

2018 SPONSORSHIP OPPORTUNITIES



STARS OF THE INDUSTRY AWARDS & CELEBRATION GALA

February 5 • Sheraton Imperial Hotel & Conference Center • Durham, NC

Stars of the Industry brings together 350+ hospitality industry leaders from across the state to recognize the people most dedicated to their profession. Sponsors present 14 prestigious awards at the event, including: Restaurateur of the Year, Lodging Operator of the Year, Restaurant and Lodging Managers & Employees of the Year, Griff and June Glover NCRLA Service Award, NCRLA Chef of the Year, NCRLA Pastry Chef of the Year, NCRLA Mixologist of the Year, Hospitality Champion of the Year, and Ken Conrad Award for Service in the Community. A celebration gala will proceed the awards ceremony showcasing cutting-edge food trends of 2018, and North Carolina craft beers, wine and spirits. The expected attendance for 2018 is 400.

Presenting Sponsor \$15,000 (EXCLUSIVE) -SOLD

- *Naming rights with your company's name used in all references, recognition and promotion for the event (i.e. **2018 NCRLA Stars of the Industry** presented by "your company name here")*
- *Participation on the awards committee*
- *Operation of six (6) vendor tables at reception, featuring product and chef talent*
- *Verbal recognition from the podium*
- *Premium placement & recognition in awards slideshow*
- *Presentation of multiple awards*
- *Thirty (30) complimentary tickets to the event and complimentary reserved seating at celebration gala & awards ceremony*
- *Recognition/logo in marketing related to the event, including award application, social media, promotional materials, the NCRLA e-newsletter and the NCRLA website*

Platinum Sponsor \$10,000 (TWO AVAILABLE)

- *Twenty (20) complimentary tickets to the event and complimentary reserved seating at celebration gala & awards ceremony*
- *Verbal recognition from the podium*
- *Recognition in awards slideshow*
- *Presentation of an award(s) from the stage*
- *Recognition/logo in marketing related to the event, including promotional materials, social media, the NCRLA e-newsletter and the NCRLA website*

STARS OF THE INDUSTRY AWARDS, CONT.

Gold Level Sponsor \$7,500 (THREE AVAILABLE)

- *Ten (10) complimentary tickets to the event and complimentary reserved seating at celebration gala & awards ceremony*
- *Verbal recognition from the podium*
- *Recognition in awards slideshow*
- *Presentation of an award(s) from the stage*
- *Recognition/logo in marketing related to the event, including promotional materials, social media, the NCRLA e-newsletter and the NCRLA website*

Silver Level Sponsor \$5,000 (THREE AVAILABLE)

- *Five (5) complimentary tickets to the event*
- *Recognition in awards slideshow*
- *Presentation of an award(s) from the stage*
- *Recognition/logo in marketing related to the event, including promotional materials, social media, the NCRLA e-newsletter and the NCRLA website*

Bronze Sponsor \$2,500 (FIVE AVAILABLE)

- *Five (5) complimentary tickets to the event*
- *Recognition in awards slideshow*
- *Company name on all promotional materials, the NCRLA e-newsletter and the NCRLA website*

Supporter Sponsor \$1,000 (FIVE AVAILABLE)

- *Two (2) complimentary tickets to the event*
- *Recognition in awards slideshow*
- *Company name on all promotional materials, the NCRLA e-newsletter and the NCRLA website*

Nominations for Stars of the Industry will be accepted until Thursday, November 30, 2017. Visit www.NCRLA.org to nominate an individual that makes our industry shine.

Event tickets will go on sale on Friday, December 1, 2017. Individual tickets are \$125. Tickets can be purchased at www.NCRLA.org. Tables of ten will also be available for reservation.



NORTH CAROLINA PROSTART INVITATIONAL

February 25-27 • Johnson and Wales University • Charlotte, NC

ProStart® is a nationwide, two-year school-to-career program for high school students that develops the best and brightest talent into tomorrow's industry leaders. From culinary techniques to management skills, ProStart's industry-driven curriculum provides real-world educational opportunities and builds practical skills. NC ProStart reaches over 1,200 students in 41 schools. Nationwide, ProStart reaches over 118,000 students in all 50 states.

