

Chapter Executive Board

Danielle Rosse, Chapter President
Oceans 234

Carrie Caldwell, VP of Restaurants
The Restaurant People

Cate Farmer, VP of Hotels
Margaritaville Beach Resort

Janna Lhota, Board Secretary
Holland & Knight

Donald Calder, Board Treasurer
Invision Strategies

Eduardo Fernandez, Past President
Sonesta Fort Lauderdale Beach

Broward Chapter Board

Hotel Member Representatives

Ed Walls • Diplomat Beach Resort
Cate Farmer • Margaritaville Hollywood Beach
Ramola Motwani • Merrimac Investments
Heidi Dennis • Pelican Grand Beach Hotel
Suria Plante • Residence Inn Air & Cruise Port
Greg Cook • The Ritz Carlton, Fort Lauderdale
Heiko Dobrikow • Riverside Hotel
Mark Tascione • Seminole Hard Rock
Russell Dion • Superior Small Lodging
Brendan Moyle • Red Lion Hotels
Kara Lundgren • Circ Hotel
Sandy Patel • Luckey's Management

Restaurant Member Representatives

Richard Rubits • American Social
Ron Dinella • Anthony's Coal Fire Pizza
Eric Haseman • Delaware North
KC Sentz • Funky Buddha
Kishon Clayborne • Golden Krust
Pia Dahlquist • Mai Kai Restaurant
Rob Gebhard • Sky Thai Sushi
Arianne Glassman • Tsukuro

Allied Member Representatives

Kathy Koch • Ambit Marketing
Bernie Friedman • Becker & Poliakoff
Vincent Gaudio • Ecolab
John Zaza • American Restaurant Services
Alexis Hearn • Fiberbuilt Umbrellas
Dan Lindblade • GFL Chamber
Casic Idle • IDDI Design
Michelle MacKeith • Pinnacle Hospitality Systems
Ric Greene • Pompano Beach/Margate Chamber
Ina Lee • TravelHost of Greater Fort Lauderdale

Honorary Members

Kareen Boutros • Broward Workshop
Bob Swindell • Greater Fort Lauderdale Alliance
Stacy Ritter • Greater Fort Lauderdale CVB
Stephen Moss • Holland & Knight
Andreas Ioannou • Orchestra Hotels

Broward Chapter Director

Lindsey Norris



FLORIDA
RESTAURANT &
 LODGING
ASSOCIATION

BROWARD CHAPTER

I invite you to become a 2018 sponsor for the **Florida Restaurant & Lodging Association's 9th Annual Excellence in Education Gala** on **Wednesday, April 25, 2018**, at the beautiful **Marriott Harbor Beach Resort** in Fort Lauderdale. Join us as we celebrate our high schools and teachers with scholarship awards and honor Broward County Commissioner Chip LaMarca, a tireless supporter of the hospitality industry. Commissioner LaMarca will be recognized with the 2018 Industry Ambassador Award.

As in years past, the Gala will benefit our education fund, which provides scholarships, curriculum, textbooks, supplies and support for local high students in the ProStart Culinary Program and the Hospitality & Tourism Management Program. A portion of the proceeds directly benefits Broward's public high schools and the approximately 7,000 students who are pursuing a hospitality career!

As a sponsor, you will be promoting your business while supporting students who are our future employees, managers and owners. The event will raise funds to enable the Florida Restaurant & Lodging Association to continue to support our schools and our students. These programs provide young people with school-to-career training for the vital skills necessary for a career in the hospitality industry; many of whom did not have clear direction before entering these programs.

The Broward Chapter of the Florida Restaurant & Lodging Association works with our parent association in Tallahassee to protect the interests of the hospitality industry. We provide scholarships, funding, equipment, and job opportunities. Florida schools have captured the national championship for the last six consecutive years. In a state that relies on the hospitality industry for the majority of its revenue, we work to help ensure a well-trained labor force to meet the future economic needs of our industry and our state.

