

THE RAMMYS²⁰¹⁷

THE RAMMY AWARDS & GALA | SUNDAY, JULY 30, 2017



SPONSORSHIP OPPORTUNITIES

CELEBRATE WASHINGTON, DC: 2016 RESTAURANT CITY OF THE YEAR – BON APPÉTIT MAGAZINE
& ZAGAT'S "HOTTEST FOOD CITY" OF 2016

THE RAMMYS²⁰¹⁷

SUNDAY, JULY 30, 2017

WALTER E. WASHINGTON CONVENTION CENTER
801 MT VERNON PL NW, WASHINGTON, DC 20001

WHAT ARE THE RAMMYS?

It's no secret that restaurants across the Washington, DC region are having a banner year! Building on many years of exciting growth and success, the rest of the country and the national media took major notice of DC this year with the arrival of the DC MICHELIN Guide. And, in case you missed it, Bon Appétit Magazine dubbed DC "The Restaurant City of the Year," and ZAGAT echoed that sentiment naming DC "Hottest Restaurant City of the Year". The industry has so much to celebrate, and The 2017 RAMMY Awards are THE night to come together as we recognize the region's incredibly talented culinary and beverage professionals and toast to a landmark year.

5-6PM OPENING RECEPTION



6-7PM AWARDS CEREMONY



7-11PM DINNER CELEBRATION



WHY ATTEND?

If you have attended The RAMMY Awards – the “Oscars of DC Restaurants” – then you know that this is the THE culinary event of the year, not to be missed. Now in its 35th year, The RAMMYS draw a hungry audience of more than 2,300 to honor the exceptional talent of those working in Metropolitan Washington’s vibrant and ever-evolving restaurant and foodservice industry. This is far from your typical awards gala. This is an opportunity you don’t want to miss.



WHY SPONSOR?

Hosted by the Restaurant Association Metropolitan Washington (RAMW), The RAMMYS are a legend in their own right and offer an unparalleled evening of food, drink and entertainment. More than that, especially for those with an eye on their business, The RAMMYS are the leading event for the DC Area hospitality community and this is the night to show your support. Showcase your brand, product, or dedication to our focused audience of restaurateurs, chefs, sommeliers, developers, industry partners, and more.





WHO ATTENDS?

RAMMYS DEMOGRAPHICS:

2,300 + Attendees

400 + Restaurants, Restaurant Groups and Hotels Represented

125 + Members of the Media (print, radio, television, and online)

TRADE:

- Restaurateurs & Independent Operators
- Executive Chefs
- Pastry Chefs
- Chef/Owners
- Sous Chefs
- Line Cooks
- Restaurant Managers
- Sommeliers and Beverage Directors
- Service Staff
- Distributors/Wholesalers
- Suppliers
- Food Industry Technology
- Importers/Exporters

ATTENDEES BY MID-ATLANTIC REGION:

68% District of Columbia

15% Northern Virginia

10% Maryland

7% Other

GENDER:

56% Male

44% Female

DC AREA RESTAURANTS ARE A BOOMING INDUSTRY:

- The foodservice industry is expected to generate an estimated \$360 million in taxes for the city in 2017.
- Virginia: 14,500+ restaurants with the largest share of establishments in District 10 – Northern Virginia; registered an estimated \$16.3 billion in sales in 2016.
- Maryland: 11,000+ restaurants; registered an estimated \$11.7 billion in sales in 2016.
- DC welcomed a record 21.3 million visitors in 2015 who spent over \$7.1 billion throughout the region.
- The restaurant industry is expected to add 1.7 million jobs over the next decade, with employment reaching 16.1 million by 2026.
- In 2016, restaurants account for 61,600 jobs in the District – 9% of employment in the city.
- The foodservice industry is the second largest private employer in the District of Columbia.

HOW CAN YOU CONNECT AS A SPONSOR?

Demonstrate your support for the industry: The RAMMYS are RAMW's annual fundraiser and proceeds support the Association's advocacy work and business support throughout the year. Your involvement shows the industry that your company helps restaurants succeed.

A RAMMYS sponsorship goes beyond one night. Align your brand with our six-month marketing campaign and showcase your products, services, or dedication to the hospitality industry. Sponsors have brand presence at events and in e-marketing and print marketing from January through July as part of a dynamic campaign that marks millions of impressions and over \$3 million dollars in advertising value.



SPONSORSHIP LEVELS

FOOD & BEVERAGE PAVILION

\$25,000+

- Ideal for Embassies and Trade Offices, Importers and Distributors, and Local Companies looking to showcase unique products.
- Custom packages, please inquire.

