

# Corporate Sponsorship Package

2024



FLORIDA  
RESTAURANT &  
LODGING  
ASSOCIATION

## Contact: Membership Department

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Tallahassee, Florida 32301



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ASSOCIATION**

## About FRLA

The Florida Restaurant and Lodging Association (FRLA) is Florida's premier non-profit hospitality industry trade association. Founded in 1946 as the Florida Restaurant Association, FRLA merged with the Florida Hotel and Motel Association in 2006. FRLA's more than 10,000 members include independent hoteliers and restaurateurs, household name franchises, theme parks and suppliers.

The association's mission is to protect, educate and promote Florida's \$111.7 billion hospitality industry which represents 1.5 million employees. Dedicated to safeguarding the needs of the membership, FRLA provides legislative advocacy to ensure the voices of its members are heard and their interests are protected.

The association offers regulatory compliance and food safety training through SafeStaff® and FRLA's subsidiary, RCS Training. The FRLA Educational Foundation provides industry-developed, career-building high school programs throughout the state.

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# Meet Our Leadership Team



FLORIDA  
RESTAURANT &  
LODGING  
ASSOCIATION



**Carol Dover**  
President & CEO



**Bob Dearden**  
CFO & COO



**Samantha Padgett**  
VP Government Relations &  
General Counsel



**Geoff Luebke**  
SVP Education & Training  
SVP Membership &  
Corporate Relations

# Summer Board Meeting

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.

**June 17-19**

**Hawks Cay Resort  
Duck Key, FL.**





# Summer Board Meeting



**FLORIDA  
RESTAURANT &  
LODGING  
ASSOCIATION**

## Platinum Sponsor: \$12,000

- Eight (8) event tickets
- Address board meeting attendees (subject to FRLA approval)
- Logo recognition on website & event signage
- Pubic recognition at the event with possible key introductions
- (1032x360) FRLA Board Portal App Banner Ad

## Gold Sponsor: \$9,000

- Six (6) event tickets
- Logo recognition on website & event signage
- Pubic recognition at the event with possible key introductions
- (1032x360) FRLA Board Portal App Banner Ad

## Silver Sponsor: \$7,000

- Four (4) event tickets
- Logo recognition on website & event signage
- Pubic recognition at the event with possible key introductions

## Bronze Sponsor: \$5,000

- Two (2) event tickets
- Logo recognition on website & event signage

# Summer Board Meeting



**FLORIDA  
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LODGING  
ASSOCIATION**

## Registration Sponsor: \$6,000

- Two (2) event tickets
- Dedicated signage and the chance to display products at registration (registration signage provided by FRLA)
- Exclusive logo placement on event app check-in screen
- Logo recognition on website & event signage



## Breakfast Sponsor: \$5,000

- Two (2) event tickets
- Dedicated signage at breakfast provided by FRLA
- Logo recognition on website & event signage

## Lunch Sponsor: \$10,000

- Four (4) event tickets
- Opportunity to address the group for 10-15 minutes during Lunch
- Dedicated signage at lunch provided by FRLA
- Logo recognition on website & event signage

## Welcome Reception Sponsor: \$10,000

- Four (4) event tickets
- Opportunity welcome the group during the Welcome Reception
- Dedicated signage
- Logo recognition on website & event signage

# Summer Board Meeting



**FLORIDA  
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LODGING  
ASSOCIATION**

## Cocktail/Happy Hour Sponsor: \$10,000

- Four (4) event tickets
- Opportunity welcome the group during the Cocktail/Happy Hour
- Dedicated signage
- Logo recognition on website & event signage

# Summit

FRLA's Summit is back for the 11th annual premier Florida hospitality event. Bringing leading industry trends, best practices, top-notch speakers and unparalleled networking, we've made sure there's a seat for everyone at our table.

Join Florida's most influential hospitality professionals and top-level executives and expect to see powerful players such as Coca-Cola, Marriott, Loews Hotels, The Ritz-Carlton, Bloomin' Brands and many more.

