



# 2021 CORPORATE SPONSORSHIPS

## **SUMMER BOARD MEETING**

June 14-16, 2021 | Clearwater, FL

## **MARKETING + OPERATIONS SUMMIT**

August 2021

## **20TH ANNUAL NRA/FRLA BOB LEONARD GOLF CLASSIC**

September 21, 2021 | ChampionsGate | Orlando, FL

## **HOSPITALITY STARS OF THE INDUSTRY GALA**

September 20, 2021 | Orlando, FL

## **FALL BOARD MEETING**

November 3-5, 2021 | The Henderson Beach Resort & Spa | Destin, FL

# SUMMER BOARD MEETING

June 14-16, 2021 | Clearwater, 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.

----- **NEW!** -----

## 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.

# MARKETING + OPERATIONS SUMMIT

August 2021 | 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.

## 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.

# MARKETING + OPERATIONS SUMMIT

August 2021 | 450-500 Attendees

## ----- 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 – **HOLD-**

- **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 – **SOLD--**

- **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.

# MARKETING + OPERATIONS SUMMIT

August 2021 | 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.

# HOSPITALITY STARS OF THE INDUSTRY GALA

September 20, 2021 | 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.

# 20<sup>th</sup> ANNUAL NRA/FRLA BOB LEONARD GOLF CLASSIC

September 21, 2021 | 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.

# 20<sup>TH</sup> ANNUAL NRA/FRLA BOB LEONARD GOLF CLASSIC

September 21, 2021 | 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.

### 20<sup>TH</sup> 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 20<sup>th</sup> 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](mailto:dmurphy@frla.org) or **Ashley Gholston** [agholston@frla.org](mailto:agholston@frla.org) for more information.



# 20<sup>TH</sup> ANNUAL NRA/FRLA BOB LEONARD GOLF CLASSIC

September 21, 2021 | 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 3-5, 2021 | The Henderson Beach Resort & Spa | Destin, 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.

----- **NEW!** -----

## **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.