2020 CORPORATE SPONSORSHIPS

SUMMER BOARD MEETING
June 8-11, 2020 | Wyndham Grand | Clearwater Beach, FL

MARKETING + OPERATIONS SUMMIT
August 25-26, 2020 | Marriott Tampa Waterfront | Tampa, FL

HOSPITALITY STARS OF THE INDUSTRY GALA
September 22, 2020 | Hyatt Regency Orlando | Orlando, FL

20TH ANNUAL NRA/FRLA BOB LEONARD GOLF CLASSIC
September 23-24, 2020 | Champions Gate Golf Club | Orlando, FL

FALL BOARD MEETING
November 4-6, 2020 | Hutchinson Shores Resort & Spa | Jensen Beach, FL

Contact Dan Murphy dmurphy@frla.org or Ashley Gholston agholston@frla.org for more information.
SUMMER BOARD MEETING
June 8-11, 2020 | Wyndham Grand | Clearwater Beach, FL | 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.

PLATINUM SPONSOR – $10,000
- Six (6) tickets to board meetings (includes VIP lounge access).
- Address attendees and display product(s)/service(s) at council and/or committee meetings.
- Include item in welcome bag (item to be approved by FRLA).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

GOLD SPONSOR – $6,000
- Four (4) tickets to board meetings (includes VIP lounge access).
- Address attendees and display product(s)/service(s) at council and/or committee meetings.
- Include item in welcome bag (item to be approved by FRLA).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

SILVER SPONSOR – $4,000
- Three (3) tickets to board meetings (includes VIP lounge access).
- Address attendees and display product(s)/service(s) at council and/or committee meetings.
- Include item in welcome bag (item to be approved by FRLA).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

BRONZE SPONSOR – $2,500
- Two (2) tickets to board meetings (includes VIP lounge access).
- Address attendees and display product(s)/service(s) at council and/or committee meetings.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

REGISTRATION SPONSOR - $2,000
- Two (2) tickets to board meetings (includes VIP lounge access).
- Provide branded lanyards and swag at registration (must be approved by FRLA).
- Dedicated signage at registration.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

BOARD GIFT SPONSOR - $2,000
- Two (2) tickets to board meetings (includes VIP lounge access).
- Deliverables dependent on annual board gift. Contact Dan Murphy or Ashley Gholston for more info.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

Contact Dan Murphy dmurphy@frla.org or Ashley Gholston agholston@frla.org for more information.
MARKETING + OPERATIONS SUMMIT
August 25-26, 2020 | Marriott Tampa Waterside | Tampa, FL | 450-500 Attendees

Join Florida’s most influential hospitality professionals and top-level executives in pursuit of best practices, business trends and unparalleled networking opportunities. Join Coca-Cola, MillerCoors, Marriott, Disney, Firehouse Subs, Sonny’s BBQ, Loews Hotels, The Ritz-Carlton, Wyndham Vacation Rentals, Bloomin’ Brands and many more.

Join Florida’s most influential hospitality professionals and top-level executives in pursuit of best practices, business trends and unparalleled networking opportunities. Join Coca-Cola, MillerCoors, Marriott, Disney, Firehouse Subs, Sonny’s BBQ, Loews Hotels, The Ritz-Carlton, Wyndham Vacation Rentals, Bloomin’ Brands and many more.

KEYNOTE SPEAKER SPONSOR – $10,000 - $25,000 (3 available)
- Six (6) event tickets.
- Introduce keynote speaker and address general session attendees.
- Display product(s)/service(s) at general sessions.
- Include marketing item in welcome bag (must be approved by FRLA).
- Full page ad in summit program (sponsor to provide artwork 4 weeks prior to event).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

PLATINUM SPONSOR – $10,000
- Five (5) event registrations.
- Display product(s)/service(s) in sponsor marketplace.
- Include marketing item in welcome bag (must be pre-selected FRLA item, or approved by FRLA).
- Full page ad in summit program (sponsor to provide artwork 4 weeks prior to event).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

GOLD SPONSOR - $7,500
- Four (4) event registrations.
- Display product(s)/service(s) in sponsor marketplace.
- Include marketing item in welcome bag (must be pre-selected FRLA item, or approved by FRLA).
- Half page ad in summit program (sponsor to provide artwork 4 weeks prior to event).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

SILVER SPONSOR - $5,000
- Three (3) event registrations.
- Display product(s)/service(s) in sponsor marketplace.
- Include marketing item in welcome bag (must be pre-selected FRLA item, or approved by FRLA).
- Quarter page ad in summit program (sponsor to provide artwork 4 weeks prior to event).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

BRONZE SPONSOR - $3,500
- Two (2) event registrations.
- Display product(s)/service(s) in sponsor marketplace. (Limited Space Available)
- Include marketing item in welcome bag (must be approved by FRLA).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

