



Florida Restaurant & Lodging Association

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2010 FRLA SPONSORSHIP OPPORTUNITIES

FRLA WINTER BOARD MEETING & INSTALLATION BANQUET

January 20 – 22, 2010

TradeWinds Island Resorts on Saint Petersburg Beach

Attendance: 150-300

This is the most important FRLA Board Meeting of the year. We install the Chairman and Executive Committee and induct the Restaurateur and Hotelier of the Year into the Hospitality Hall of Fame. FRLA Board Members include chapter presidents, chapter representatives, past State chairmen, and at-large directors from large and small chains and strong independents. This event is the perfect setting to get your company's name in front of industry leaders.

GOLD SPONSOR - \$7,500

After a sponsorship agreement has been executed, we will provide a GOLD sponsorship package for our Installation Banquet that includes:

- Inclusion as a Gold Sponsor on promotional posters and banners at the event
- Opportunity to sample and display your product/service
- Food, drinks and entertainment
- One (1) 8-top table at the Installation Banquet -- additional tickets available
- Four (4) registrations to open board meetings
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

SILVER SPONSOR - \$4,500

After a sponsorship agreement has been executed, we will provide a SILVER sponsorship package for our Installation Banquet that includes:

- Inclusion as a Silver Sponsor on promotional posters and banners at the event
- Opportunity to sample and display your product/service
- Food, drinks and entertainment
- Four (4) seats at an 8-top table at the Installation Banquet -- additional tickets available
- Three (3) registrations to the open board meetings
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

2010 FRLA SPONSORSHIP OPPORTUNITIES

BRONZE SPONSOR - \$2,500

After a sponsorship agreement has been executed, we will provide a BRONZE sponsorship package for our Installation Banquet that includes:

- Inclusion as a Bronze Sponsor on promotional posters and banners at the event
- Opportunity to sample and display your product/service
- Food, drinks and entertainment
- Two (2) seats at an 8-top table at the Installation Banquet - additional tickets available
- Two (2) registrations to the open board meetings
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

FRLA LEGISLATIVE DAYS

Tentative: March 9, March 23, and April 6

FRLA Headquarters – Tallahassee

Attendance: 150 - 250

Join FRLA restaurant and lodging members from around Florida as they gather in Tallahassee to visit Legislators during the three (3) FRLA Legislative Days. Members travel by bus from all regions of Florida, arriving at FRLA Headquarters in time for lunch and an Issues Briefing by the CEO and FRLA Lobby Team. Then FRLA Members go to the Capitol for meetings with Legislators (pre-scheduled by the FRLA Governmental Relations Team). At 5:00 pm, FRLA Members return to the FRLA offices and are joined by Florida House and Senate Members for a Reception. FRLA Members return home by bus. Sponsorships are limited and therefore offer each sponsor extraordinary brand visibility.

PLATINUM SPONSOR - \$15,000

After a sponsorship agreement has been executed, we will provide a PLATINUM sponsorship package for three (3) FRLA Legislative Days which includes:

- Listing as a Platinum Sponsor on promotional posters and banners at FRLA Headquarters
- Four (4) invitations to FRLA Legislative Days
- Food and beverages at Luncheon and Reception
- Inclusion in all Legislative Days-related press releases
- Opportunity to display/distribute mutually agreed-upon promotional materials on buses and at FRLA Headquarters
- Opportunity to accompany members on Legislative visits
- Logo recognition on www.frla.org Governmental Relations page (25,000 visitors/month) with a link to your company website
- Inclusion as Platinum sponsor in *Hospitality Hotline* (circ. 4,000) announcement
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

2010 FRLA SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR - \$5,000 (One Legislative Day)

After a sponsorship agreement has been executed, we will provide a GOLD sponsorship package for one FRLA Legislative Day that includes:

- Listing as a Gold Sponsor on promotional posters and banners at FRLA Headquarters
- Three (3) invitations to FRLA Legislative Days
- Food and beverages at Luncheon and Reception
- Inclusion in all Legislative Days-related press releases
- Opportunity to display/distribute mutually agreed-upon promotional materials at FRLA Headquarters
- Opportunity to accompany members on Legislative visits
- Inclusion as Gold sponsor in *Hospitality Hotline* (circ. 4,000) announcement
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

SILVER SPONSOR - \$3,000 (One Legislative Day)

After a sponsorship agreement has been executed, we will provide a SILVER sponsorship package for one FRLA Legislative Day that includes:

- Listing as a Silver Sponsor on promotional posters and banners at FRLA Headquarters
- Two (2) invitations to FRLA Legislative Days
- Food and beverages at Luncheon and Reception
- Inclusion in all Legislative Days-related press releases
- Opportunity to display/distribute mutually agreed-upon promotional materials at FRLA Headquarters
- Opportunity to accompany members on Legislative visits
- Inclusion as Silver sponsor in *Hospitality Hotline* (circ. 4,000) announcement
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

BRONZE SPONSOR - \$1,500 (One Legislative Day)

After a sponsorship agreement has been executed, we will provide a BRONZE sponsorship package for one FRLA Legislative Day that includes:

- Listing as a Bronze Sponsor on promotional posters and banners at FRLA Headquarters
- One (1) invitation to FRLA Legislative Days
- Food and beverages at Luncheon and Reception
- Inclusion in all Legislative Days-related press releases
- Opportunity to display/distribute mutually agreed-upon promotional materials at FRLA Headquarters
- Opportunity to accompany members on Legislative visits
- Inclusion as Bronze sponsor in *Hospitality Hotline* (circ. 4,000) announcement
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