*"The FRLA Summit is one of my favorite events of the year. It's the perfect blend of education and networking for our industry, and it is also a conference where you have a good time. The Summit is a wonderful showcase for the organization and it is one of the few events where I bring fellow employees and industry colleagues with me because I know they will be enriched personally and professionally."*

**-Kerry Morrissey**  
VP, Public & Community Relations  
The Opal Collection Resorts

## August 13-15 Seminole Hard Rock Hotel & Casino Hollywood, FL.





# Summit



**FLORIDA  
RESTAURANT &  
LODGING  
ASSOCIATION**

## Platinum Sponsor: \$15,000

- Eight (8) event tickets
- Opportunity to introduce breakout speakers with first choice on session
- Logo recognition on website & event signage
- Public recognition at the event with possible key introductions
- Display product(s)/service(s) in sponsor marketplace
- One (1) Dedicated post on FRLA Social leading up to the event
- Banner ad on event app

## Gold Sponsor: \$8,000

- Six (6) event tickets
- Opportunity to introduce breakout speakers with first choice on session
- Logo recognition on website & event signage
- Public recognition at the event with possible key introductions
- Display product(s)/service(s) in sponsor marketplace
- Banner ad on event app

## Silver Sponsor: \$6,500

- Four (4) event tickets
- Logo recognition website & event signage
- Display product(s)/service(s) in sponsor marketplace

## Bronze Sponsor: \$5,000

- Two (2) event tickets
- Logo recognition on website & event signage
- Display product(s)/service(s) in sponsor marketplace

# Summit



**FLORIDA  
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ASSOCIATION**

## Keynote Sponsor: \$25,000

- Ten (10) event tickets
- Introduce keynote speaker & address general session attendees
- Public recognition at the event with possible key introductions
- Display product(s)/service(s) in sponsor marketplace
- Logo recognition on website, event signage, keynote promotions and mentions (social, eblast, etc)
- Banner ad on event app
- VIP meet and greet roundtable

## Entertainment Sponsor: \$30,000

- Ten (10) event tickets
- Introduce entertainment at welcome reception
- VIP meet and greet
- Logo recognition on website & event signage
- Public recognition at the event with possible key introductions
- Display product(s)/service(s) in sponsor marketplace
- Banner ad on event app

## Cocktail Sponsor: \$10,000

- Two (2) event tickets
- Exclusive cocktail at Welcome Reception
- Opportunity for onstage introduction at Welcome Reception
- Logo recognition on website & event signage
- Public recognition at the event with possible key introductions
- Display product(s)/service(s) in sponsor marketplace

# Summit



**FLORIDA  
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## Welcome Gift Sponsor: \$8,000

- Eight (8) event tickets
- Logo recognition on welcome gift for event attendees (must be approved by FRLA)
- Logo recognition on website & event signage
- VIP table placement by registration to display product(s)/service(s) in sponsor marketplace

## Registration Sponsor: \$6,000

- Four (4) event tickets
- Exclusive logo placement on event app check-in screen
- VIP table placement by registration to display product(s)/service(s) in sponsor marketplace
- Logo recognition on website & event signage



## Mimosa Bar Sponsor: \$3,000

- Two (2) event tickets
- Exclusive signage located by mimosa bar during the morning keynote/breakout sessions of Day 1

## Bloody Mary Bar Sponsor: \$3,000

- Two (2) event tickets
- Exclusive signage located by mimosa bar during the morning keynote/breakout sessions of Day 2

# Golf Invitational

FRLA's Golf Invitational is the premier executive experience and annual fundraiser. The two-day exclusive event includes; opportunities to network with top industry leaders, support the FRLA advocacy efforts, and play at the world renowned TPC Sawgrass and TPC Dye's Valley. All of the proceeds benefit the FRLA and its programs.

**September 29-  
October 1**  
**TPC Sawgrass  
Ponte Vedra  
Beach, FL.**





# Golf Invitational



**FLORIDA  
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LODGING  
ASSOCIATION**

## Title Sponsor: \$75,000

- Exclusive naming rights to the FRLA Golf Invitational presented by...
- Four (4) golfers
- Four (4) non-golfers
- Four (4) Suites
- Course signage to include flags, driving range, putting green, scorecards
- First priority of VIP golf pairings
- Two (2) hole sponsorships
- Curated speaking opportunity
- Access to attendee list prior to the event
- Branded player gift for all tournament players
- Luxury tournament giftbag for each player
- Logo recognition on event website and marketing materials

## Keynote Dinner Sponsor: \$50,000

- Four (4) golfers
- Four (4) non-golfers
- Two (2) Suites + Two (2) Standard King Rooms at the Sawgrass Marriott Golf Resort & Spa
- Opportunity to introduce keynote speaker in advance of dinner
- Opportunity for priority selection of VIP players
- Access to attendee list prior to the event
- Branded gift to all tournament players
- Luxury tournament giftbag for each player
- Logo recognition on event website and marketing materials