Contact Dan Murphy dmurphy@frla.org or Ashley Gholston agholston@frla.org for more information.
ADDITIONAL SPONSORSHIP OPPORTUNITIES

EXCLUSIVE BREAKOUT SPEAKER/SESSION SPONSOR – $5,000
- Two (2) event registrations.
- Display product(s)/service(s) in breakout room.
- Introduce breakout speaker and address breakout session attendees.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

EXCLUSIVE VALET SPONSOR - $3,000
- Two (2) event registrations.
- Provide leave behind in valeted car.
- Display product(s)/service(s) at valet/parking validation table in sponsor marketplace.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

WELCOME BAG SPONSOR - $2,500
- Two (2) event registrations.
- Exclusive logo placement on welcome bag (must be pre-selected item by FRLA, or approved by FRLA).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

NAME BADGE SPONSORSHIP - $2,500
- Two (2) event registrations.
- Exclusive logo placement on name badge (must be pre-selected item by FRLA, or approved by FRLA).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

WELCOME GIFT SPONSOR - $2,000
- Two (2) event registrations.
- Provide welcome gift to be placed in attendee’s room (must be pre-selected item by FRLA, or approved by FRLA).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

THINK TANK SPONSOR - $2,000
- Two (2) event registrations.
- Exclusive signage in Think Tank room.
- Display product(s)/service(s) in Think Tank room.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

Contact Dan Murphy dmurphy@fsla.org or Ashley Gholston agholston@fsla.org for more information.
MARKETING + OPERATIONS SUMMIT
August 25-26, 2020 | Marriott Tampa Waterside | Tampa, FL | 450-500 Attendees

MIMOSA BAR SPONSOR - $2,000

- Two (2) event registrations.
- Exclusive signage at breakfast keynote/mimosa bar.
- Display product(s)/service(s) at breakfast keynote.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

$1k GIVEAWAY SPONSOR - $2,000

- Two (2) event registrations.
- Exclusive signage at throughout event.
- Present check to winner and display product(s)/service(s) at closing lunch keynote.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

CUSTOMIZED SPONSORSHIP - $2500-$7,000

- Event Registration
- Exclusive signage at throughout event.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.
- Create your own Sponsorship that best fits your business. Contact Dan Murphy or Ashley Gholston with your ideas.

Contact Dan Murphy dmurphy@fsla.org or Ashley Gholston agholston@fsla.org for more information.
HOSPITALITY STARS OF THE INDUSTRY GALA
September 22, 2020 | Hyatt Regency | Orlando, FL | 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
- Sixteen (16) tickets (two tables) to the gala.
- Display promotional material at event (pending FRLA & venue approval).
- Logo inclusion in event program and screen presentation.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

GOLD SPONSOR – $7,000
- Eight (8) tickets (one table) to the gala.
- Logo inclusion in event program and screen presentation.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

SILVER SPONSOR – $6,000
- Four (4) tickets to the gala.
- Logo inclusion in event program and screen presentation.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

BRONZE SPONSOR – $4,500
- Four (4) tickets to the gala.
- Logo inclusion in event program and screen presentation.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

SUPPORTING SPONSOR – $3,000
- Two (2) tickets to the gala.
- Logo inclusion in event program and screen presentation.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

GALA TABLE SPONSOR – $1,000 (savings of $200)
- Eight (8) tickets (one table) to the gala.
- Reserved table with signage.

Contact Dan Murphy dmurphy@frla.org or Ashley Gholston agholston@frla.org for more information.
20th ANNUAL NRA/FRLA BOB LEONARD GOLF CLASSIC
September 24, 2020 | ChampionsGate Golf Course | Orlando, FL | 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.

PLATINUM SPONSOR - $10,000
- **Three (3) teams** (sponsor provides all 12 players, or 6 players to be matched with **6 VIPs** from the FRLA VIP list).
  - Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, player gifts and sponsor award.
- **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.
- Include marketing item in welcome bag (must be pre-selected FRLA item, or approved by FRLA).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

GOLD SPONSOR - $8,000
- **Two (2) teams** (sponsor provides all 8 players, or 4 players to be matched with **4 VIPs** from the FRLA VIP list).
  - Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, player gifts and sponsor award.
- **One (1) exclusive hole sponsorship** on ChampionsGate Golf Course.
  - Display signage/products, provide samples, create a contest or be included on a contest hole.
- Include marketing item in welcome bag (must be pre-selected FRLA item, or approved by FRLA).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

SILVER SPONSOR - $6,000
- **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, player gifts and sponsor award.
- **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.
- Include marketing item in welcome bag (must be pre-selected FRLA item, or approved by FRLA).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

BRONZE SPONSOR - $4,000
- **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, player gifts and sponsor award.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

CORPORATE (GOLF FOURSOME) SPONSOR - $1,850
- **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, player gifts and sponsor award.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

