FRLA CORPORATE SPONSORSHIPS

FRLA SUMMER BOARD MEETING
JUNE 2017 – LOCATION TBD

FRLA MARKETING + OPERATIONS SUMMIT
AUGUST 2-3, 2017 – FORT LAUDERDALE MARRIOTT HARBOR BEACH RESORT & SPA

FRLA FALL BOARD MEETING
SEPTEMBER 10-11, 2017 – ORANGE COUNTY CONVENTION CENTER

FRLA HOSPITALITY STARS OF THE INDUSTRY
SEPTEMBER 11, 2017 – HYATT REGENCY ORLANDO

NRA/FRLA BOB LEONARD GOLF CLASSIC
SEPTEMBER 13, 2017 – CHAMPIONSGATE GOLF COURSE - ORLANDO

FRLA SUMMER BOARD MEETING

*To sponsor this event, contact **Marjorie Stone** or **Dan Murphy**.*

June 2017 ● Location TBD ● 150-200 attendance

The FRLA executive committee and council board members gather in a relaxed, resort setting for committee meetings, legislative updates, and panel discussions. Your event sponsorship affords face-to-face contact with the decision makers in the hospitality industry.

GOLD SPONSOR – $6,000

- Logo inclusion as a Gold Sponsor on all promotional and event signage
- Opportunity to sample and display your product(s)/service(s) **at registration and membership meetings**
- **Four (4) tickets** to the board meetings and summer board receptions and events
- Logo 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
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Food, drinks and entertainment

SILVER SPONSOR – $4,000

- Logo Inclusion as a Silver Sponsor on all promotional and event signage
- **Three (3) tickets** to board meetings and summer board receptions and events
- Logo 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 *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Food, drinks and entertainment

BRONZE SPONSOR – $2,500

- Logo Inclusion as a Bronze Sponsor on all promotional and event signage
- **Two (2) tickets** to board meetings and summer board receptions and events
- Logo 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 *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Food, drinks and entertainment

FRLA MARKETING + OPERATIONS SUMMIT

*To sponsor this event, contact **Marjorie Stone** or **Dan Murphy**.*

August 2-3, 2017 ● Fort Lauderdale Marriott Harbor Beach Resort & Spa ● 450-500 attendance

The FRLA Marketing + Operations Summit is where Florida's most influential hospitality professionals gather each year. Top-level executives attend this event in pursuit of best practices and business tips and trends that will increase sales and customer satisfaction. Join powerful players in the industry 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 and Bloomin' Brands for a 2-day experience you can't miss!

EXCLUSIVE KEYNOTE SPEAKER – $20,000 – 25,000

- Logo Inclusion as Keynote Speaker Sponsor on all promotional and event signage
- Opportunity to introduce the Keynote Speaker and address the entire group at general session
- Opportunity to submit a **full page ad** in the Summit Program **Due 4 weeks prior to event date**
- Opportunity to showcase product(s) and/or service(s) in the general session room at a display table or on all tables where attendees will be seated
- **Six (6) registrations** to Summit, separate dinner registration required
- Logo 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 and dinner, key introductions
- Logo inclusion on FRLA.org (receives over 20,000 visitors per month)

PLATINUM SPONSOR – $10,000

- Logo Inclusion as Platinum Sponsor on all promotional and event signage
- Opportunity to display your product(s) and/or service(s) on a 6 ft or 8 ft display table
- Opportunity to submit a **full page ad** in the Summit Program **Due 4 weeks prior to event date**
- **Five (5) registrations** to Summit, separate registration for dinner required
- Logo 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 and dinner with key introductions
- Logo inclusion on FRLA.org (receives over 20,000 visitors per month)

GOLD SPONSOR - $7,500

- Logo Inclusion as Gold Sponsor on all promotional and event signage
- Opportunity to display your product(s) and/or service(s) on a 6 ft or 8 ft display table
- Opportunity to submit a **full page ad** in the Summit Program **Due 4 weeks prior to event date**
- **Four (4) registrations** to Summit, including receptions
- Logo 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
- Logo inclusion on FRLA.org (receives over 20,000 visitors per month)

EXCLUSIVE BREAKOUT SPEAKER – $3,500 – 5,000

- Logo Inclusion as Speaker Sponsor on all promotional and event signage
- Opportunity to introduce the Speaker and address those who attend the breakout session
- Opportunity to submit a **1/2 page ad** in the Summit Program **Due 4 weeks prior to event date**
- Opportunity to showcase product(s) and/or service(s) in the breakout session room at a display table or on all tables where attendees will be seated
- **Three (3) registrations** to the Summit, including receptions
- Logo 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 and dinner with *possible* key introductions
- Logo inclusion on FRLA.org (receives over 20,000 visitors per month)

SILVER SPONSOR - $5,000

- Logo Inclusion as Silver Sponsor on all promotional and event signage
- Opportunity to display your product(s) and/or service(s) on a 6 ft or 8 ft display table
- Opportunity to submit a **full page ad** in the Summit Program **Due 4 weeks prior to event date**
- **Three (3) registrations** to the Summit, separate registration for dinner required
- Logo 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 *possible* key introductions
- Logo inclusion on www.FRLA.org (receives over 20,000 visitors per month)

