



PROTECT. EDUCATE.PROMOTE

SPONSORSHIP

Contact **Marjorie Stone**

850-524-1747; mstone@frla.org

Get Connected: @FRLANews #JoinFRLA #FRLACFL

Get Informed: www.FRLA.org/Chapters/Central

Opportunities in this packet are subject to change.

FRLA CENTRAL FLORIDA MIXERS

Locations and dates vary • 75-150 estimated attendance

Your event sponsorship affords face-to-face contact with the decision makers in the hospitality industry.

VENUE HOST SPONSOR – IN-KIND

- Logo inclusion on all promotional and event signage
- Opportunity to showcase your property
- Opportunity to sample and display your choice of beverages and food items
- Opportunity to address the group
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

EVENT SPONSOR – \$1000

- Logo Inclusion on all promotional and event signage
- **Four (4) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Opportunity to speak in front of the group
- Opportunity to showcase product(s) and/or service(s) with preferred placement
- Opportunity to provide a target list for key introductions to potential clients
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

EVENT SPONSOR – \$750

- Logo Inclusion on all promotional and event signage
- **Three (3) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Opportunity to showcase product(s) and/or service(s)
- Public recognition at the event with *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

EVENT SPONSOR – \$500

- Logo Inclusion on all promotional and event signage
- **Two (2) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Public recognition at the event
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Social media coverage

EVENT SPONSOR – \$250

- Logo Inclusion on all event signage
- **One (1) ticket** to event (includes two drink tickets + featured hors d'oeuvres)
- Public recognition at the event with *possible* key introductions

IN-KIND SPONSORSHIP OPPORTUNITIES ALSO AVAILABLE
--

FRLA CENTRAL FLORIDA EDUCATIONAL SESSIONS

Location and Dates Vary • 50-100 estimated attendance

Join Central Florida's most influential hospitality power players and top-level executives in pursuit of THE best practices and business trends to increase overall sales and customer satisfaction. Collaborate and share inspirational ideas in a roundtable discussion or learn from innovation speakers through innovative forums.

Your event sponsorship affords face-to-face contact with the decision makers in the hospitality industry.

VENUE HOST SPONSOR – IN-KIND

- Logo inclusion on all promotional and event signage
- Opportunity to showcase your property
- Opportunity to sample and display your choice of beverages and food items
- Opportunity to address the group
- Public recognition at the event with key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

TITLE SPONSOR – \$2000

- Logo Inclusion on all promotional and event signage
- Business name recognition included in the event title
- **Four (4) tickets** to event
- Opportunity to speak in front of the group
- Opportunity to introduce featured speaker or be the featured speaker
- Exclusive opportunity to showcase product(s) and/or service(s)
- Opportunity to provide a target list for key introductions to potential clients
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

INTERESTED IN PROVIDING A WORKSHOP TO OUR INDUSTRY? EMAIL MStone@FRLA.org
--

NRA/FRLA BOB LEONARD GOLF CLASSIC

in partnership with the Central Florida Chapter

October 18, 2018 • Championsgate Golf Course • 288 Golfers/72 Teams/ 18 Sponsored Holes

Our golf chairs and committee members invite you to join us for this exciting tournament! VIP senior executives from Walt Disney World, Marriott, Outback Steakhouse, Tijuana Flats, Miller's Ale House, Firehouse Subs, Hilton, and Universal team up with FRLA member suppliers for a day of unparalleled relationship-building opportunities. Check out last year's VIP golfers! Last year, we raised approximately \$100K for the FRLA PAC, and with your participation hope to exceed that amount this year.

Don't golf? Don't worry! We have sponsorship opportunities before, during and after the tournament to network.