2010 FRLA SPONSORSHIP OPPORTUNITIES

EXCLUSIVE TRANSPORTATION SPONSORSHIP -- \$2,500

After a sponsorship agreement has been executed, we will provide an EXCLUSIVE bus sponsorship package for one FRLA Legislative Day that includes:

- Listing as Exclusive Transportation Sponsor on promotional posters and banners on buses
- Listing as a Exclusive Transportation Sponsor on promotional posters and banners at FRLA Headquarters
- Two (2) bus seats from FRLA chapter to Tallahassee with hotel and restaurant members
- Two (2) invitations to FRLA Legislative Days
- Food and beverages at Luncheon and Reception
- Opportunity to distribute product and/or marketing piece to attendees
- Opportunity to accompany members on Legislative visits
- Inclusion as Exclusive Transportation sponsor in *Hospitality Hotline* (circ. 4,000) announcement
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

CONTRIBUTING TRANSPORTATION SPONSOR -- \$400 (3 available per Legislative Day)

After a sponsorship agreement has been executed, we will provide a CONTRIBUTING bus sponsorship package for one FRLA Legislative Day that includes:

- Listing as Contributing Transportation Sponsor on promotional posters and banners on buses
- Listing as a Contributing Transportation Sponsor on promotional posters and banners at FRLA Headquarters
- One (1) bus seat from FRLA chapter to Tallahassee with hotel and restaurant members
- One (1) invitation to FRLA Legislative Days
- Food and beverages at Luncheon and Reception
- Opportunity to distribute product and/or marketing piece to attendees
- Opportunity to accompany members on Legislative visits

FRLA SUMMER BOARD MEETING

Tentative: June 7 – 9 – Location to be determined

Attendance: 150-200

Board members gather in a relaxed resort setting that provides an excellent opportunity for networking. This popular event brings together key restaurateurs and hoteliers for committee meetings, legislative updates and panel discussions. Your sponsorship of this event affords face-to-face contact with hospitality leaders.

2010 FRLA SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR - \$6,000

After a sponsorship agreement has been executed, we will provide a GOLD sponsorship package for our SUMMER BOARD MEETING that includes:

- Inclusion as a Gold Sponsor on promotional posters and banners at the event
- Opportunity to sample and display your product/service
- Food and drinks served at the event
- Four (4) tickets to the open board meetings and cocktail reception
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

SILVER SPONSOR - \$4,000

After a sponsorship agreement has been executed, we will provide a SILVER sponsorship package for our SUMMER BOARD MEETING that includes:

- Inclusion as a Silver Sponsor on promotional posters and banners at the event
- Opportunity to sample and display your product/service
- Food and drinks served at the event
- Three (3) tickets to open board meetings and cocktail reception
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

BRONZE SPONSOR - \$2,000

After a sponsorship agreement has been executed, we will provide a BRONZE sponsorship package for our SUMMER BOARD MEETING that includes:

- Inclusion as a Bronze Sponsor on promotional posters and banners at the event
- Opportunity to sample and display your product/service
- Food and drinks served at the event
- Two (2) tickets to open board meetings and cocktail reception
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

NRA/FRLA CELEBRITY GOLF TOURNAMENT

September, 2010 – ChampionsGate – Orlando

Attendance: 250 – 350

Key decision-makers from national restaurant and hotel chains and top independents return year after year for this exciting tournament. Senior executives from Walt Disney World, Marriott, Outback Steakhouse, Beef 'O' Brady's, Busch Gardens, Firehouse Subs, Hilton, Hyatt, Domino's and Universal team up with suppliers for a day of unparalleled relationship-building opportunities. We have been SOLD OUT the last 8 years– save your space early!

TITLE SPONSOR - \$15,000

2010 FRLA SPONSORSHIP OPPORTUNITIES

After a sponsorship agreement has been executed, we will provide an exclusive package for our NRA/FRLA Celebrity Golf Tournament TITLE SPONSOR that includes:

- Naming Rights to the NRA/FRLA Celebrity Golf Tournament with your company's name used in all references, recognition and promotion for the event
- Listing as a Title Sponsor on promotional posters and banners at the golf course
- Inclusion in all golf-related press releases
- Exclusive rights to display mutually agreed-upon promotional materials at the golf tournament
- Opportunity to sample or display your product or service at mutually agreed-upon locations at the golf tournament
- Inclusion in all group sponsor signage areas at mutually agreed-upon locations throughout golf venues
- Four (4) teams (16 players or 8 players to be matched with 8 VIPs) at the 2010 NRA/FRLA Celebrity Golf Tournament (\$6,600)
- Two (2) exclusive hole sponsorships on ChampionsGate Golf Course (4 total - 2/course)
- Logo recognition on the 2010 NRA/FRLA Celebrity Golf Tournament web page
- Recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions
- Greens fees, golf carts, lunch, dinner reception, prizes and awards

PLATINUM SPONSOR - \$10,000

After a sponsorship agreement has been executed, we will provide a package for our NRA/FRLA Celebrity Golf Tournament PLATINUM SPONSOR that includes:

