



2018 CORPORATE SPONSORSHIPS

SUMMER BOARD MEETING

June 11-13, 2018 | Key West, FL

MARKETING + OPERATIONS SUMMIT

August 7-8, 2018 | Fort Lauderdale, FL

FALL BOARD MEETING

September 6-7, 2018 | Orlando, FL

HOSPITALITY STARS OF THE INDUSTRY GALA

September 6, 2018 | Orlando, FL

NRA/FRLA BOB LEONARD GOLF CLASSIC

October 18, 2018 | Orlando, FL

Contact **Dan Murphy** dmurphy@frla.org or **Sally Davis** sdavis@frla.org for more information.

SUMMER BOARD MEETING

June 11-13, 2018 | Key West, FL | Casa Marina Key West, A Waldorf Astoria Resort | 150-200 Attendees

The FRLA board, council and committee members gather in a relaxed, resort setting. Your event sponsorship affords you invaluable face-to-face contact with top decision makers in the hospitality industry.

GOLD SPONSOR – \$6,000

- Logo inclusion on all promotional material and event signage.
- Display product(s)/service(s) at registration and membership meeting.
- **Four (4) tickets** to board meetings (includes VIP lounge access).
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

SILVER SPONSOR – \$4,000

- Logo inclusion on all promotional material and event signage.
- **Three (3) tickets** to board meetings (includes VIP lounge access).
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

BRONZE SPONSOR – \$2,500

- Logo inclusion on all promotional material and event signage.
- **Two (2) tickets** to board meetings (includes VIP lounge access).
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

MARKETING + OPERATIONS SUMMIT

August 7-8, 2018 | Fort Lauderdale, FL | Fort Lauderdale Marriott Harbor Beach Resort & Spa | 450-500 Attendees

This 2-day event draws Florida's most influential hospitality professionals and top-level executives in pursuit of best practices, business trends and unparalleled networking opportunities. Expect to see powerful players such as Coca-Cola, MillerCoors, Marriott, Disney, Firehouse Subs, Sonny's BBQ, Tony Roma's, Loews Hotels, The Ritz-Carlton, Wyndham Vacation Rentals, Tijuana Flats, Bloomin' Brands and many more.

EXCLUSIVE KEYNOTE SPEAKER SPONSOR – \$20,000 & Up

- Logo inclusion on all promotional material and event signage.
- Introduce keynote speaker and address general session attendees.
- Display product(s)/service(s) at general sessions.
- Full page ad in summit program (*sponsor to provide artwork 4 weeks prior to event*).
- **Six (6) event registrations.**
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

PLATINUM SPONSOR – \$10,000

- Logo inclusion on all promotional material and event signage.

- Display product(s)/service(s) in sponsor marketplace.
- Include marketing item in welcome bag.
- Full page ad in summit program (*sponsor to provide artwork 4 weeks prior to event*).
- **Five (5) event registrations.**
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

GOLD SPONSOR - \$7,500

- Logo inclusion on all promotional material and event signage.
- Display product(s)/service(s) in sponsor marketplace.
- Include marketing item in welcome bag.
- Full page ad in summit program (*sponsor to provide artwork 4 weeks prior to event*).
- **Four (4) event registrations.**
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

SILVER SPONSOR - \$5,000

- Logo inclusion on all promotional material and event signage.
- Display product(s)/service(s) in sponsor marketplace.
- Include marketing item in welcome bag.
- Half page ad in summit program (*sponsor to provide artwork 4 weeks prior to event*).
- **Three (3) event registrations.**
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

BRONZE SPONSOR - \$3,500

- Logo inclusion on all promotional material and event signage.
- Include marketing item in welcome bag.
- Half page ad in summit program (*sponsor to provide artwork 4 weeks prior to event*).
- **Two (2) event registrations.**
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

EXCLUSIVE BREAKOUT SPEAKER SPONSOR – \$3,500 to 5,000

- Logo inclusion on all promotional material and event signage.
- Introduce speaker and address breakout session attendees.
- Half page ad in summit program (*sponsor to provide artwork 4 weeks prior to event*).
- Display product(s)/service(s) in breakout session room, or sponsor's marketplace.
- **Three (3) event registrations.**
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

EXCLUSIVE VALET SPONSOR - \$3,000

- Logo inclusion on all promotional material and event signage.
- Provide leave behind in valeted car.
- Half page ad in summit program (*sponsor to provide artwork 4 weeks prior to event*).
- Valet personnel to collect business card from each valeted car.
- **Two (2) event registrations.**

- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

WELCOME BAG SPONSOR - \$2,500

- Logo inclusion on all promotional material and event signage.
- Exclusive logo placement on welcome bag (provided by FRLA, or sponsor may provide).
- Include marketing item in welcome bag.
- Half page ad in summit program (*sponsor to provide artwork 4 weeks prior to event*).
- **Two (2) event registrations.**
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

EXCLUSIVE NAME BADGE SPONSORSHIP - \$2000

- Logo inclusion on all promotional material and event signage.
- Exclusive logo placement on name badge (provided by FRLA, or sponsor may provide).
- **One (1) event registration.**
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

FALL BOARD MEETING

September 6-7, 2018 | Orlando, FL | Orange County Convention Center | 150-200 Attendees

Held in conjunction with the Florida Restaurant & Lodging Show, the FRLA board, council and committee members gather for business meetings and networking opportunities. Your event sponsorship affords you invaluable face-to-face contact with top decision makers in the hospitality industry.

