

## 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  
Casie Idle • IDDI Design  
Michelle MacKeith • Pinnacle Hospitality Systems  
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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 9<sup>th</sup> 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](mailto:lnorris@frla.org)

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## 2018 SPONSORSHIP PAYMENT

SPONSOR NAME: \_\_\_\_\_

SPONSOR PACKAGE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

### CREDIT CARD INFORMATION

CARD NUMBER: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

PRINT NAME ON CARD: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

CITY/ STATE/ ZIP: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_ SECURITY CODE: \_\_\_\_\_

I authorize the charge of \$ \_\_\_\_\_ to the above listed card

Signature: \_\_\_\_\_

**Email Form to: [lnorris@FRLA.org](mailto:lnorris@FRLA.org)**

**Make Checks Payable to: FRLA, BROWARD CHAPTER**

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

**Checks must be received prior to April 13, 2018**

**PLEASE LIST GUEST NAMES** (for table purchase)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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## 2018 AUCTION DONOR

**PLEASE COMPLETE AND ENCLOSE  
A SEPARATE FORM FOR EACH DONATION  
DELIVERY DEADLINE – April 20, 2018**

**DONOR NAME:** \_\_\_\_\_

(as you would like to be listed in promotional materials)

**CONTACT NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY/ STATE/ ZIP:** \_\_\_\_\_

**TELEPHONE:** \_\_\_\_\_

**E-MAIL ADDRESS:** \_\_\_\_\_

\_\_\_\_ I Will Deliver to Pelican Grand Beach Resort  
2000 N Ocean Blvd, Fort Lauderdale, FL 33305  
\_\_\_\_ Please Pick Up

## DONATION ITEM

## DESCRIPTION & RESTRICTIONS

**RETAIL VALUE \$** \_\_\_\_\_ **EXPIRATION DATE:** \_\_\_\_\_

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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](mailto: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: \_\_\_\_\_

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