- Listing as a Platinum Sponsor on promotional posters and banners at the golf course
- Inclusion in all golf-related press releases
- Opportunity to display mutually agreed-upon promotional materials at the golf tournament
- Opportunity to sample or display your product or service at mutually agreed-upon locations at the golf tournament
- Inclusion in all group sponsor signage areas at mutually agreed-upon locations throughout golf venues
- Three (3) teams (12 players or 6 players to be matched with 6 VIPs) at the 2010 NRA/FRLA Celebrity Golf Tournament (\$4,950)
- Two (2) exclusive hole sponsorships on ChampionsGate Golf Course (4 total - 2/course)
- Logo recognition on the 2010 NRA/FRLA Celebrity Golf Tournament web page
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions
- Greens fees, golf carts, lunch, dinner reception, prizes and awards

GOLD SPONSOR - \$7,500

After a sponsorship agreement has been executed, we will provide a package for our NRA/FRLA Celebrity Golf Tournament GOLD SPONSOR that includes:

- Listing as a Gold Sponsor on promotional posters and banners at the golf course
- Inclusion in all golf-related press releases

2010 FRLA SPONSORSHIP OPPORTUNITIES

- Opportunity to display mutually agreed-upon promotional materials at the golf tournament
- Opportunity to sample or display your product or service at mutually agreed-upon locations at the golf tournament
- Inclusion in all group sponsor signage areas at mutually agreed-upon locations throughout golf venues
- Two (2) teams (8 players or 4 players to be matched with 4 VIPs) at the 2010 NRA/FRLA Celebrity Golf Tournament (\$3,300)
- One (1) exclusive hole sponsorship on ChampionsGate Golf Course (2 total - 1/course)
- Logo recognition on the 2010 NRA/FRLA Celebrity Golf Tournament web page
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions
- Greens fees, golf carts, lunch, dinner reception, prizes and awards

SILVER SPONSOR - \$6,000

After a sponsorship agreement has been executed, we will provide a package for our NRA/FRLA Celebrity Golf Tournament SILVER SPONSOR that includes:

- Listing as a Silver Sponsor on promotional posters and banners at the golf course
- Inclusion in all golf-related press releases
- Opportunity to sample or display your product or service at mutually agreed-upon locations at the golf tournament
- Inclusion in all group sponsor signage areas at mutually agreed-upon locations throughout golf venues
- One (1) team (4 players or 2 players to be matched with 2 VIPs) at the 2010 NRA/FRLA Celebrity Golf Tournament (\$3,300)
- One (1) hole sponsorship (non-exclusive) on ChampionsGate Golf Course (2 total - 1/course)
- Logo recognition on the 2010 NRA/FRLA Celebrity Golf Tournament web page
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions
- Greens fees, golf carts, lunch, dinner reception, prizes and awards

BRONZE SPONSOR - \$4,000

After a sponsorship agreement has been executed, we will provide a package for our NRA/FRLA Celebrity Golf Tournament BRONZE SPONSOR that includes:

- Listing as a Bronze Sponsor on promotional posters and banners at the golf course
- Inclusion in all golf-related press releases
- Opportunity to sample or display your product or service at mutually agreed-upon locations at the golf tournament
- Inclusion in all group sponsor signage areas at mutually agreed-upon locations throughout golf venues
- Two (2) golfers to be paired with (2) VIPs at the NRA/FRLA Celebrity Golf Tournament (\$800)
- Logo recognition on the 2010 NRA/FRLA Celebrity Golf Tournament web page

2010 FRLA SPONSORSHIP OPPORTUNITIES

- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions
- Greens fees, golf carts, lunch, dinner reception, prizes and awards

CORPORATE SPONSOR - \$1,650

After a sponsorship agreement has been executed, we will provide a package for our NRA/FRLA Celebrity Golf Tournament CORPORATE SPONSOR that includes:

- Listing as a Corporate Sponsor on promotional posters and banners at the golf course
- Inclusion in all golf-related press releases
- Opportunity to sample or display your product or service at mutually agreed-upon locations at the golf tournament
- Inclusion in all group sponsor signage areas at mutually agreed-upon locations throughout golf venues
- One (1) foursome (4 players) OR two (2) golfers to be paired with two (2) VIPs at the NRA/FRLA Celebrity Golf Tournament
- Recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions
- Greens fees, golf carts, lunch, dinner reception, prizes and awards

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

After a sponsorship agreement has been executed, we will provide a package for our NRA/FRLA Celebrity Golf Tournament HOLE SPONSOR that includes:

- Listing as a Hole Sponsor on promotional posters and banners at the golf course
- Sponsorship of two (2) Holes — one (1) per course at ChampionsGate Golf Course. Sponsorship includes signage opportunity to create a contest, display or sample product and provide prizes
- Opportunity to sample or display your product or service at mutually agreed-upon locations at the golf tournament
- Inclusion in all group sponsor signage areas at mutually agreed-upon locations throughout golf venues
- Logo recognition on the 2010 NRA/FRLA Celebrity Golf Tournament web page
- Recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions
- Lunch, dinner reception, prizes and awards

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

After a sponsorship agreement has been executed, we will provide a package for our NRA/FRLA Celebrity Golf Tournament HOLE SPONSOR that includes:

