

Corporate Sponsorship Package

2023



FLORIDA
RESTAURANT &
LODGING
ASSOCIATION

Contact

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**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.

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Meet Our Leadership Team



FLORIDA
RESTAURANT &
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ASSOCIATION



Carol Dover
President & CEO



Bob Dearden
CFO & COO



Samantha Padgett
VP Government Relations &
General Counsel



Geoff Luebkekmann
SVP Education & Training
Interim 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 12-14

**The Ritz-Carlton
Sarasota, FL.**



Summer Board Meeting



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Platinum Sponsor

Eight (8) event tickets

Address board meeting attendees
(subject to FRLA approval)

Logo recognition website & event signage

Public recognition at the event with possible key introductions

Display product(s)/service(s) at registration

\$10,000



Gold Sponsor

Six (6) event tickets

Logo recognition website & event signage

Public recognition at the event with possible key introductions

Display product(s)/service(s) at registration

\$8,000

Summer Board Meeting



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ASSOCIATION



Silver Sponsor

Four (4) event tickets

Logo recognition
website & event
signage

Public recognition at the
event with possible key
introductions

\$6,000



Bronze Sponsor

Two (2) event tickets

Logo recognition
website & event
signage

\$4,000

Summer Board Meeting



FLORIDA
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ASSOCIATION



Registration Sponsor

Two (2) event tickets

Dedicated signage at
registration provided
by FRLA

Logo recognition
website & event
signage

\$5,000



Breakfast Sponsor

Two (2) event tickets

Dedicated signage at
breakfast provided by
FRLA

Logo recognition
website & event
signage

\$5,000

Summer Board Meeting



**FLORIDA
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LODGING
ASSOCIATION**



Lunch Sponsor

Two (2) event tickets

Dedicated signage at
lunch provided by FRLA

Logo recognition
website & event
signage

\$5,000



Welcome Reception Sponsor

Ten (10) event tickets

Address board meeting
attendees
(subject to FRLA approval)

Logo recognition
website & event
signage

\$10,000

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 16-17 Seminole Hard Rock Hotel & Casino Hollywood, FL.



Summit



Keynote Sponsor

Ten (10) event tickets

Introduce keynote speaker & address general session attendees

Full page ad in summit program (artwork provided 4 weeks prior to event)

Public recognition at the event with possible key introductions

Logo recognition on event website and event signage

Display product(s)/service(s) in sponsor marketplace

\$25,000

**Three available*



Entertainment Sponsor

Ten (10) event tickets

Introduce event entertainment at welcome reception

Full page ad in summit program (artwork provided 4 weeks prior to event)

Public recognition at the event with possible key introductions

Logo recognition on event website and event signage

Display product(s)/service(s) in sponsor marketplace

\$15,000

Summit



Platinum Sponsor

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

Full page ad in event program (artwork provided 4 weeks prior to event)

\$10,000



Gold Sponsor

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

Half page ad in event program (artwork provided 4 weeks prior to event)

\$7,500

Summit



Silver Sponsor

Four (4) event tickets

Logo recognition on
website & event
signage

Display
product(s)/service(s) in
sponsor marketplace

Quarter page ad in event
program (artwork provided 4
weeks prior to event)

\$6,000



Bronze Sponsor

Two (2) event tickets

Display
product(s)/service(s) in
sponsor marketplace

Logo recognition on
website & event
signage

\$5,000

Summit



Reception Cocktail Sponsor

Two (2) event tickets

Exclusive reception
cocktail signage

Opportunity for on-
stage introduction

Logo recognition on
website & event
signage

Public recognition at the
event with possible key
introductions

\$7,500



Name Badge Sponsor

Two (2) event tickets

Exclusive logo placement on
event name badge (must be
pre-selected by FRLA)

Logo recognition on
website & event
signage



\$2,500

Summit



VIP Welcome Gift Sponsor

Two (2) event tickets

Provide welcome gift to be placed in VIP attendee's room (must be pre-selected by FRLA)

Logo recognition on website & event signage

\$2,500



Mimosa Bar Sponsor

Two (2) event tickets

Exclusive signage located by mimosa bar during the morning keynote/breakout sessions

Logo recognition on website & event signage

\$3,000

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 18-19

**TPC Sawgrass
Ponte Vedra
Beach, FL.**



Title Sponsor



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Title Sponsor

Four (4) golfers

Four (4) non-golfers
or
Two (2) additional golfers

Two (2) Suites +
Two (2) Standard King
Rooms at the Sawgrass
Marriott Golf Resort & Spa

Course signage to include;
flags, driving range, putting
green, scorecards and
product display

First priority of VIP golf
pairings

Opportunity to
showcase your product

Two (2) hole
sponsorships

Curated speaking
opportunity

Access to attendee list prior
to the event

Branded gift provided to all
guests

Golf tournament apparel for
each player

Luxury registration gift for
each player

Company logo on all print &
digital event materials

\$100,000

**one available*

Keynote Sponsor



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Keynote Sponsor

Four (4) golfers

Four (4) non-golfers
or
Two (2) additional golfers

Two (2) Suites +
Two (2) Standard King
Rooms at the Sawgrass
Marriott Golf Resort & Spa

Opportunity to introduce
keynote speaker in advance
of day 1 dinner

Priority of VIP golf pairings

Opportunity to
showcase your product

Access to attendee list prior
to the event

Branded gift provided to all
guests

Golf tournament apparel for
each player

Luxury registration gift for
each player

Company logo on all print &
digital event materials

\$50,000

SOLD

Eagle Sponsor



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Eagle Sponsor

Three (3) golfers

Three (3) non-golfers

Two (2) Suites +
One (1) Standard King Rooms
at the Sawgrass Marriott Golf
Resort & Spa

