

Corporate Sponsorship Package

2025



FLORIDA
RESTAURANT &
LODGING
ASSOCIATION

Contact: Membership Department

Phone 850.224.2250 X223
Website www.frla.org
Email members@frla.org
Address 230 South Adams Street
Tallahassee, Florida 32301



FLORIDA RESTAURANT & LODGING 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.

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

Winter 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.

January 9-11

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



Winter 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
- Public 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
- Public 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
- Public recognition at the event with possible key introductions

Bronze Sponsor: \$5,000

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

Winter Board Meeting



**FLORIDA
RESTAURANT &
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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

Winter 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
- Logo recognition on website & event signage

Hospitality Stars of the Industry Gala

HOSPITALITY
STARS
OF THE INDUSTRY
Recognition

Held in conjunction with the FRLA 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!

January 10

**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

Tourism Day

Join your attraction industry colleagues and tourism professionals from across the state for Florida Tourism day in Tallahassee. Meet with members of your county's Legislative delegation and share the value of tourism to Florida's economy.

March 25-26

Tallahassee, FL.



Tourism Day



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- 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

Summit

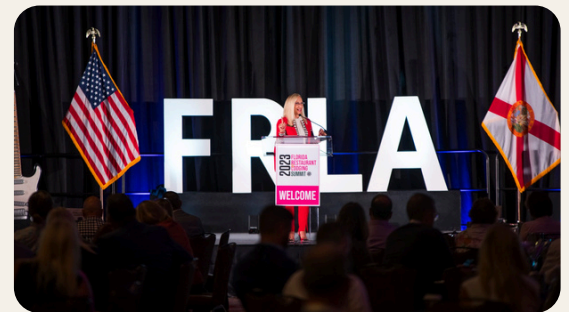
FRLA's Summit is back for the 11th annual premier Florida hospitality event. Bringing leading industry trends, best practices, top-notch speakers and unparalleled networking, we've made sure there's a seat for everyone at our table.

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 12-14 Seminole Hard Rock Hotel & Casino Hollywood, FL.



Summit



**FLORIDA
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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
- Logo on floor stickers throughout the event

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

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)
- 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

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: \$6,000

- Two (2) event tickets
- Display product(s)/service(s) in sponsor marketplace
- Mimosa Bar located by table in sponsor marketplace for both days of event

Bloody Mary Bar Sponsor: \$6,000

- Two (2) event tickets
- Display product(s)/service(s) in sponsor marketplace
- Bloody Mary Bar located by table in sponsor marketplace for both days of event

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 20-22
**Henderson Beach
Resort, Destin, FL.**



Fall Board Meeting



**FLORIDA
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ASSOCIATION**

Platinum Sponsor: \$12,500

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

Gold Sponsor: \$9,000

- Six (6) event tickets
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- Public 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
- Public 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
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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 website & event signage

Fall Board Meeting



**FLORIDA
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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

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Recognition



Held in conjunction with the FRLA 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 21

**Henderson Beach
Resort, Destin, FL.**



Hospitality Stars of the Industry Gala



**FLORIDA
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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
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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

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 leader and to support the FRLA advocacy efforts. All of the proceeds benefit the FRLA and its programs.

November 16-18
**World Equestrian
Center & Golden
Ocala Golf Course,
Ocala, FL.**



Golf Invitational



**FLORIDA
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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
- Opportunity to provide banded 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
- Opportunity to introduce keynote speaker in advance of dinner
- Opportunity for priority selection of VIP players
- Access to attendee list prior to the event
- Opportunity to provide 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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ASSOCIATION**

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
- One (1) hole sponsorship-signage only
- Opportunity for priority selection of VIP players
- Access to attendee list prior to the event
- Opportunity to provide 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
- 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 Room
- 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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LODGING
ASSOCIATION

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
- 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 Room
- 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
- 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

SOLD

Ball Sponsor: \$22,500

- Two (2) golfers
- Ability to add on a non golfer for an additional \$2,000
- Two (2) Standard King Rooms
- 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
- Opportunity to provide branded gift to all guests
- Luxury tournament giftbag for each player
- Logo recognition on event website and marketing materials

SOLD

Golf Invitational



**FLORIDA
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Par Sponsor: \$12,000

- One (1) golfer
- One (1) Standard King Room
- 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
RESTAURANT &
LODGING
ASSOCIATION



\$5,000

Two (2) golfers

Two (2) Standard King Rooms

Luxury tournament giftbag
for each player



\$4,250

One (1) golfer + (1) non golfer

One (1) Standard King Room

Luxury tournament giftbag
for each player



\$2,750

One (1) golfer

One (1) Standard King Room

Luxury tournament giftbag
for each player



\$2,000

One (1) non golfer

One (1) Standard King Room



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Thank you!

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