- Listing as a Hole Sponsor on promotional posters and banners at the golf course
- Sponsorship of one (1) Hole at ChampionsGate Golf Course , which includes signage opportunity to create a contest, display or sample product and provide prizes
- Opportunity to sample or display your product or service at mutually agreed-upon locations at the golf tournament
- Inclusion in all group sponsor signage areas at mutually agreed-upon locations throughout golf venues

2010 FRLA SPONSORSHIP OPPORTUNITIES

- Recognition on the tournament web page
- Recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions
- Lunch, dinner reception, prizes and awards

EXCLUSIVE SPONSORSHIPS AVAILABLE FOR AN ADDITIONAL FEE FOR ALL ABOVE HOLE SPONSORSHIPS **Includes same benefits as above**

HELICOPTER DROP SPONSOR - \$7,500 - (non– exclusive)

After a sponsorship agreement has been executed, we will provide a package for our NRA/FRLA Celebrity Golf Tournament HELICOPTER DROP SPONSOR that includes:

- Listing as a Helicopter Drop Sponsor on promotional posters and banners at the golf course
- Inclusion in all golf related press releases
- Opportunity to sample or display your product or service at mutually agreed-upon locations at the golf tournament
- Inclusion in all group sponsor signage areas at mutually agreed-upon locations throughout golf venues
- Two (2) golfers to be paired with two (2) VIPs at the 2010 NRA/FRLA Celebrity Golf Tournament (\$800)
- Logo recognition on the NRA/FRLA Celebrity Golf Tournament web page
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions
- Greens fees, golf carts, lunch, dinner reception, prizes and awards

HOSPITALITY HOST SPONSOR - \$6,600 - (non-exclusive)

After a sponsorship agreement has been executed, we will provide a package for our NRA/FRLA Celebrity Golf Tournament HOSPITALITY HOST SPONSOR that includes:

- Listing as a Hospitality Host Sponsor on promotional posters and banners at the golf course
- Sponsorship of four (4) Holes —(4 total / 2 per course) at ChampionsGate Golf Course that serve cold beverages, breakfast and/or lunch for golfers (food included in the sponsorship)
- Signage opportunity to create a contest, display or sample product and provide prizes
- Opportunity to sample or display your product or service at mutually agreed-upon locations at the golf tournament
- Inclusion in all group sponsor signage areas at mutually agreed-upon locations throughout golf venues
- Recognition on the tournament web page
- Recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions
- Lunch, dinner reception, prizes and awards

SPECIAL RECEPTION SPONSOR -\$3,500 - (3 Total for Event – Limited Sponsors)

2010 FRLA SPONSORSHIP OPPORTUNITIES

After a sponsorship agreement has been executed, we will provide a package for our NRA/FRLA Celebrity Golf Tournament RECEPTION SPONSOR that includes:

- Listing as a Reception Sponsor on promotional posters and banners at the clubhouse
- Inclusion in all golf-related press releases
- Opportunity to sample or display your product or service during the reception with special signage
- Opportunity to place promotional items on all tables and/or chairs at the reception
- Inclusion in all group sponsor signage areas at mutually agreed-upon locations throughout golf venues
- Recognition on the tournament web page
- Two (2) individual golfers at the NRA/FRLA Celebrity Golf Tournament (\$800)
- Recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions
- Greens fees, golf carts, lunch, dinner reception, prizes and awards

AWARDS SPONSOR - \$3,500 - (non-exclusive)

After a sponsorship agreement has been executed, we will provide a package for our NRA/FRLA Celebrity Golf Tournament AWARD SPONSOR that includes:

- Listing as an Award Sponsor on promotional posters and banners at the golf course
- Opportunity to display custom signage on the trophy table during the tournament
- Opportunity to award the trophies at the tournament lunch reception
- Inclusion in all group sponsor signage areas at mutually agreed-upon locations throughout golf venues
- One (1) foursome (4 players) OR two (2) golfers to be paired with two (2) VIPs at the 2010 NRA/FRLA Celebrity Golf Tournament
- Sponsorship of one (1) Hole at ChampionsGate Golf Course , which includes signage opportunity to create a contest, display or sample product and provide prizes
- Opportunity to sample or display your product or service at mutually agreed-upon locations at the golf tournament
- Recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions
- Inclusion in all golf related press releases
- Greens fees, golf carts, lunch, dinner reception, prizes and awards

PUTTING CONTEST SPONSOR - \$2,100

After a sponsorship agreement has been executed, we will provide a package for our NRA/FRLA Celebrity Golf Tournament HOLE SPONSOR that includes:

- Listing as a Hole Sponsor on promotional posters and banners at the golf course
- Sponsorship of Putting Green —one (1) at ChampionsGate Golf Course
- Opportunity to create a “buy-in” contest for each golfer with chances to win prizes
- Opportunity to sample or display your product or service at mutually agreed-upon locations at the golf tournament
- Inclusion in all group sponsor signage areas at mutually agreed-upon locations throughout golf venues
- Recognition on the tournament web page
- Recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)

2010 FRLA SPONSORSHIP OPPORTUNITIES

- Public recognition at event and possible key introductions
- Lunch, dinner reception, prizes and awards

GOLF CART SPONSOR - \$2,000 - (non-exclusive)

After a sponsorship agreement has been executed, we will provide a package for our NRA/FRLA Celebrity Golf Tournament GOLF CART SPONSOR that includes:

- Listing as a Golf Cart Sponsor on promotional posters and banners at the golf course
- Opportunity for logo recognition on all player golf carts at ChampionsGate
- Opportunity to sample or display product in every player golf cart
- Opportunity to display custom signage at the staging area in the morning where players load carts
- Inclusion in all group sponsor signage areas at mutually agreed-upon locations throughout golf venues
- Two (2) individual golfers at the 2010 NRA/FRLA Celebrity Golf Tournament (\$800)
- Recognition on the tournament web page
- Recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions
- Greens fees, golf carts, lunch, dinner reception, prizes and awards

NRA/FRLA Celebrity Golf Tournament Create Your Own Contest - \$1,000 Minimum

Sponsor a competition that tests the golfer's skill and pride – or luck – such as Beat the Pro, Longest Drive or Closest to the Pin.