PRESENTING SPONSOR - \$10,000

- Listing as Platinum Sponsor on all promotional and event signage
- Opportunity to sample your product or service **at a prominent location at registration**
- Opportunity to display dedicated signage at mutually agreed upon locations at the venue **Signage provided by Sponsor**
- **Three (3) teams** (sponsor provides all 12 players or sponsor provides 6 players to be matched with 6 VIPs from the FRLA VIP list)
- **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
- Recognition in the *Florida Restaurant and Lodging Magazine* (based on availability)
- Public recognition at the event with key introductions
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award
- Logo Inclusion on www.FRLA.org

GOLD SPONSOR - \$7,500

- Listing as Gold Sponsor on all promotional and event signage
- Opportunity to sample or display your product or service **at registration**
- **Two (2) teams** (sponsor provides all 8 players or sponsor provides 4 players to be matched with 4 VIPs from the FRLA VIP list)
- **One (1) exclusive hole sponsorship** on ChampionsGate Golf Course
 - Display signage/products, provide samples, create a contest or be included on a contest hole
- Recognition in the *Florida Restaurant and Lodging Magazine* (based on availability)– Print Circulation: over 7,000/Digital Circulation: 20,000
- Public recognition at the event with key introductions
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award
- Logo Inclusion on FRLA.org (receives over 20,000 visitors per month)



SILVER SPONSOR - \$6,000

- Listing as Silver Sponsor on all promotional and event signage
- Opportunity to sample or display your product or service **at registration**
- **One (1) team** (sponsor provides all 4 players or sponsor provides 2 players to be matched with 2 VIPs from the FRLA VIP list)
- **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
- Recognition in the *Florida Restaurant and Lodging Magazine* (based on availability)
- Public recognition at the event with *possible* key introductions
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award
- Logo Inclusion on www.FRLA.org

BRONZE SPONSOR - \$4,000

- Listing as Bronze Sponsor on all promotional and event signage
- Opportunity to sample or display your product or service **at registration**
- **One (1) team** (sponsor provides all 4 players or sponsor provides 2 players to be matched with 2 VIPs from the FRLA VIP list)
- Recognition in the *Florida Restaurant and Lodging Magazine* (based on availability)
- Public recognition at the event with *possible* key introductions
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award
- Logo Inclusion on www.FRLA.org

TEAM OF FOUR - \$1,650

- Listing on all promotional and event signage
- **One (1) team** (sponsor provides all 4 players or sponsor provides 2 players to be matched with 2 VIPs from the FRLA VIP list)
- Recognition in the *Florida Restaurant and Lodging Magazine* (based on availability)
- Public recognition at the event with *possible* key introductions
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award
- Logo Inclusion on www.FRLA.org

BREAKFAST SPONSOR \$2,000

- Listing as Breakfast Sponsor on all promotional and event signage
- Opportunity to sample or display your product or service at breakfast
- **One (1) team** (sponsor provides all 4 players or sponsor provides 2 players to be matched with 2 VIPs from the FRLA VIP list)
- Recognition in the *Florida Restaurant and Lodging Magazine* (based on availability)
- Public recognition at the event with *possible* key introductions
- Includes green fees, golf carts, breakfast, lunch reception, food & beverages on the course, multiple on-course contests, welcome player gifts and sponsor award
- Logo Inclusion on www.FRLA.org

TWO-HOLE SPONSOR (non-exclusive) - \$2,700

- Listing on all promotional and event signage
- **Two (2) hole sponsorships— one (1) per course**
 - Display signage/products, provide samples, create a contest or be included on a contest hole
- Recognition in the *Florida Restaurant and Lodging Magazine* (based on availability)
- Public recognition at the event with *possible* key introductions
- Includes breakfast, lunch reception and sponsor awards
- Logo Inclusion on www.FRLA.org

HOLE SPONSOR (non-exclusive) - \$1,650

- Listing on all promotional and event signage
- **Two (2) hole sponsorships— one (1) per course**
 - Display signage/products, provide samples, create a contest or be included on a contest hole
- Recognition in the *Florida Restaurant and Lodging Magazine* (based on availability)
- Public recognition at the event with *possible* key introductions
- Includes breakfast, lunch reception and sponsor awards
- Logo Inclusion on www.FRLA.org

FRLA CENTRAL FLORIDA CHAPTER PRESENTS THE SHOW PARTY

September 7, 2018 • Cuba Libre Restaurant & Rum Bar • 400 estimated attendance

What better way to end the day at the Florida Restaurant & Lodging Show (September 6-8)!