The **North Carolina ProStart Invitational (NCPI)** is a high school competition focused on restaurant management and culinary arts. Student competitors put their skills to the test in front of industry leaders, family and friends – all with an eye on scholarships to pursue further industry education. The top three ranking teams from the culinary and management competition are awarded medals and generous educational scholarships to help further their careers in the restaurant and foodservice industry. These top teams also receive a team trophy for display in their high school and the number one team will represent North Carolina at the National ProStart Invitational®.

Presenting Sponsor \$25,000 (EXCLUSIVE)

- *Naming rights with your company's name used in all references, recognition and promotion for the event (i.e. **2018 North Carolina ProStart Invitational** presented by "your company name here")*
- *Opportunity to introduce the keynote speaker and give welcoming remarks at Awards Ceremony*
- *Company logo/tag included on all social media posts*
- *12 complimentary registrations to the NCPI competition*
- *Logo on all promotional materials and verbal recognition from the podium*
- *Company exhibitor table at showcase on awards day*
- *Recognition in the NCRLA e-newsletter and on website*
- *Recognition as the official Team North Carolina sponsor at the National ProStart Invitational*
- *Embroidered logo on national team uniforms (ProStart chef coats and management shirts)*

Platinum Sponsor \$10,000 (TWO AVAILABLE)

- *Opportunity to exclusively sponsor either the **Culinary Competition** OR the **Management Competition** and present awards to the students (Tuesday, February 27 at competition award ceremony)*
- *8 complimentary registrations to the NCPI competition*
- *Logo on all promotional materials and verbal recognition from the podium*
- *Company exhibitor table at showcase on awards day*
- *Recognition in the NCRLA e-newsletter and on website*
- *Embroidered logo on national team uniforms (ProStart chef coats and management shirts)*

NORTH CAROLINA PROSTART INVITATIONAL, CONT.

Gold Sponsor \$5,000 (THREE AVAILABLE)

- 4 complimentary registrations to the NCPI competition
- Logo on all promotional material and verbal recognition from the podium
- Company exhibitor table at showcase on awards day
- Recognition in the NCRLA e-newsletter and on website
- Your company may select to exclusively sponsor one of the following (no additional cost – first-come, first-served):
 - ❑ Awards Day Brunch Reception (Tuesday, February 27)
 - ❑ Awards Day Ceremony (Tuesday, February 27)
 - ❑ Judges and Volunteer Welcome Reception (Sunday, February 25)

Silver Sponsor \$2,500 (FOUR AVAILABLE-1 SOLD)

- 2 complimentary registrations to the NCPI competition
- Logo recognition on all promotional material and verbal recognition from the podium
- Company exhibitor table at showcase on awards day
- Recognition in the NCRLA e-newsletter and on website
- Your company may select to exclusively sponsor one of the following (no additional cost – first-come, first-served):
 - ❑ Chef Hats (your logo on hats worn by chefs in competition)
 - ❑ Culinary Competition Stations (company logo on signs at each culinary station)
 - ❑ Management Competition Booths (company logo on signs at each management booth)
 - ❑ Directional Signs (company logo on directional signs at venue)
 - ~~❑ SOLD: Lunch Sponsor (recognition for providing food for competitors and volunteers on competition day)~~

Bronze Sponsor \$1,000 (EIGHT AVAILABLE)

- 1 complimentary registration to the NCPI competition
- Logo recognition on all promotional material and verbal recognition from the podium
- Company exhibitor tables at showcase on awards day
- Recognition in the NCRLA e-newsletter and on website

Friend of ProStart Sponsor \$250 (TEN AVAILABLE)

- Recognition on all promotional material
- Recognition in the NCRLA e-newsletter and on website

27TH ANNUAL CHARLOTTE CHAPTER GOLF CLASSIC

April 9 • The Ballantyne Golf Club • Charlotte, NC

All proceeds from this tournament benefit the NC Hospitality Education Foundation (NC HEF). NC HEF provides scholarships to assist individuals pursuing educational opportunities in hospitality and tourism, supports educational programs through grants and school-to-career programs, and develops and provides continuing education programs for those currently in the industry. We'll have food and beverage tents throughout the course along with an awards luncheon & raffle at the end of play! Expected participation is 140 golfers.