Or come up with a zany contest such as Marshmallow Drive just for fun.

At the end of the tournament the winners from each course will be announced and awarded a prize (sponsored gift from you).

FRLA FALL BOARD MEETING

September 12 – 14, 2010 – Orange County Convention Center, Orlando

Attendance: 150 – 200

The FRLA Board conducts meetings at the Orange County Center in conjunction with the Florida Restaurant and Lodging Show. Since Board Members always attend the show, make plans to exhibit and use sponsorship to attract decision-makers to your booth.

GOLD SPONSOR - \$5,000

After a sponsorship agreement has been executed, we will provide a GOLD sponsorship package for our FALL BOARD MEETING that includes:

- Inclusion as a Gold Sponsor on promotional posters and banners at the event
- Opportunity to sample and display your product/service
- Food and drinks served at the event

2010 FRLA SPONSORSHIP OPPORTUNITIES

- Four (4) tickets to open board meetings and the American Hotel and Lodging Association fundraising reception (pending date)
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

SILVER SPONSOR - \$2,500

After a sponsorship agreement has been executed, we will provide a SILVER sponsorship package for our FALL BOARD MEETING that includes:

- Inclusion as a Silver Sponsor on promotional posters and banners at the event
- Opportunity to sample and display your product/service
- Food and drinks served at the event
- Two (2) tickets to open board meetings and the AH&LA fundraising reception (pending date)
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

AMERICAN HOTEL & LODGING ASSOCIATION (AH&LA) **FUNDRAISING RECEPTION SPONSOR - \$3,000 (Pending Date)**

After a sponsorship agreement has been executed, we will provide a sponsorship package for our AH&LA FUNDRAISING RECEPTION that includes:

- Inclusion as a AH&LA Reception Sponsor on promotional posters and banners at the event
- Opportunity to sample and display your product/service * If applicable, and approved by FRLA and the venue*
- Food and drinks served at the event
- Two (2) tickets to open board meetings and the AH&LA fundraising reception
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

FRLA SHOW PARTY

September, 2010 – Orlando

Attendance: 750-900

Where hospitality VIPs gather -- don't miss the networking event of the year! Join industry leaders for a fabulous evening of fun and entertainment. Held in conjunction with the Florida Restaurant and Lodging Show, this is THE party to attend! Sponsorship at this event is a significant brand-building opportunity.

2010 FRLA SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$15,000

After a sponsorship agreement has been executed, we will provide an exclusive package for the FRLA Show Party that includes:

- Naming Rights to the 2010 FRLA Show Party with your company's name used in all references, recognition and promotion for the event
- Inclusion as a Title Sponsor on all pre-event marketing including advertising, direct mail, promotional flyers, tickets and more
- Inclusion as a Title Sponsor on promotional posters and banners at the event
- Inclusion in all FRLA Show Party related press releases
- Exclusive rights to display mutually agreed-upon promotional materials at the FRLA Show Party *Food and Beverage ONLY, and approved by FRLA and venue*
- Opportunity to sample and display your product
- Inclusion in all group sponsor signage before and during the event
- Food, drinks and entertainment
- Twenty (20) tickets to the FRLA Show Party
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

PLATINUM SPONSOR - \$10,000

After a sponsorship agreement has been executed, we will provide an exclusive package for our FRLA Show Party that includes:

- Inclusion as a Platinum Sponsor on all pre-event marketing including advertising, direct mail, promotional flyers, tickets and more
- Inclusion as a Platinum Sponsor on promotional posters and banners at the event
- Inclusion in all FRLA Show Party related press releases
- Rights to display mutually agreed-upon promotional materials at the FRLA Show Party
- Opportunity to sample and display your product *Food and Beverage ONLY, and approved by FRLA and venue*
- Inclusion in all group sponsor signage before and during the event
- Food, drinks and entertainment
- Fifteen (15) tickets to the FRLA Show Party
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

GOLD SPONSOR - \$5,000

After a sponsorship agreement has been executed, we will provide an exclusive package for our FRLA Show Party that includes:

- Inclusion as a Gold Sponsor on all pre-event marketing including advertising, direct mail, promotional flyers, tickets and more
- Inclusion as a Gold Sponsor on promotional posters and banners at the event
- Inclusion in all FRLA Show Party related press releases
- Rights to display mutually agreed-upon promotional materials at the FRLA Show Party

2010 FRLA SPONSORSHIP OPPORTUNITIES

- Opportunity to sample and display your product *Food and Beverage ONLY, and approved by FRLA and venue*
- Inclusion in all group sponsor signage before and during the event
- Food, drinks and entertainment
- Ten (10) tickets to the FRLA Show Party
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