# Golf Invitational



**FLORIDA  
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## Eagle Sponsor: \$40,000

- Four (4) golfers
- Ability to add on a non golfer for an additional \$2,000
- Two (2) Suites + Two (2) Standard King Rooms at the Sawgrass Marriott Golf Resort & Spa
- One (1) hole sponsorship-signage only
- Opportunity for priority selection of VIP players
- Access to attendee list prior to the event
- Branded gift to all tournament players
- Luxury tournament giftbag for each player
- Logo recognition on event website and marketing materials

## Pull Over: \$30,000

- Three(3) golfers
- Ability to add on a non golfer for an additional \$2,000
- Two (2) Suites + One (1) Standard King Rooms at the Sawgrass Marriott Golf Resort & Spa
- Opportunity for priority selection of VIP players
- Opportunity to provide branded gift to all guests
- Luxury tournament giftbag for each player
- Logo recognition on event website and marketing materials



## Birdie Sponsor: \$20,000

- Two (2) golfers
- Ability to add on a non golfer for an additional \$2,000
- One (1) Suite + One (1) Standard King Rooms at the Sawgrass Marriott Golf Resort & Spa
- Opportunity to provide branded gift to all guests
- Luxury tournament giftbag for each player
- Logo recognition on event website and marketing materials

# Golf Invitational



**FLORIDA  
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## Wedge Sponsor: \$30,000

- Three (3) golfers
- Ability to add on a non golfer for an additional \$2,000
- One (1) Suite + One (1) Standard King Rooms at the Sawgrass Marriott Golf Resort & Spa
- Opportunity to provide branded gift to all guests
- Luxury tournament giftbag for each player
- Logo recognition on event website and marketing materials

## Cart Sponsor: \$25,000

- Two (2) golfers
- Ability to add on a non golfer for an additional \$2,000
- One (1) Suite + One (1) Standard King Rooms at the Sawgrass Marriott Golf Resort & Spa
- Opportunity to provide branded gift to all guests
- Luxury tournament giftbag for each player
- Logo recognition on event website and marketing materials
- Exclusive signage on all golf carts

## Breakfast Sponsor: \$10,000

- Activation on the driving range the morning of the tournament with grab & go breakfast
- Opportunity to provide branded gift to all guests
- Logo recognition on event website and marketing materials



# Golf Invitational



**FLORIDA  
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## Trophy Sponsor: \$25,000

- Two (2) golfers
- Ability to add on a non golfer for an additional \$2,000
- Two (2) Standard King Rooms at the Sawgrass Marriott Golf Resort & Spa
- On stage trophy presentation during the keynote dinner
- Opportunity to provide branded gift to all guests
- Luxury tournament giftbag for each player
- Logo recognition on event website and marketing materials

## Ball Sponsor: \$22,500

- Two (2) golfers
- Ability to add on a non golfer for an additional \$2,000
- Two (2) Standard King Rooms at the Sawgrass Marriott Golf Resort & Spa
- Sponsor logo on tournament ball
- Opportunity to provide branded gift to all guests
- Luxury tournament giftbag for each player
- Logo recognition on event website and marketing materials
- Exclusive signage on all golf carts

## Welcome Reception Sponsor: \$25,000

- Two (2) golfers
- Ability to add on a non golfer for an additional \$2,000
- One (1) Suite + One (1) Standard King Rooms at the Sawgrass Marriott Golf Resort & Spa
- Opportunity to provide branded gift to all guests
- Luxury tournament giftbag for each player
- Logo recognition on event website and marketing materials



# Golf Invitational



**FLORIDA  
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## Par Sponsor: \$12,000

- One (1) golfer
- One (1) Standard King Room at the Sawgrass Marriott Golf Resort & Spa
- Opportunity to provide branded gift to all guests
- Luxury tournament giftbag for each player
- Logo recognition on event website and marketing materials

## On-Course Hole Activation Sponsor: \$7,500

- On course activation located at one (1) hole
- Opportunity to have your team personally showcase your product & interact with all players
- Opportunity to provide branded gift to all guests
- Logo recognition on event website and marketing materials

## Hole Sponsor: \$2,500

- Hole signage
- Logo recognition on event website and marketing materials
- Can't attend the Golf Invitational? Your company will be recognized throughout the event including a custom hole sign displayed on the course.