DIAMOND

\$15,000

- Reserved seating for 10 with branded signage
- Featured in event print advertising and press materials
- Acknowledgment from podium
- Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org
- Two-week ad campaign through RAMW's newsletters, blog, and social networks

FRIEND OF THE INDUSTRY

\$10,000

- Reserved seating for 10 with branded signage
- Featured in event press materials
- 1 Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org
- Two-week ad campaign through RAMW's newsletters, blog, and social networks

GOLD

\$7,500

- Reserved seating for 10 with branded signage
- 5 general admission tickets (in addition to reserved seating - 15 total tickets to event)
- Featured in event press materials
- 1 Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org

SILVER

\$5,000

- Reserved seating for 10 with branded signage
- Featured in event press materials
- 1 Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org

RESTAURATEUR

\$5,000

- Reserved seating for 10 with branded signage
- 10 general admission tickets (in addition to reserved seating - 20 total tickets to event)
- Featured in event press materials
- 1 Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org

*Available to restaurant members only

PATRON

\$3,500

- Reserved seating for 6 with branded signage
- 1 Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org

SUPPORTER

\$2,500

- Reserved seating for 4 with branded signage
- Logo featured in dinner reception video
- Company listing in printed program (no logo)
- Logo featured on TheRAMMYS.org

TICKETS

GENERAL ADMISSION

Members: \$250

Non-Members: \$325

All sponsors and open-seating ticket holders have access to the Opening Reception, Awards Ceremony, and Dinner Reception.

SPECIALTY SPONSORSHIPS

AND ADD-ONS

OPENING RECEPTION SPONSOR, (5 - 7 PM)

\$20,000

- Includes all benefits of Diamond Sponsorship plus custom brand visibility in Opening Reception.
- Opportunity to place GOBO or other custom branding throughout reception area.
- Product placement opportunity through custom menu items, custom featured bar with brand visibility.
- Featured on event invitation and in program as "Opening Reception presented by Your Company."

One available. Available to food and beverage companies as a cash plus food/beverage product sponsorship.

AWARDS CEREMONY SPONSOR (6-7 PM)

\$20,000

- Includes all benefits of Diamond Sponsorship
- Custom brand visibility on stage at Awards Ceremony
- Featured on event invitation and in program as "Awards Ceremony Presented By Your Company"

One available.

WINNERS CIRCLE SPONSOR

\$10,000

- Includes all benefits of Silver Sponsorship
- VIP Access to Winner's Circle Lounge to meet and congratulate the 2017 RAMMY Award Winners as they come off of the stage.
- Custom brand visibility in Winner's Circle Lounge and/or product placement opportunities.

GRAND LOUNGE SPONSOR

\$10,000

- Reserved lounge area with seating for 15 guests
- Company branding at lounge area
- Featured in event print ads and press materials
- Acknowledgment from podium
- 1 Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org
- 2-week ad campaign through RAMW's newsletters, blog, and social networks

LOUNGE SPONSOR

\$7,500

- Reserved lounge area with seating for 10 guests
- Company branding at lounge area
- Featured in event print ads and press materials
- 1 Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org

ENTERTAINMENT SPONSOR

\$7,500

- Includes all benefits of Silver Sponsorship
- Custom brand visibility on stage in Ballroom
- Featured on event invitation and in program as "Entertainment presented by Your Company."

One available.

RESTAURATEUR LOUNGE SPONSOR

\$7,500

- Reserved lounge area with seating for 10 guests
- 10 general admission tickets (in addition to lounge guests – 20 tickets to event total)
- Company branding at lounge area
- Featured in event print ads and press materials
- 1 Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org

REGISTRATION SPONSOR

\$5,000

- Includes all benefits of Patron Sponsorship
- Custom brand visibility at two event registration check-in areas
- Logo featured on large digital boards at both event entrances

One available.

MINI-TASTING STATION SPONSOR

\$2,000

- Host a tasting station in the Ballroom Foyer visible to all as they enter/exit the Ballroom
- Includes 2 general admission tickets
- Listing in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org

Requires Demo/Display Product. Staff from your company must setup, run, & staff the station from 5:30pm-9:30pm.

VALET SPONSOR

\$3,500

- Reserved seating for 4, with branded signage
- Custom brand visibility at one valet station via digital signage
- 1 Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org
- Opportunity for sponsor to place promotional flyer or pamphlet in valet-parked cars. Valet company will facilitate.

One available.

FOOD AND BEVERAGE PRODUCT SPONSOR

Add-on to a package above, or be a product-only sponsor:

- \$2,500 value product donation
- \$5,000 value product donation
- \$10,000 value product donation
- \$15,000 value product donation

Custom packages, please inquire.



**RESTAURANT ASSOCIATION
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