SILVER SPONSOR - \$2,500

After a sponsorship agreement has been executed, we will provide an exclusive package for our FRLA Show Party that includes:

- Inclusion as a Silver Sponsor on all pre-event marketing including advertising, direct mail, promotional flyers, tickets and more
- Inclusion as a Silver Sponsor on promotional posters and banners at the event
- Inclusion in all FRLA Show Party related press releases
- Rights to display mutually agreed-upon promotional materials at the FRLA Show Party
- Opportunity to sample and display your product *Food and Beverage ONLY, and approved by FRLA and venue*
- Inclusion in all group sponsor signage before and during the event
- Food, drinks and entertainment
- Eight (8) tickets to the FRLA Show Party
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Public recognition at event and possible key introductions

CORPORATE SPONSOR - \$1,500

After a sponsorship agreement has been executed, we will provide an exclusive package for our FRLA Show Party that includes:

- Inclusion as a Corporate Sponsor on all pre-event marketing including advertising, direct mail, promotional flyers, tickets and more
- Inclusion as a Corporate Sponsor on promotional posters and banners at the event
- Inclusion in all FRLA Show Party related press releases
- Rights to display mutually agreed-upon promotional materials at the FRLA Show Party
- Opportunity to sample and display your product *Food and Beverage ONLY, and approved by FRLA and Hard Rock Live*
- Inclusion in all group sponsor signage before and during the event
- Food, drinks and entertainment
- Five (5) tickets to the FRLA Show Party
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000); pre and post event issues
- Public recognition at event and possible key introductions

GLASSWARE SPONSOR - \$3,000

2010 FRLA SPONSORSHIP OPPORTUNITIES

After a sponsorship agreement has been executed, we will provide an exclusive package for our FRLA Show Party that includes:

- Inclusion as a Glassware Sponsor on promotional posters and banners at the event
- Company logo will be placed on glassware distributed for use and souvenirs to all FRLA Show Party attendees
- Food, drinks and entertainment
- Five (5) tickets to FRLA Show Party
- Five (5) VIP passes for senior management to the Awards Pre-reception to honor the Supplier of the Year *Must have names before event*
- Public recognition at event and possible key introductions

CONTRIBUTING SPONSOR - \$500

After a sponsorship agreement has been executed, we will provide an exclusive package for our FRLA Show Party that includes:

- Listing as a Contributing Sponsor at the FRLA Show Party
- Includes ten (10) tickets to the FRLA Show Party (\$590 value)

FRLA WILD AND CRAZY FISHING TOURNAMENT

Date and Location to Be Determined

Attendance: 300 – 400

The name says it all! The fun starts the night before with the Captain's Party where VIPs and anglers swap stories and enjoy great food, cocktails and entertainment. The spectacular Awards Party follows weigh-in the next day – another opportunity to network and celebrate this one-of-a-kind event. No fishing skills required to sponsor – with considerable opportunity to build strategic corporate relationships.

PLATINUM SPONSOR - \$10,000

After a sponsorship agreement has been executed, we will provide a package for our Wild & Crazy Fishing Tournament PLATINUM SPONSOR that includes:

- Three (3) Complimentary Tournament Entries (6 people per boat)
- Recognition as Platinum Sponsor on all posters, signage, and banners
- Recognition as Platinum Sponsor on all ads and marketing materials
- Inclusion as Platinum Sponsor on all press releases
- Logo recognition in the pre and post event issues of *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Opportunity to provide sponsored gift to all entrants (i.e. lunch, shirts, hats, goodie bag items, etc.)

GOLD SPONSOR - \$7,500

After a sponsorship agreement has been executed, we will provide a package for our Wild & Crazy Fishing Tournament GOLD SPONSOR that includes:

- Two (2) Complimentary Tournament Entries (6 people per boat)
- Recognition as Gold Sponsor on all posters, signage, and banners

2010 FRLA SPONSORSHIP OPPORTUNITIES

- Recognition as Gold Sponsor on all ads and marketing materials
- Inclusion as Gold Sponsor on all press releases
- Logo recognition in the pre and post event issues of *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Opportunity to provide sponsored gift to all entrants (i.e. lunch, shirts, hats, goodie bag items, etc.)

SILVER SPONSOR - \$5,000

After a sponsorship agreement has been executed, we will provide a package for our Wild & Crazy Fishing Tournament SILVER SPONSOR that includes:

- One (1) Complimentary Tournament Entry (6 people per boat)
- Recognition as Silver Sponsor on all posters, signage, and banners
- Recognition as Silver Sponsor on all ads and marketing materials
- Inclusion as Silver Sponsor on all press releases
- Logo recognition in the pre and post event issues of *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Opportunity to provide sponsored gift to all entrants (i.e. lunch, shirts, hats, goodie bag items, etc.)

BRONZE SPONSOR - \$2,600

After a sponsorship agreement has been executed, we will provide a package for our Wild & Crazy Fishing Tournament BRONZE SPONSOR that includes:

- One (1) Complimentary Tournament Entry (6 people per boat)
- Recognition as Bronze Sponsor on all posters, signage, and banners
- Recognition as Bronze Sponsor on all ads and marketing materials
- Inclusion as Bronze Sponsor on all press releases
- Logo recognition in the pre and post event issues of *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Opportunity to provide sponsored gift to all entrants (i.e. lunch, shirts, hats, goodie bag items, etc.)

