



## STARS OF THE INDUSTRY AWARDS

**February 16, 2021 • Raleigh, NC • 5:30 – 7:00 p.m.**

Stars of the Industry brings together hospitality industry leaders from across the state to recognize the people most dedicated to their profession. The NCRLA presents multiple prestigious awards at the event: Restaurateur of the Year, Restaurant Manager & Employee of the Year, Lodging Operator of the Year, Lodging Manager & Employee of the Year, Griff and June Glover NCRLA Service Award, Hospitality Champion of the Year, and Ken Conrad Award for Service in the Community. This year's event will be a hybrid event of in-person and virtual to celebrate the Stars of our Industry.

### **Premier Sponsor \$20,000 (SOLD: US FOODS)**

- *Thirty (30) complimentary tickets to the event*
- *Opportunity to supply recipes for the hot new trends and promote your brand in cookbook*
- *Presentation of award from the stage*
- *Verbal recognition from the podium*
- *Premium placement & recognition in awards slideshow*
- *Recognition/logo in marketing related to the event, including award application, social media, promotional materials, the NCRLA e-newsletter and the NCRLA website*

### **Titanium Sponsor \$15,000**

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

### **Platinum Sponsor \$10,000**

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

### **Gold Level Sponsor \$7,500**

- *Ten (10) complimentary tickets to the event*
- *Verbal recognition from the podium*
- *Recognition in awards slideshow*

- *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 (DoorDash, Ecolab, Employers, Pepsi, United Healthcare)**

- *Six (6) complimentary tickets to the event*
- *Recognition in awards slideshow*
- *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 (Cranfill Sumner Hartzog LLP, Firehouse Subs, IHG)**

- *Four (4) complimentary tickets to the event*
- *Recognition in awards slideshow*
- *Company name on all promotional materials, the NCRLA e-newsletter and the NCRLA website*

### **Registration Sponsor \$3,000**

- *Four (4) complimentary tickets to the event*
- *Opportunity to include product link in registration confirmation*
- *Recognition in awards slideshow*
- *Company name on all promotional materials, the NCRLA e-newsletter and the NCRLA website*

### **Cocktail Sponsor \$3,000 (SOLD: Social House Vodka)**

- *Opportunity to provide signature cocktail for the event, including recipe and instructional video*
- *Four (4) complimentary tickets to the event*
- *Recognition in awards slideshow*
- *Company name on all promotional materials, the NCRLA e-newsletter and the NCRLA website*

### **Wine Sponsor \$3,000 (SOLD: NC Wine and Grape Council)**

- *Four (4) complimentary tickets to the event*
- *Opportunity to provide wine pairings for the hot new trends*
- *Recognition in awards slideshow*
- *Company name on all promotional materials, the NCRLA e-newsletter and the NCRLA website*

### **Commercial Sponsor \$1,000**

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

### **Supporter Sponsor \$500**

- *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*