Contact Dan Murphy dmurphy@frla.org or Ashley Gholston agholston@frla.org for more information.
20TH ANNUAL NRA/FRLA BOB LEONARD GOLF CLASSIC
September 24, 2020 | ChampionsGate Golf Course | Orlando, FL | 250-300 Attendees 36 Sponsored Holes

- - - - - - - - NON-PLAYER SPONSORSHIPS - - - - - - - -

TRACKMAN LONGDRIVE CONTEST - $6,500 - NEW -
- 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, player gifts and sponsor award.
- Exclusive logo placement on trackman website and all video playbacks for a year
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.
- Dialed in Golf Solutions will provide golf attendants on each hole, 3 cameras and the radar devices setup on Two (2) holes at the tee box. Each player will play the hole as normal and receive data on the course such as carry distance, total distance, ball speed and club speed. All players will receive a customized report that includes:
  - 2 videos of their swing compared to a tour pro
  - 9 key data parameters of their swing and ball flight, like smash factor and spin rate
  - Leaderboards showing carry, total drive, club speed and ball speed

PLAYER GIFT SPONSOR - $3,000 to $5,000
- 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, player gifts and sponsor award.
- Exclusive logo placement on player gifts.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

20TH ANNIVERSARY GOLF CLASSIC HAT SPONSOR - $5,500 (1 Available)
- 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, player gifts and sponsor award.
- 300 Hats with Specialty 20th Anniversary Logo
- Exclusive logo placement on the hats (pending FRLA approval)
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

GOLF GLOVE SPONSOR - $4,000 (1 Available)
- 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, player gifts and sponsor award.
- Exclusive logo placement on golf gloves.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

AWARDS LUNCH SPONSOR - $4,000 (2 Available)
- 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, player gifts and sponsor award.
- Dedicated signage at awards lunch.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

Contact Dan Murphy dmurphy@frla.org or Ashley Gholston agholston@frla.org for more information.
20TH ANNUAL NRA/FRLA BOB LEONARD GOLF CLASSIC
September 24, 2020 | ChampionsGate Golf Course | Orlando, FL | 250-300 Attendees 36 Sponsored Holes

$5,000 PUTTING CONTEST SPONSOR - $2,500
- Exclusive putting green sponsorship on ChampionsGate Golf Course.
  - Display signage/products/samples on putting green.
- Opportunity to create a “buy-in” contest for each golfer with chances to win prizes.
- Includes breakfast, lunch reception and sponsor awards.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

BREAKFAST SPONSOR - $2,500 (2 Available)
- 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, player gifts and sponsor award.
- Dedicated signage at breakfast.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

HELICOPTER BALL DROP SPONSOR - $4,500
- 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, player gifts and sponsor award.
- Dedicated signage at registration and ball drop.
- Announce winner of the ball drop and address attendees during morning announcements.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.
- 2 players guaranteed to win $500

TWO-HOLE SPONSOR - $3,000
- Two (2) non-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.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

ONE-HOLE SPONSOR - $1,650
- One (1) non-exclusive hole sponsorships on ChampionsGate Golf Course.
  - Display signage/products, provide samples, create a contest or be included on a contest hole.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.
FALL BOARD MEETING

November 4-6, 2020 | Hutchinson Shores Resort & Spa | Jensen Beach, FL | 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
- Six (6) tickets to board meetings (includes VIP lounge access).
- Address attendees and display product(s)/service(s) at council and/or committee meetings.
- Include item in welcome bag (item to be approved by FRLA).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

GOLD SPONSOR – $6,000
- Four (4) tickets to board meetings (includes VIP lounge access).
- Address attendees and display product(s)/service(s) at council and/or committee meetings.
- Include item in welcome bag (item to be approved by FRLA).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

SILVER SPONSOR – $4,000
- Three (3) tickets to board meetings (includes VIP lounge access).
- Address attendees and display product(s)/service(s) at council and/or committee meetings.
- Include item in welcome bag (item to be approved by FRLA).
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

BRONZE SPONSOR – $2,500
- Two (2) tickets to board meetings (includes VIP lounge access).
- Address attendees and display product(s)/service(s) at council and/or committee meetings.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

REGISTRATION SPONSOR - $2,000
- Two (2) tickets to board meetings (includes VIP lounge access).
- Provide branded lanyards and swag at registration (must be approved by FRLA).
- Dedicated signage at registration.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

BOARD GIFT SPONSOR - $2,000
- Two (2) tickets to board meetings (includes VIP lounge access).
- Deliverables dependent on annual board gift. Contact Dan Murphy or Ashley Gholston for more info.
- Logo recognition on FRLA.org, in the FR&L Magazine and on event signage.
- Public recognition at the event with possible key introductions.

Contact Dan Murphy dmurphy@frla.org or Ashley Gholston aholston@frla.org for more information.