



## STARS OF THE INDUSTRY AWARDS & CELEBRATION GALA

**February 27, 2023 • Sheraton Imperial • Durham, NC • 5:30 – 8:30 p.m.**

Stars of the Industry brings together 300+ hospitality industry leaders from across the state to recognize the people most dedicated to their profession. A sponsorship at this event puts your brand and company in front of the decision makers and movers and shakers of the hospitality industry. A celebration reception precedes the awards ceremony, showcasing cutting-edge food & beverage trends of 2023.

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. The NCRLA Chef of the Year, NCRLA Pastry Chef of the Year, and NCRLA Mixologist of the Year are also recognized.

Please contact [Inez Nicholson at inicholson@ncrla.org](mailto:inicholson@ncrla.org) if you are interested, have any questions, or would like to create a custom sponsorship.

### Presenting Sponsor \$20,000

- *Naming rights with your company's name used in all references, recognition and promotion for the event (i.e. 2023 NCRLA Stars of the Industry presented by "your company name here")*
- *Participation on the planning committee*
- *Operation of six (6) vendor tables at reception, featuring your product and chef talent*
- *Twenty-four (24) complimentary tickets to the event and reserved seating at celebration gala & awards ceremony*
- *Presentation of multiple awards from the stage*
- *Verbal recognition from the podium*
- *Premium placement & recognition in awards slideshow*
- *Four tickets to VIP pre-event reception*
- *Recognition/logo in marketing related to the event, including award application, social media, promotional materials, the NCRLA e-newsletter and the NCRLA website*



## STARS OF THE INDUSTRY AWARDS, CONT.

### Platinum Sponsor \$10,000

- *Sixteen (16) complimentary tickets to the event and reserved seating at celebration gala & awards ceremony*
- *Verbal recognition from the podium*
- *Recognition in awards slideshow*
- *Presentation of an award from the stage*
- *Four tickets to VIP pre-event reception*
- *Recognition/logo in marketing related to the event, including promotional materials, social media, the NCRLA e-newsletter and the NCRLA website*

### VIP Reception Sponsor \$8,000

- *Naming rights to the VIP Reception with your company's name used in all references, recognition and promotion for the private reception (i.e. 2023 NCRLA Stars of the Industry VIP reception presented by "your company name here")*
- *Eight (8) complimentary tickets to the VIP pre-event reception and the main event*
- *Signage at both the VIP reception and main event*
- *Opportunity to make remarks at VIP reception*
- *Recognition as VIP reception sponsor from the podium and 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

- *Eight (8) complimentary tickets to the event and reserved seating at celebration gala & awards ceremony*
- *Two tickets to VIP pre-event reception*
- *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*



## STARS OF THE INDUSTRY AWARDS, CONT.

### Silver Level Sponsor \$5,000

- *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*

### Photobooth Sponsor \$4,000

- *Four (4) complimentary tickets to the event*
- *Verbal recognition from the podium*
- *Opportunity to provide company logo in each photo taken at the photobooth*
- *Recognition as photobooth sponsor from the podium and in the awards slideshow*
- *Recognition/logo in marketing related to the event, including promotional materials, social media, the NCRLA e-newsletter and the NCRLA website*

### Registration Sponsor \$3,000

- *Opportunity to include product link in registration confirmation to all ticketed guests*
- *Four (4) event tickets*
- *Sponsor recognition in marketing + promotions related to the event, including collateral, social media, webpage, e-newsletter, and e-blasts, and corporate partner recognition at event*

### Bronze Sponsor \$2,500

- *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*

### 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*