Presenting Sponsor \$7,500 (EXCLUSIVE)

- *Naming rights to the Classic with your company's name used in all references, recognition and promotion for the event (i.e. **2018 Charlotte Chapter Golf Classic** presented by "your company name here")*
- *Company logo/tag included on all social media posts*
- *Company logo on all pin flags, golf carts and golfer gift bags*
- *12 complimentary playing spots*
- *Recognition as the Presenting Sponsor on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website) and verbal recognition at tournament*
- *Company logo on welcome banner displayed at entrance*

Platinum Sponsor – \$5,000 (TWO AVAILABLE)

- *Your company may select to exclusively sponsor one of the following (no additional cost – first-come, first-served):*
 - ❑ *Golf Towels (company logo on all towels distributed to each player in gift bag)*
 - ❑ *Koozies (company logo on koozies distributed to each player in gift bag)*
- *8 complimentary playing spots*
- *Recognition as a Platinum Sponsor on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website) and verbal recognition at tournament*
- *Company logo on welcome banner displayed at entrance*

Gold Sponsor \$2,500 (FOUR AVAILABLE)

- *Your company may select to exclusively sponsor one of the following (no additional cost – first-come, first-served):*
 - ❑ *Golf Tools (company logo on golf tools distributed to each player in gift bag)*
 - ❑ *Awards Reception (sign with company logo at reception following play)*
 - ❑ *Leader Board (sign with your company logo on leader board)*
 - ❑ *Awards Table (sign with your company logo at awards display table)*
- *4 complimentary playing spots*
- *Recognition as a Gold Sponsor on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website) and verbal recognition at tournament*
- *Company name on welcome banner displayed at entrance*

CHARLOTTE CHAPTER GOLF CLASSIC, CONT.

Silver Sponsor \$1,500 (TWO AVAILABLE)

- *2 complimentary playing spots*
- *Your company may select to exclusively sponsor one of the following (no additional cost – first-come, first-served):*
 - ❑ *Driving Range*
 - ❑ *Putting Contest*
- *Recognition as a Silver Sponsor on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website) and verbal recognition at tournament*
- *Company name on welcome banner displayed at entrance*

Beverage Cart Sponsor \$750 (TWO AVAILABLE)

- *Sign with company logo attached to one beverage cart*
- *Opportunity to have your company representative drive the beverage cart and network with golfers*
- *Recognition in the NCRLA e-newsletter and company name recognition on event website*
- *Company name on welcome banner displayed at entrance*

Contest Sponsor \$500 (FIVE AVAILABLE)

- *Your company may select to exclusively sponsor one of the following contests, and your company logo will be on a sign at the hole where contest is played (first-come, first-served):*
 - ❑ *Hole in One*
 - ❑ *Closest to the Pin*
 - ❑ *Straightest Drive*
 - ❑ *Longest Drive*
 - ❑ *Golf Ball Launch*
- *Opportunity to have a company representative on the hole where contest is being played*
- *Recognition on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website)*
- *Company name on welcome banner displayed at entrance*

Hole Sponsor \$250 (EIGHTEEN AVAILABLE)

- *Sponsor logo on tee sign at designated hole*
- *Recognition on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website)*
- *Company name on welcome banner displayed at entrance*

RALLY IN RALEIGH LEGISLATIVE DAY

May 23 • NCRLA Headquarters • Raleigh

NCRLA will host a Legislative Workshop during the afternoon to help educate North Carolina restaurant and lodging business owners and operators about the key issues facing the industry during the current legislative session and afford them an opportunity to collaborate with key policy makers. The Governor will be invited, along with legislative leadership. Expected workshop attendance is approximately 75-100.

That evening, NCRLA will host our Legislative Reception. This event is THE way to get in front of our state legislators and show them that the hospitality industry is strong and united. Expected reception attendance is 200.