RECEPTION PARTY SPONSOR - \$2,500

After a sponsorship agreement has been executed, we will provide a package for our Wild & Crazy Fishing Tournament RECEPTION SPONSOR that includes:

- Five (5) tickets to both the Captain's Party and the Awards Party
- Recognition as Reception Sponsor on all posters, signage, and banners
- Recognition as Reception Sponsor on all ads and marketing materials
- Inclusion as Reception Sponsor on all press releases
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Opportunity to provide sponsored gift to all entrants (i.e. lunch, shirts, hats, goodie bag items, etc.)
- Opportunity to display/provide product *If applicable, and approved by FRLA and the venue*

BREAKFAST SPONSOR - \$2,000

2010 FRLA SPONSORSHIP OPPORTUNITIES

After a sponsorship agreement has been executed, we will provide a package for our Wild & Crazy Fishing Tournament BREAKFAST SPONSOR that includes:

- Three (3) tickets to the Breakfast before the launch of the boats
- Two (2) tickets to both the Captain's Party and the Rock the Docks party
- Recognition as Breakfast Sponsor on all posters, signage, and banners
- Recognition as Breakfast Sponsor on all ads and marketing materials
- Inclusion as Breakfast Sponsor on all press releases
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Opportunity to provide sponsored gift to all entrants (i.e. lunch, shirts, hats, goodie bag items, etc.)
- Opportunity to display/provide product *If applicable, and approved by FRLA and the venue*

AWARDS SPONSOR - \$3,000

After a sponsorship agreement has been executed, we will provide an exclusive package for our Wild & Crazy Fishing Tournament AWARD sponsor that includes:

- Recognition as Awards Sponsor on all posters, signage, and banners
- Recognition as Awards Sponsor on all ads and marketing materials
- Inclusion as Awards Sponsor on all press releases
- Opportunity to display custom signage on the Awards Table at the Awards Reception
- Opportunity to award the trophies at the tournament Awards reception
- Opportunity to provide sponsored gift to all entrants (i.e. lunch, shirts, hats, goodie bag items, etc.)
- Opportunity to sample or display your product or service at mutually agreed-upon locations at the Awards Party * If applicable, and approved by FRLA and the venue*
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)

SIGNAGE SPONSOR - \$2,000

After a sponsorship agreement has been executed, we will provide an exclusive package for our Wild & Crazy Fishing Tournament SIGNAGE SPONSOR that includes:

- Five (5) tickets to both the Captain's Party and the Rock the Docks Party
- Recognition as Signage Sponsor on all posters, signage, and banners
- Recognition as Signage Sponsor on all ads and marketing materials
- Inclusion as Signage Sponsor on all press releases
- Opportunity to collaborate on signage at event (i.e. new ideas, better promotion for logos, etc.)
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)
- Opportunity to provide sponsored gift to all entrants (i.e. lunch, shirts, hats, goodie bag items, etc.)

OFFICIAL LOGO T-SHIRT SPONSOR - \$3,500 - (Exclusive Trade-Out)

2010 FRLA SPONSORSHIP OPPORTUNITIES

After a sponsorship agreement has been executed, we will provide an exclusive package for our Wild & Crazy Fishing Tournament Official Logo T-shirt Sponsor that includes:

- Exclusive opportunity to provide the official FRLA Wild and Crazy Fishing Tournament Logo T-shirts for tournament participants (approximately 225 participants)
- Recognition as Official Logo Shirt Sponsor on all posters, signage, and banners
- Recognition as Official Logo Shirt Sponsor on all ads and marketing materials
- Inclusion as Official Logo Shirt Sponsor on all press releases
- Opportunity to provide sponsored gift to all entrants (i.e. lunch, shirts, hats, goodie bag items, etc.)
- Opportunity to sample or display your product or service at mutually agreed-upon locations at the Awards Party * If applicable, and approved by FRLA and the venue*
- Logo recognition in the *Florida Restaurant and Lodging Magazine* (circulation 50,000)

2010 REGIONAL & CHAPTER EVENTS

CENTRAL FLORIDA REGION**

Central Florida Chapter (Orange, Seminole, Osceola Counties)

All Membership Dinner Meetings – Location varies each month – Monthly

Winter Installation Banquet – ChampionsGate Golf Resort – January 2010

Lucy DiPasqua Golf Invitational – ChampionsGate Golf Resort – May 2010

Friends of the Industry Legislative Dinner – Location TBA – Summer 2010

Halloween Dine Around the Block @ the new Orlando Magic Arena – New Amway Arena - October

3rd Annual Orlando Food & Wine Fest – Downtown Orlando – November 2010

Polk Chapter (Polk and Highlands Counties)

6th Annual Swing for Success Golf Tournament – Lake Ashton Golf Club, Lake Wales – May 2010

2nd Annual Polk County Hospitality Night with Detroit Tigers Major League Baseball Team – Detroit Tigers Stadium – June 2010

8th Annual Polk Food & Wine Fest Dinner – Location TBD – September 2010

3rd Annual Festival of Flavors: A Taste of Polk at Roar ‘n Soar – Fantasy of Flight – November 2010

Space Coast Chapter (Brevard County)

