



**FLORIDA
RESTAURANT &
LODGING
ASSOCIATION**

CENTRAL FL CHAPTER

СЕНТРАЛ ФЛ СНАЪТЕК

SPONSORSHIP

*Contact **Marjorie Stone***

850-524-1747; mstone@frla.org

Get Connected: [@FRLANews](#) [#JoinFRLA](#) [#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 BUSINESS NETWORKING

Locations and dates vary • 75-150 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 LINK 'N' LEARN

Location and Dates Vary • 50-100 estimated attendance

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

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- Opportunity to address the group
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- Social media coverage

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- Opportunity to showcase product(s) and/or service(s)
- Public recognition at the event with *possible* key introductions
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- Social media coverage

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- 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

in partnership with the Central Florida Chapter

October 18, 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 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
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BRONZE SPONSOR – \$250

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- Public recognition at the event with *possible* key introductions
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- Social media coverage

IN-KIND SPONSORSHIP OPPORTUNITIES ALSO AVAILABLE



FRLA CENTRAL FLORIDA HOLIDAY BOARD INSTALLATION and DICK POPE AWARDS CEREMONY in partnership with the Grand Tour Foundation

December 2018 • Location TBD • 250 estimated attendance

What better way to end the year than at a holiday celebration with the hospitality industry! Not only will we be honoring our new leadership in the Central Florida Chapter, but we will also award an outstanding hospitality professional in our community. Join the Central Florida Chapter and the Grand Tour Foundation at an energy-packed party while you unwind and have a chance to network with some of Central Florida's finest.

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