a fantastic way to network with fellow industry colleagues, in a fun relaxed environment. Your event sponsorship affords face-to-face contact with the decision makers in the hospitality industry.

Bowling registration includes shoe rental, ball and one complimentary drink. Mulligans and tickets for the raffle give away are available for purchase. Teams are encouraged to wear team shirts (and get creative!). There will be awards for the highest score, the best team outfit and the most team spirit and many other surprises!

GOLD SPONSOR - \$500

- Logo inclusion on all promotional and event signage
- **Two (2) Teams** of Five (5) (includes one drink tickets and food)
- Logo Inclusion on One (1) LANE SIGN
- Public recognition at the event with key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

CORPORATE SPONSOR - \$350

- Logo inclusion on all promotional and event signage
- **One (1) Team** of Five (5) (includes one drink tickets and food)
- Logo Inclusion on One (1) LANE SIGN
- Public recognition at the event with key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

FOOD SPONSOR - \$250

- Logo inclusion on all promotional and event signage
- Public recognition at the event with *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

LANE SIGN SPONSOR - \$150

- Logo Inclusion on your One (1) lane sign
- Public recognition at the event with *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

FRLA CENTRAL FLORIDA PRESENTS

The FR&L SHOW PARTY

September 7, 2018 • Cuba Libre Restaurant & Rum Bar • 400 estimated attendance

What better way to end the day at the Florida Restaurant & Lodging Show (September 10-12) than at Cuba Libre Restaurant & Rum Bar! Join the Central Florida Chapter as we transport you to Old Havana, complete with exotic tropical foliage and vintage décor – in an open-air ambiance. Enjoy Two-Time James Beard Award-Winning Chef Guillermo Pernot's menu, entertainment by Latin musicians and an energy-packed party while you network with show exhibitors and attendees, some of the top names in the hospitality industry.

VENUE HOST SPONSOR – IN-KIND

- Logo inclusion on all promotional and event signage
- Opportunity to showcase your property
- Opportunity to sample and display your choice of beverages and food items
- Opportunity to address the group
- Public recognition at the event with key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

ENTERTAINMENT SPONSOR - \$2,000

- Logo inclusion on all promotional and event signage
- Exclusive and specialty signage placement in relation to entertainment provider
- Opportunity to showcase product(s) and/or service(s) with preferred placement
- Opportunity to address the group
- Public recognition at the event with key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

GOLD SPONSOR – \$1000

- Logo Inclusion on all promotional and event signage
- **Four (4) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Five-minute presentation in front of the group
- Opportunity to showcase product(s) and/or service(s) with preferred placement
- Public recognition at the event with *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

SILVER SPONSOR – \$500

- Logo Inclusion on all promotional and event signage
- **Three (3) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Opportunity to showcase product(s) and/or service(s)
- Public recognition at the event with *possible* key introductions

- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

BRONZE SPONSOR – \$250

- Logo Inclusion on all promotional and event signage
- **Two (2) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Public recognition at the event with *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Social media coverage

IN-KIND SPONSORSHIP OPPORTUNITIES ALSO AVAILABLE