2010 Launch Party & Installation aboard Carnival Cruise – *Carnival “Sensation”* – January 2010

2nd Annual Taste of the Space Coast – Port Canaveral – April 2010

2nd Annual Friends of the Industry Legislative Dinner – Location TBD – Summer 2010

5th Annual Celebrate Brevard – Location TBD – November 2010

The Greater Villages & Lake Chapter (Lake and Sumter Counties)

2010 Events TBA

****All Central Florida Regional Event (Orange, Seminole Osceola, Polk, Highlands, Brevard, Lake and Sumter Counties)**

2nd Annual Central Florida Regional Holiday Party & 2011 Industry Preview – Orlando – December 2010

2010 FRLA SPONSORSHIP OPPORTUNITIES

TAMPA BAY & SOUTHWEST FLORIDA REGION

Hillsborough Chapter (Tampa)

Right Up Your Alley Bowling Tournament – March 2010

Lunch & Learn Lecture Luncheon - August 2010

Oktoberfest Golf Tournament - October 2010

Lee/Charlotte Chapter (Cape Coral)

Reception with Lecture – October 2010

Manatee Chapter (Ellenton)

Second Annual Chow Down for Charity – October 2010

Manatee & Sarasota USF Lecture Series – September 2010

Naples Chapter

Industry Forum & Luncheon - March 2010

Pasco Chapter ((New Port Richey)

Hospitality Forum – March 2010

Pinellas Chapter (N Redington Beach)

Annual Award Dinner featuring the Cordon D’Or International Culinary Awards -

Don Cesar Beach Resort – April 2010

Lunch & Learn Lecture Luncheon - May 2010

11th Annual Hospitality Golf Classic - August 2010

Passionate Palette Culinary Competition at Innisbrook Resort – February 2010

Sixth Annual Student Culinary Competition & Industry Luncheon - February 2010

Sarasota Chapter

John DiJulius Lecture Presentation & Reception at the Ritz Carlton - June 2010

Annual Golf Tournament – May 2010

SOUTH FLORIDA REGION

Broward Chapter (Fort Lauderdale)

Gourmet Bowl Gala and Auction with NFL Alumni – Ritz Carlton Fort Lauderdale -
January 29, 2010

Awards Dinner/Dance/Auction – Ritz Carlton Fort Lauderdale - September 18, 2010

2nd Annual Broward Golf Tournament - Coral Ridge Country Club - October 18, 2010

Keys Chapter

Keys Golf Tournament – Key West Golf Club - March 28, 2010

Miami Chapter

Meeting and Mixer - March 12, 2010

Gourmet Golf Tournament - May 2010

Palm Beach Chapter

Beer Fest - October 17, 2010

Treasure Coast Chapter

Mixer - May 2010

South Florida Region - 3rd Annual South Florida Regional Meeting - November 2010

NORTH CENTRAL FLORIDA REGION

Tallahassee Chapter

Annual Chef’s Sampler – February 2010

Forgotten Coast Chapter (Port St Joe)

Taste of the Coast – April 2010

2010 FRLA SPONSORSHIP OPPORTUNITIES

2nd Annual Blast on the Bay – Port St Joe & Indian Pass – October 2010

Bay Chapter

An Evening with Jimmy Sr. and Johnny Patronis – Bay Point Marriott Golf Resort & Spa –

Panama City Beach – January 2010

Songwriter’s Festival – May 2010

Hospitality Night – Ebro Greyhound Park – Ebro – date TBD

1st Annual Panama City Beach Marathon – Panama City Beach – December 2010

Citrus Chapter

First chapter event in Crystal River – October 2010

30-A/Northwest Florida Chapter

Rosemary Beach Wine & Food Festival – October 2010

NORTHWEST FLORIDA REGION

Northwest Chapter –Blues, Brews and BBQs – November 2010

NORTHEAST FLORIDA REGION

TBA

2010 BIG BUCKS PARTNER

Advertising/Benefits

Value: \$5,000

Big Bucks Partnership provides a targeted marketing strategy to FRLA members and prospects throughout the year. FRLA will include your company information in all renewal notices, new member packets, sales materials and the *Florida Restaurant and Lodging Magazine*. Some restrictions may apply.

- *Florida Restaurant and Lodging Magazine* - 50,000+ Circulation (all seated restaurants in Florida plus key lodging establishments)
- Website: www.flra.com - 8,502 hits per day
- Promotional inserts in all member prospect and new member packets
- Occasional listing in FRLA’s newsletter, “Hospitality Hotline” - circulation approximately 4,000

2010 ALLIED MEMBER COUNCIL

Value: \$5,000

The Allied Member Council is composed of an elite group of Allied Members that serves as an advisory council to the FRLA Board of Directors. Council members are invited to attend all FRLA Board Meetings (3 per year) and must attend 2 to remain a member of the council. Membership on the Council allows for maximum interaction with Board Members.

2010 FRLA SPONSORSHIP OPPORTUNITIES

CORPORATE AND CHAPTER ALLIED MEMBERSHIP

2010 Corporate and Chapter Allied Membership Dues **\$**

Special Membership Rate of \$_____ for _____ Customers (Paid by)

_____ agrees to pay for FRLA membership for _____ customers at a special membership rate of \$_____ for the first unit (minimum FRLA membership is \$270). Each additional unit will be \$95.00.

FRLA will design a special application reflecting the special _____ customer membership rate.