Presenting Sponsor \$2,500 (EXCLUSIVE)

- *Opportunity to provide welcoming remarks at the workshop and reception*
- *Logo on presentation folder and power point*
- *Recognition on all marketing & promotions related to the event (i.e. NCRLA e-newsletter, social media and website)*
- *Recognition with company logo on event signage at both the workshop and reception*
- *Reserved seating at workshop and reception*

Reception Sponsor \$1,500 (EXCLUSIVE)

- *Reserved seating at reception*
- *Logo in event power point*
- *Verbal recognition at workshop*
- *Recognition on all marketing & promotions related to the event (i.e. NCRLA e-newsletter, social media and website)*
- *Recognition with company logo on event signage*

Workshop Sponsor \$750 (EXCLUSIVE)

- *Logo on presentation folder and power point*
- *Verbal recognition at workshop*
- *Reserved seating at workshop*
- *Recognition on all marketing & promotions related to the event (i.e. NCRLA e-newsletter, social media and website)*
- *Recognition with company logo on event signage*

Benefactor \$500 (SIX AVAILABLE)

- *Recognition on all marketing & promotions related to the event (i.e. NCRLA e-newsletter, social media and website)*
- *Verbal recognition at workshop*
- *Recognition with company logo on event signage*

17th ANNUAL NC FUTURE OF HOSPITALITY GOLF CLASSIC

June 18, 2018 • Prestonwood Country Club • Cary

All proceeds from this tournament benefit the NC Hospitality Education Foundation (NC HEF). NC HEF provides scholarships to assist individuals pursuing educational opportunities in hospitality and tourism, supports educational programs through grants and school-to-career programs, and develops and provides continuing education programs for those currently in the industry. We'll have food and beverage tents throughout the course along with food trucks at the end of play! Expected participation is 130 golfers.

Presenting Sponsor \$10,000 (EXCLUSIVE)

- *Naming rights to the Classic with your company's name used in all references, recognition and promotion for the event (i.e. 2018 Future of Hospitality Golf Classic presented by "your company name here")*
- *Company logo/tag included on all social media posts*
- *Company logo on all pin flags, golfer carts, and on gift bag that will be distributed to all golfers*
- *16 complimentary playing spots*
- *Recognition as the Presenting Sponsor on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website) and verbal recognition at tournament*
- *Company logo on welcome banner displayed at entrance*

Platinum Sponsor – \$6,000 (FOUR AVAILABLE)

- *Your company may select to exclusively sponsor one of the following (no additional cost – first-come, first-served):*
 - ❑ *Golf Towel (company logo on golf towels distributed to each player in gift bag)*
 - ❑ *Koozies (company logo on koozies distributed to each player in gift bag)*
 - ❑ *Golf Balls (company logo on all golf balls distributed to players)*
 - ❑ *Golf Tools (company logo on all golf tools distributed to players)*
- *8 complimentary playing spots*
- *Recognition as a Platinum Sponsor on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website) and verbal recognition at tournament*
- *Company logo on welcome banner displayed at entrance*

Gold Sponsor \$3,000 (SIX AVAILABLE)

- *Your company may select to exclusively sponsor one of the following (no additional cost, first-come, first-served):*
 - ❑ *Putting Contest (sign with your company logo at putting green)*
 - ❑ *Leader Board (sign with company logo on Leader Board)*
 - ❑ *Driving Range (sign with your company logo at driving range)*
 - ❑ *Awards Reception (sign with your company logo at reception following play)*
 - ❑ *Awards Table (sign with your company logo at awards table & opportunity to present awards& offer a prize for the golfers)*

FUTURE OF HOSPITALITY GOLF CLASSIC, CONT.

Gold Sponsor, cont.

- *Mulligan & Raffle Package (your company logo on every package purchased)*
- *4 complimentary playing spots*
- *Recognition as a Gold Sponsor on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website) and verbal recognition at tournament*
- *Company name on welcome banner displayed at entrance*

Silver Sponsor \$1,500 (EIGHT AVAILABLE)

- *2 complimentary playing spots*
- *Recognition as a Silver Sponsor on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website) and verbal recognition at tournament*
- *Company name on welcome banner displayed at entrance*

Beverage Cart Sponsor \$1,000 (TWO AVAILABLE)

- *Sign with company logo attached to one beverage cart*
- *Opportunity to have your company representative drive the beverage cart and network with golfers*
- *Company name on welcome banner displayed at entrance*
- *Recognition on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website) and verbal recognition at tournament*

Contest Sponsor \$750 (FOUR AVAILABLE)

- *Your company may select to exclusively sponsor one of the following contests, and your company logo will be on a sign at the hole where contest is played (first-come, first-served):*
 - *Hole in One*
 - *Closest to the Pin*
 - *Longest Drive*
 - *Straightest Drive*
- *Opportunity to have a company representative on the hole where contest is being played*
- *Company name on welcome banner displayed at entrance*
- *Recognition on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website) and verbal recognition at tournament*