Priority of VIP golf pairings

Opportunity to
showcase your product

Curated speaking
opportunity

Access to attendee list prior
to the event

Opportunity to provide
branded gift to all guests

Golf tournament apparel for
all players

Luxury registration gift for
each player

Company logo on all print &
digital event materials

\$50,000

Golf Invitational



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Shoe Sponsor

Three (3) golfers

Three (3) non-golfers

Two (2) Suites +
One (1) Standard King Room Sawgrass
Marriott Golf Resort & Spa

Opportunity to showcase
your product

Opportunity to request VIP
golf pairings

Opportunity to provide
branded gifts to all guests

Golf tournament apparel for
all players

Luxury registration gift for
each player

Company logo on all print &
digital event materials

\$30,000



Birdie Sponsor

Two (2) golfers

Two (2) non-golfers

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

Opportunity to showcase
your product

Opportunity to provide
branded gift to all guests

Golf tournament apparel for
all players

Luxury registration gift for
each player

Company logo on all print &
digital event materials

\$25,000

Golf Invitational



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Wedge Sponsor

Two (2) golfers

Two (2) non-golfers

One (1) Suite +

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

Opportunity to showcase

Opportunity to provide
to all guests

Golf tournament apparel for
all players

Luxury registration gift for
each player

Company logo on all print &
digital event materials

\$25,000



Cart Sponsor

Two (2) golfers

Two (2) non-golfers

One (1) Suite +

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

Opportunity to showcase

Opportunity to provide
to all guests

Golf tournament apparel for
all players

Luxury registration gift for
each player

Company logo on all print &
digital event materials

Exclusive signage on all golf
carts

\$25,000

Golf Invitational



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Breakfast Sponsor

Activation on range the morning of the tournament with grab-and-go breakfast

Opportunity to showcase your product

Opportunity to provide branded gift to all guests

Company logo on all print & digital event materials

\$10,000



Par Sponsor

One (1) golfer

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

Opportunity to showcase your product

Opportunity to provide branded gift to all guests

Golf tournament apparel for all players

Luxury registration gift for each player

Company logo on all print & digital event materials

\$12,000

Golf Invitational



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Course Activation Sponsor

On course activation
located at one (1) hole

Opportunity to showcase
your product

Opportunity to provide
branded gift to all guests

Company logo on all print &
digital event materials

\$7,500



Hole Sponsor

Hole Signage

Company logo on all print &
digital event materials

Can't attend the Golf
Invitational? Looking to add
to your existing sponsorship
package? Your company will
be recognized throughout
the event including a custom
hole sign displayed on the
course.

\$2,500

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 23-25

**Opal Grand Resort
& Spa**

Delray Beach, FL.



Fall Board Meeting



FLORIDA
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Platinum Sponsor

Eight (8) event tickets

Address board meeting
attendees
(subject to FRLA approval)

Logo recognition
website & event
signage

Public recognition at the
event with possible key
introductions

Display
product(s)/service(s) at
registration

\$10,000



Gold Sponsor

Six (6) event tickets

Logo recognition
website & event
signage

Public recognition at the
event with possible key
introductions

Display
product(s)/service(s) at
registration

\$8,000

Fall Board Meeting



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ASSOCIATION



Silver Sponsor

Four (4) event tickets

Logo recognition
website & event
signage

Public recognition at the
event with possible key
introductions

\$6,000



Bronze Sponsor

Two (2) event tickets

Logo recognition
website & event
signage

\$4,000

Fall Board Meeting



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ASSOCIATION



Registration Sponsor

Two (2) event tickets

Dedicated signage at
registration provided
by FRLA

Logo recognition
website & event
signage

\$5,000



Breakfast Sponsor

Two (2) event tickets

Dedicated signage at
breakfast provided by
FRLA

Logo recognition
website & event
signage

\$5,000

Fall Board Meeting



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ASSOCIATION**



Lunch Sponsor

Two (2) event tickets

Dedicated signage at
lunch provided by FRLA

Logo recognition
website & event
signage

\$5,000



Welcome Reception Sponsor

Ten (10) event tickets

Address board meeting
attendees
(subject to FRLA approval)

Logo recognition
website & event
signage

\$10,000

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 24

**Opal Grand Resort
& Spa
Delray Beach, FL.**



Hospitality Stars of the Industry Gala



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Platinum Sponsor

Sixteen (16) tickets (two
tables reserved with signage)

Sixteen (16) drink tickets for
the gala after party

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
website & event
signage

\$10,000



Gold Sponsor

Eight (8) tickets (one table
reserved with signage)

Eight (8) drink tickets for the
gala after party

Public recognition at the
event with possible key
introductions

Logo recognition
website & event
signage

\$8,000

Hospitality Stars of the Industry Gala



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Silver Sponsor

Eight (8) tickets (one table reserved with signage)

Public recognition at the event with possible key introductions

Logo recognition website & event signage

\$6,000



Bronze Sponsor

Eight (8) tickets (one table reserved with signage)

Logo recognition website & event signage

\$3,500

Hospitality Stars of the Industry Gala



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Champagne Sponsor

Eight (8) tickets (one table reserved with signage)

Public recognition at the event with possible key introductions

On stage presentation of Hall of Fame Award Winners

Logo recognition website & event signage

Customized champagne flute

Introduction of incoming executive committee and champagne toast during gala

\$7,500

**One Available*



Award Sponsor

Eight (8) tickets (one table reserved with signage)

Public recognition at the event with possible key introductions

On stage presentation of Hall of Fame Award Winners

Logo recognition website & event signage

\$5,000

**One Available*



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Thank you!

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