Your sponsorship provides you the opportunity to build relationships with show exhibitors and attendees, some of the top names in the hospitality industry.

ENTERTAINMENT SPONSOR - \$2,000

- Logo inclusion on all promotional and event signage
- Exclusive and specialty signage placement on stage
- Opportunity to introduce featured speaker or be the featured speaker
- Opportunity to provide a target list for key introductions to potential clients
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

EVENT SPONSOR – \$1000

- Logo Inclusion on all promotional and event signage
- **Four (4) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Opportunity to speak in front of the group
- Opportunity to showcase product(s) and/or service(s) with preferred placement
- Opportunity to provide a target list for key introductions to potential clients
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

EVENT SPONSOR – \$750

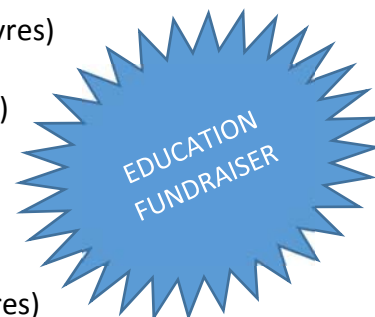
- Logo Inclusion on all promotional and event signage
- **Three (3) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Opportunity to showcase product(s) and/or service(s)
- Public recognition at the event with *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

EVENT SPONSOR – \$500

- Logo Inclusion on all promotional and event signage
- **Two (2) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Public recognition at the event
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Social media coverage

TABLE TOP SPONSOR – \$250

- Logo placement on all table signage
- **One (1) ticket** to event (includes two drink tickets + featured hors d'oeuvres)



FRLA CENTRAL FLORIDA HOLIDAY BOARD INSTALLATION and DICK POPE AWARDS CEREMONY in partnership with the Grand Tour Foundation

December 6, 2018 • Location TBD • 250- 300 estimated attendance

What better way to end the year than at a holiday celebration with the hospitality industry! Not only will we be honoring new leadership to the Central Florida Chapter, but we will also award an outstanding hospitality professional in our community. Join the Central Florida Chapter and the Grand Tour Foundation at an energy-packed party.

VENUE HOST SPONSOR – IN-KIND

- Logo inclusion on all promotional and event signage
- Opportunity to showcase your property
- Opportunity to sample and display your choice of beverages and food items
- Opportunity to address the group
- Public recognition at the event with key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

ENTERTAINMENT SPONSOR - \$2,000

- Logo inclusion on all promotional and event signage
- Exclusive and specialty signage placement on stage
- Opportunity to introduce featured speaker or be the featured speaker
- Opportunity to provide a target list for key introductions to potential clients
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

EVENT SPONSOR – \$1000

- Logo Inclusion on all promotional and event signage
- **Four (4) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Opportunity to speak in front of the group
- Opportunity to showcase product(s) and/or service(s) with preferred placement
- Opportunity to provide a target list for key introductions to potential clients
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

EVENT SPONSOR – \$750

- Logo Inclusion on all promotional and event signage
- **Three (3) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Opportunity to showcase product(s) and/or service(s)
- Public recognition at the event with *possible* key introductions
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)

- Business name recognition in FRLA's Hospitality Hotline e-newsletter
- Social media coverage

EVENT SPONSOR – \$500

- Logo Inclusion on all promotional and event signage
- **Two (2) tickets** to event (includes two drink tickets + featured hors d'oeuvres)
- Public recognition at the event
- Logo Inclusion on www.FRLA.org (receives over 20,000 visitors per month)
- Social media coverage

TABLE TOP SPONSOR – \$250

- Logo placement on all table signage
- **One (1) ticket** to event (includes two drink tickets + featured hors d'oeuvres)