The Gala offers an opportunity for you to network with executive leaders who are very loyal to our sponsors, while supporting the industry as we celebrate the educators and encourage our future staff, managers and owners. With continued support from friends like you, FRLA Broward can make available the resources that enrich our industry's future through educational programs and advocacy.

OUR MISSION

Protect, Promote and Educate the Hospitality Industry

We anticipate another highly successful and sold out event. I thank you for your past support of the FRLA's mission and look forward to your participation again this year! We are working hard each and every day to serve our industry and ultimately your business.

Best regards,

Ramola Motwani

FRLA Education Committee
Co-Chair
Excellence in Education Gala

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2018 SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$7,500

- ◆ Company Name/Logo in the Program and Event Marketing Materials
- ◆ VIP Reserved Table for Ten (10)
- ◆ Full Page Color Ad in Program
- ◆ Presentation and Recognition at the Awards Dinner

GOLD SPONSOR

\$5,000

- ◆ Company Name/Logo in the Program and Event
- ◆ VIP Reserved Table for Ten (10)
- ◆ ½ Page Black and White Ad in Program
- ◆ Presentation and Recognition at the Awards Dinner

SCHOOL OF THE YEAR AWARD (2 available)

\$3,000

TEACHER OF THE YEAR AWARD

\$5,000

- ◆ Name/Logo prominently featured in Event Program
- ◆ VIP Reserved Table for Ten (10)
- ◆ Presentation and Recognition at Awards Dinner
- ◆ ½ Page Black and White Ad in Program
- ◆ Your/Company Name on your Sponsored Award
- ◆ Invitation to Tour School, and Receive Commemorative Award and Photo with Sponsored Teacher and Class

STUDENT SCHOLARSHIP (6 available)

\$2,800

A Deserving Student will receive a Scholarship in Your Name

- ◆ Company Name/Logo prominently featured in Event Program
- ◆ VIP Reserved Table for Ten (10)
- ◆ ¼ page Black and White Ad in Program
- ◆ Presentation of Award to Student at the Awards Dinner

VIP RESERVED TABLE OF TEN (10)

\$1,600

VALET SPONSOR

\$1,500

RECEPTION SPONSOR

\$2,000

CENTERPIECE SPONSOR

\$1,000

- ◆ Business Card Size Ad in Program
- ◆ Business Name or Logo on Table Centerpiece Envelope or at Reception Bars
- ◆ Four Reserved Seats

FRIENDS OF EDUCATION

\$780

- ◆ Business Card Size Ad in Program
- ◆ Four Reserved Seats

INDIVIDUAL TICKETS

- ◆ Individual Tickets - \$139
- ◆ High School Teachers/Instructors/Principals - \$49

FLORIDA RESTAURANT AND LODGING ASSOCIATION

Lindsey Norris, Broward Director, PO Box 460246 Fort Lauderdale, FL 33346
(954) 270-5814 - lnorris@frla.org



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2018 PROGRAM AD

PROGRAM ADS

- ____ \$500 Full Page Color 5.5" x 8.5" full bleed
Bleed Size 5.625" x 8.625" / Safety Margin 5" x 8"
- ____ \$200 Half Page; Black & White 5" x 4"
- ____ \$125 Quarter Page; Black & White 2.5" x 4"
- ____ \$75 Business Card; Black & White 3.5" x 2"
- ____ \$25 Ads requiring set up will be charged an additional \$25

Preferred Ad File Format: PDF, 300 dpi

Other Formats: .TIFF, .EPS, JPEG.

Please do not send Word, Power Point, Publisher files

Signage Logos: EPS or PDF format

Please email ads to: Lindsey Norris lnorris@frla.org

PLEASE print clearly and enclose with payment

Contact Name: _____

Organization: _____

Phone Number: _____

Email: _____

Credit Card #: _____

EXP: _____ CVV: _____

Name as it appears on card: _____

Cardholder signature: _____

Email Form to: lnorris@FRLA.org

Make Checks Payable to: FRLA, BROWARD CHAPTER

Mail To: FRLA Broward, PO Box 460246 Fort Lauderdale, FL 33346