BRONZE SPONSOR - $3,500

- Logo Inclusion as Bronze Sponsor on all promotional and event signage
- Opportunity to submit a **½ page ad** in the Summit Program **Due 4 weeks prior to event date**
- **Two (2) registrations** to the Summit, separate registration for dinner required
- Logo 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 *possible* key introductions
- Logo inclusion on www.FRLA.org (receives over 20,000 visitors per month)

FRLA FALL BOARD MEETING

*To sponsor this event, contact **Marjorie Stone** or **Dan Murphy**.*

September 10-11, 2017 ● Orange County Convention Center ● 100-150 attendance

Board Meeting: FRLA board members include chapter presidents and representatives, past State chairmen, and at-large directors from large and small national restaurant and hotel chains and top independents.

PLATINUM SPONSOR – $10,000

- Logo inclusion as a Platinum Sponsor on all promotional and event signage
- Opportunity to sample and display your product(s)/service(s) **at registration and membership meetings**
- **Six (6) tickets** to the board meetings (includes breakfast and lunch)
- Logo 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
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)

GOLD SPONSOR – $6,000

- Logo inclusion as a Gold Sponsor on all promotional and event signage
- Opportunity to sample and display your product(s)/service(s) **at registration and membership meetings**
- **Four (4) tickets** to the board meetings (includes breakfast and lunch)
- Logo 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
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)

SILVER SPONSOR – $4,000

- Logo Inclusion as a Silver Sponsor on all promotional and event signage
- **Three (3) tickets** to board meetings (includes breakfast and lunch)
- Logo 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 *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)

BRONZE SPONSOR – $2,500

- Logo Inclusion as a Bronze Sponsor on all promotional and event signage
- **Two (2) tickets** to board meetings (includes breakfast and lunch)
- Logo 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 *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)

FRLA HOSPITALITY STARS OF THE INDUSTRY

*To sponsor this event, contact **Marjorie Stone** or **Dan Murphy**.*

September 11, 2017 ● Hyatt Regency Orlando ● 450-500 attendance

Celebration: Held in conjunction with the **Florida Restaurant and Lodging Show** (September 27-29), this is THE Florida hospitality gathering of the year. During the celebration dinner, FRLA will install the Chairman of the Board and Executive Committee. In addition, FRLA's Hall of Fame winners, prestigious Hotelier, Restaurateur and Supplier of the Year, will be recognized and outstanding hospitality industry employees will be recognized for their accomplishments and service in the industry. This year, there are four open categories: Restaurant General Manager of Year, Hotel General Manager of the Year, Restaurant Employee of the Year and Hotel Employee of the Year. When the dinner celebration concludes, join the industry leaders for a fabulous evening of networking and entertainment.

PLATINUM SPONSOR – $10,000

- Logo Inclusion as Platinum Sponsor on all promotional and event signage
- Rights to display promotional materials/signage at selected areas at event *FRLA & Venue Approval
- **Two (2) tables – Sixteen (16) seats** at the Celebration **additional tickets available for purchase*
- Logo 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
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)

GOLD SPONSOR – $8,000

- Logo Inclusion as Gold Sponsor on all promotional and event signage
- **One (1) table— Eight (8) seats** at the Celebration **additional tickets available for purchase*
- Logo 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
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)

SILVER SPONSOR – $6,000

- Logo Inclusion as Silver Sponsor on all promotional and event signage
- **Six (6) tickets** to the Celebration * *additional tickets available for purchase*
- Logo 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 *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)

BRONZE SPONSOR – $4,500

- Logo Inclusion as a Bronze Sponsor on all promotional and event signage
- **Four (4) tickets** to the Celebration * *additional tickets available for purchase*
- Logo 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 *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)

SUPPORTING SPONSOR – $3,000

- Logo Inclusion on all promotional and event signage
- **Two (2) tickets** to the Celebration* *additional tickets available for purchase*
- Logo 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 *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)

NRA/FRLA BOB LEONARD GOLF CLASSIC

*To sponsor this event, contact **Marjorie Stone** or **Dan Murphy**.*

September 13, 2017 ● Championsgate Golf Course - Orlando ● 288 Golfers/72 Teams/ 18 Sponsored Holes

Our golf chairs and Jeff Grayson 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!

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

PLATINUM 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, prizes and awards
- 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, prizes and awards
- 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, prizes and awards
- 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, prizes and awards
- Logo Inclusion on www.FRLA.org

ADDITIONAL SPONSORSHIPS

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

- 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, prizes and awards
- Logo Inclusion on www.FRLA.org

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

- Listing on all promotional and event signage
- **One (1) Hole Sponsorship**
    - 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, prizes and awards
- Logo Inclusion on www.FRLA.org

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

- 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, prizes and awards
- Logo Inclusion on www.FRLA.org

LOOKING TO PURCHASE A TEAM?

TEAM (FOURSOME) SPONSOR - $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, prizes and awards
- Logo Inclusion on www.FRLA.org