# Hotel & Restaurant Operator-Player Registration Packages



**FLORIDA  
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LODGING  
ASSOCIATION**



**\$6,250**

Two (2) golfers

Two (2) Standard King Rooms Sawgrass  
Marriott Golf Resort & Spa

Luxury tournament giftbag  
for each player



**\$5,000**

One (1) golfer + (1) non golfer

One (1) Standard King Room Sawgrass  
Marriott Golf Resort & Spa

Luxury tournament giftbag



**\$3,500**

One (1) golfer

One (1) Standard King Room Sawgrass  
Marriott Golf Resort & Spa

Luxury tournament giftbag



**\$2,500**

One (1) non golfer

One (1) Standard King Room Sawgrass  
Marriott Golf Resort & Spa

Luxury tournament giftbag

# Fall Board Meeting

Held in conjunction with the FRLA Hospitality Stars of the Industry Gala, 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.

**October 21-23**  
**Sunseeker Resort,  
Port Charlotte, FL.**



# Fall Board Meeting



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ASSOCIATION**

## Platinum Sponsor: \$12,500

- Eight (8) event tickets
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- (1032x360) FRLA Board Portal App Banner Ad

## Gold Sponsor: \$9,000

- Six (6) event tickets
- Logo recognition on website & event signage
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- (1032x360) FRLA Board Portal App Banner Ad

## Silver Sponsor: \$7,000

- Four (4) event tickets
- Logo recognition on website & event signage
- Pubic recognition at the event with possible key introductions

## Bronze Sponsor: \$5,000

- Two (2) event tickets
- Logo recognition on website & event signage



# Fall Board Meeting



**FLORIDA  
RESTAURANT &  
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ASSOCIATION**

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## Lunch Sponsor: \$10,000

- Four (4) event tickets
- Opportunity to address the group for 10-15 minutes during Lunch
- Dedicated signage at lunch provided by FRLA
- Logo recognition on website & event signage

## Welcome Reception Sponsor: \$10,000

- Four (4) event tickets
- Opportunity welcome the group during the Welcome Reception
- Dedicated signage
- Logo recognition website & event signage

# Fall Board Meeting



FLORIDA  
RESTAURANT &  
LODGING  
ASSOCIATION

## Cocktail/Happy Hour Sponsor: \$10,000

- Four (4) event tickets
- Opportunity welcome the group during the Cocktail/Happy Hour
- Dedicated signage at lunch provided by FRLA
- Logo recognition on website & event signage

# Hospitality Stars of the Industry Gala

Held in conjunction with the FRLA Fall Board Meeting, 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!

**October 23**

**Sunseeker Resort,  
Port Charlotte, FL.**



# Hospitality Stars of the Industry Gala



**FLORIDA  
RESTAURANT &  
LODGING  
ASSOCIATION**

## Platinum Sponsor: \$10,500

- Sixteen (16) tickets (two tables reserved with signage)
- Opportunity to provide 1-2 minute promotional video during program
- Possible introduction of gala speakers
- Public recognition at the event with possible key introductions
- Logo recognition on website & event signage

## Gold Sponsor: \$8,500

- Eight (8) tickets (one table reserved with signage)
- Public recognition at the event with possible key introductions
- Logo recognition on website & event signage

## Silver Sponsor: \$6,500

- Four (4) tickets
- Public recognition at the event with possible key introductions
- Logo recognition on website & event signage

## Bronze Sponsor: \$4,000

- Four (4) tickets
- Logo recognition on website & event signage



# Hospitality Stars of the Industry Gala



**FLORIDA  
RESTAURANT &  
LODGING  
ASSOCIATION**

## Cocktail Sponsor: \$8,000

- Eight (8) tickets (one table reserved with signage)
- Public recognition at the event with possible key introductions
- Logo recognition on website & event signage
- Customized cocktail glass

## Award Sponsor: \$5,000

- Eight (8) tickets (one table reserved with signage)
- Public recognition at the event with possible key introductions
- On stage presentation of one award winner
- Logo recognition on website & event signage



**FLORIDA  
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ASSOCIATION**

# Thank you!

<b>Phone</b>	850.224.2250 X223
<b>Website</b>	<a href="http://www.frla.org">www.frla.org</a>
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<b>Address</b>	230 South Adams Street Tallahassee, Florida 32301