



Sponsorship Facts & Figures

ROSE (Recognition of Service Excellence) Awards recognize Monroe County front line hospitality & tourism employees who demonstrate excellent customer service.

As a sponsor you will meet all levels of management and have the ability to show your support and appreciation to the front line staff that are the face of our industry.



**Inaugural ROSE Awards, April 20, 2023
Hawks Cay Resort, Duck Key
frla.org/monroe-rose-awards/**

150+ Attendees

Nominees who use your products

Middle manager that orders the products

Top management that signs the checks

2023 ROSE Awards Sponsorship Information

Inaugural ROSE Awards, 4.20.23
Hawks Cay Resort, Duck Key

ROSE (Recognition of Service Excellence) Awards recognize Monroe County front line hospitality employees who demonstrate excellent customer service. The FRLA has created this event to become the region's signature gala to recognize and thank our employees. We expect more than 100 nominations to be received this year, in more than 15 categories, 100+ hospitality employees gather for an elegant evening. As a sponsor you will meet all levels of management and have the ability to show your support and appreciation to the front line staff that are the face of our industry.

\$500 "Awesome" Sponsor

- Logo on event signage
- Opportunity to welcome attendees during reception, pass out hand out roses to nominees
- Two reserved seats

\$750 "Champion" Theme Sponsor (3 available)

- Partner with FRLA on theme giveaway item, logo exposure on item (mask, cape, gift bag)
- Logo on signage
- Two reserved seats

\$750 "Exceptional" Supporting Sponsor

- Logo on all marketing print materials, signage at event and event website
- Opportunity to assist in awarding one of the categories
- Two reserved seats
- Two drink tickets

\$750 "Sublime Sponsor" (Drink Ticket Sponsor) (2 available)

- Logo on signage and drink ticket
- OR - Two reserved seats and four drink tickets

\$1,000 "First-Class" Sponsor

- Two tickets to event, you will be seated with hotel or restaurant decision maker
- 4 drink tickets
- Option to show a 1-minute video during program (*restrictions apply*)
- Sponsorship recognition throughout the event

\$3,000 "Exemplary" Sponsor

- Four tickets to event, you will be seated with hotel or restaurant decision maker.— max of two per table
- 8 drink tickets
- Option to show a 1-minute video during program (*restrictions apply*)
- One representative on stage joining the FRLA President in presenting a portion of the awards
- Logo on all marketing print materials, signage at event and event website
- Sponsorship recognition throughout the event

\$5,000 "Superior" Sponsor

- Four tickets to event, you will be seated with hotel or restaurant decision maker.— max of 2 per table
- 8 drink tickets
- Three minutes to address attendees during program or show video (*restrictions apply*)
- One representative on stage joining the FRLA President in presenting a portion of the awards
- Logo on all marketing print materials, signage at event and event website
- Sponsorship recognition throughout the event

For more information on sponsorship contact:

FRLA South Florida Regional Director: Lynne Hernandez, 305.710.3962, Lhernandez@frla.org, frla.org/monroe-rose-awards/