PLATINUM SPONSOR – \$10,000

- Logo inclusion on all promotional material and event signage.
- Display product(s)/service(s) at registration and membership meeting.
- **Six (6) tickets** to board meetings (includes VIP lounge access).
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

GOLD SPONSOR – \$6,000

- Logo inclusion on all promotional material and event signage.
- Display product(s)/service(s) at registration and membership meeting.
- **Four (4) tickets** to board meetings (includes VIP lounge access).
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

SILVER SPONSOR – \$4,000

- Logo inclusion on all promotional material and event signage.
- **Three (3) tickets** to board meetings (includes VIP lounge access).
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.

- Logo inclusion on FRLA.org (20,000+ visitors per month).

BRONZE SPONSOR – \$2,500

- Logo inclusion on all promotional material and event signage.
 - **Two (2) tickets** to board meetings (includes VIP lounge access).
 - Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
 - Public recognition at the event with *possible* key introductions.
 - Logo inclusion on FRLA.org (20,000+ visitors per month).
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HOSPITALITY STARS OF THE INDUSTRY GALA

September 6, 2018 | Orlando, FL | Hyatt Regency | 450-500 Attendees

FRLA board installations, Hall of Fame Awards and the prestigious Hotelier, Restaurateur and Supplier of the Year recognitions are some of the events to take place at this premier Florida hospitality event. When the dinner celebration concludes, join industry leaders for a fabulous evening of networking, entertainment and dancing!

PLATINUM SPONSOR – \$10,000

- Logo inclusion on all promotional material, event signage, event program and screen presentation.
- Display promotional material at event (pending FRLA & venue approval).
- **Sixteen (16) tickets** (two tables) to the celebration.
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

GOLD SPONSOR – \$8,000

- Logo inclusion on all promotional material, event signage, event program and screen presentation.
- **Eight (8) tickets** (one table) to the celebration.
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

SILVER SPONSOR – \$6,000

- Logo inclusion on all promotional material, event signage, event program and screen presentation.
- **Six (6) tickets** to the celebration.
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

BRONZE SPONSOR – \$4,500

- Logo inclusion on all promotional material, event signage, event program and screen presentation.
- **Four (4) tickets** to the celebration.
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

SUPPORTING SPONSOR – \$3,000

- Logo inclusion on all promotional material, event signage, event program and screen presentation.
- **Two (2) tickets** to the celebration.
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.

- Logo inclusion on FRLA.org (20,000+ visitors per month).

TABLE SPONSOR – \$1,000 (savings of \$200)

- Reserved table with signage.
- **Eight (8) tickets** (one table) to the celebration.

NRA/FRLA BOB LEONARD GOLF CLASSIC

October 18, 2018 | Orlando, FL | ChampionsGate Golf Course | 250-300 Attendees 36 Sponsored Holes

Join us for this exciting tournament! VIP senior executives team up with FRLA suppliers for a day of unparalleled relationship-building opportunities. Expect to meet top-level representatives from Walt Disney World, Marriott, Outback Steakhouse, Tijuana Flats, Miller's Ale House, Firehouse Subs, Hilton Universal and more. Don't golf? We have sponsorship opportunities before, during and after the tournament.

PLATINUM SPONSOR - \$10,000

- Logo inclusion on all promotional material and event signage.
- Display product(s)/service(s) at a prominent location at registration.
- Display dedicated signage at mutually agreed upon locations at the venue (sponsor to provide signs).
- **Three (3) teams** (sponsor provides all 12 players, or 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.
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award.
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

GOLD SPONSOR - \$7,500

- Logo inclusion on all promotional material and event signage.
- Display product(s)/service(s) at registration.
- **Two (2) teams** (sponsor provides all 8 players, or 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.
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award.
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

SILVER SPONSOR - \$6,000

- Logo inclusion on all promotional material and event signage.
- Display product(s)/service(s) at registration.
- **One (1) team** (sponsor provides all 4 players, or 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.
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award.
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.

- Logo inclusion on FRLA.org (20,000+ visitors per month).

BRONZE SPONSOR - \$4,000

- Logo inclusion on all promotional material and event signage.
- Display product(s)/service(s) at registration.
- **One (1) team** (sponsor provides all 4 players or, 2 players to be matched with 2 VIPs from the FRLA VIP list).
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award.
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

CORPORATE (GOLF FOURSOME) SPONSOR - \$1,650

- Logo inclusion on all promotional material and event signage.
- **One (1) team** (sponsor provides all 4 players, or 2 players to be matched with 2 VIPs from the FRLA VIP list).
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award.
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

BREAKFAST SPONSOR - \$2,000 (2 Available)

- Logo inclusion on all promotional material and event signage.
- Display product(s)/service(s) at breakfast.
- **One (1) team** (sponsor provides all 4 players, or 2 players to be matched with 2 VIPs from the FRLA VIP list).
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award.
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

NON-PLAYER SPONSORSHIPS

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

- Logo inclusion on all promotional material and event signage.
- **Two (2) hole sponsorships** on ChampionsGate Golf Course (1 per course).
 - Display signage/products, provide samples, create a contest or be included on a contest hole.
- Includes breakfast, lunch reception and sponsor awards.
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).

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

- Logo inclusion on all promotional material and event signage.
- **One (1) hole sponsorships** on ChampionsGate Golf Course.
 - Display signage/products, provide samples, create a contest or be included on a contest hole.
- Includes breakfast, lunch reception and sponsor awards.
- Logo recognition in the *Florida Restaurant and Lodging Magazine*. Circulation: 9,500 print/30,000 digital.
- Public recognition at the event with *possible* key introductions.
- Logo inclusion on FRLA.org (20,000+ visitors per month).