Tee & Greens Sponsor \$500 (EIGHTEEN AVAILABLE)

- *Sponsor logo on tee sign OR at the greens at designated hole*
- *Company name on welcome banner displayed at entrance*
- *Recognition on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website) and verbal recognition at tournament*

NORTH CAROLINA
CHEF SHOWDOWN

NORTH CAROLINA CHEF SHOWDOWN

August 27 • Charlotte, NC

The 3rd Annual NC Restaurant and Lodging Expo will take place August 27 in Charlotte, and a strong turnout is expected again this year! In 2016, there were over 1,500 attendees and over 150 exhibitors! On night one of the show, NCRLA will host its 2nd annual Chef Showdown to give Expo exhibitors and attendees additional time to network and to showcase chefs from across the state. Expected attendance is 300.

Presenting Sponsor \$20,000 (EXCLUSIVE)

- *Naming rights with your company's name used in all references, recognition and promotion for the event (i.e. **NCRLA 2018 NC Chef Showdown** presented by "your company name here")*
- *Seat at the table on planning committee*
- *Opportunity to provide welcoming remarks at the main event and regional events*
- *Judge in each region and at the main event*
- *Recognition as Presenting Sponsor with logo/tag on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website)*
- *30 complimentary tickets to the main event*
- *Verbal recognition from the podium at the main event*
- *Premium placement of sponsor recognition in event slide show*
- *Company logo on the 'swag bag' given to participating chefs and judges, and an opportunity to provide an item for the bag*
- *Mention in At Your Service quarterly magazine*

Platinum Sponsor \$10,000 (THREE AVAILABLE)

- *Regional Sponsor and opportunity to attend regional preliminary events*
- *15 complimentary tickets to the main event*
- *Recognition as Platinum Sponsor with logo/tag on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website)*
- *Verbal recognition from the podium at the main event*
- *Sponsor recognition in event slide show*
- *Opportunity to provide an item for the 'swag bags' given to the participating chefs and judges*
- *Mention in At Your Service quarterly magazine*

Technology Sponsor \$7,500 (EXCLUSIVE)

- *12 complimentary tickets*
- *Recognition as Technology Sponsor with logo/tag on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website)*
- *Verbal recognition from the podium at the main event*
- *Sponsor recognition in event slide show*
- *Company logo on all technology and in event slide show*

NORTH CAROLINA CHEF SHOWDOWN, CONT.

Technology Sponsor, cont.

- *Verbal recognition from the podium at the main event*
- *Opportunity to provide an item for the 'swag bags' given to the participating chefs and judge*
- *Mention in At Your Service quarterly magazine*

Gold Level Sponsor \$5,000 (FOUR AVAILABLE)

- *10 complimentary tickets*
- *Recognition as Gold Sponsor with logo/tag on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website)*
- *Verbal recognition from the podium at the main event*
- *Sponsor recognition in event slide show*
- *Recognition in the NCRLA e-newsletter and on website*
- *Opportunity to provide an item for the 'swag bags' given to the participating chefs and judges*
- *Mention in At Your Service quarterly magazine*

Judges Table Sponsor \$2,500 (TWO AVAILABLE)

- *Opportunity to sponsor the culinary judges food table or the beverage judges table with signage at judges table or on judges clipboards*
- *2 complimentary tickets*
- *Sponsor recognition in event slide show*
- *Recognition as Judges Table sponsor with logo/tag on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website)*
- *Mention in At Your Service quarterly magazine*

Silver Sponsor \$2,500

- *5 complimentary tickets*
- *Verbal recognition from the podium at the main event*
- *Sponsor recognition in event slide show*
- *Recognition as Silver sponsor with logo/tag on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website)*
- *Mention in At Your Service quarterly magazine*

Bronze Level Sponsor \$1,500

- *2 complimentary tickets*
- *Verbal recognition from the podium at the main event*
- *Sponsor recognition in event slide show*
- *Recognition as Bronze sponsor with logo/tag on all marketing & promotions related to the event (i.e. NCRLA e-newsletter and website)*
- *Mention in At Your Service quarterly magazine*

Supporting Sponsor \$500

- *2 complimentary tickets with reserved seating*
- *Recognition in At Your Service quarterly magazine*