



SPONSORSHIP EXPOSURE

ALIGN YOUR BRAND WITH A \$2.8 BILLION DOLLAR
INDUSTRY IN WASHINGTON, DC

THE RAMMYS 2016

SUNDAY, JUNE 12, 2016

THE RAMMY AWARDS & GALA

5 - 11PM

SUNDAY, JUNE 12, 2016

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

WHAT ARE THE RAMMYS?

The Annual RAMMY Awards and Gala recognize the exceptional ability and talent of the Washington, DC region's restaurant community through 21 coveted awards including New Restaurant of the Year, Chef of the Year, Formal Fine Dining Restaurant of the Year, and more. A RAMMY Award has become the most prestigious award presented to members of the restaurant, food, and beverage industry in the Washington Metropolitan region.

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 34th year, The RAMMYS draw a hungry audience of more than 1,900 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:**

1,900 + 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:

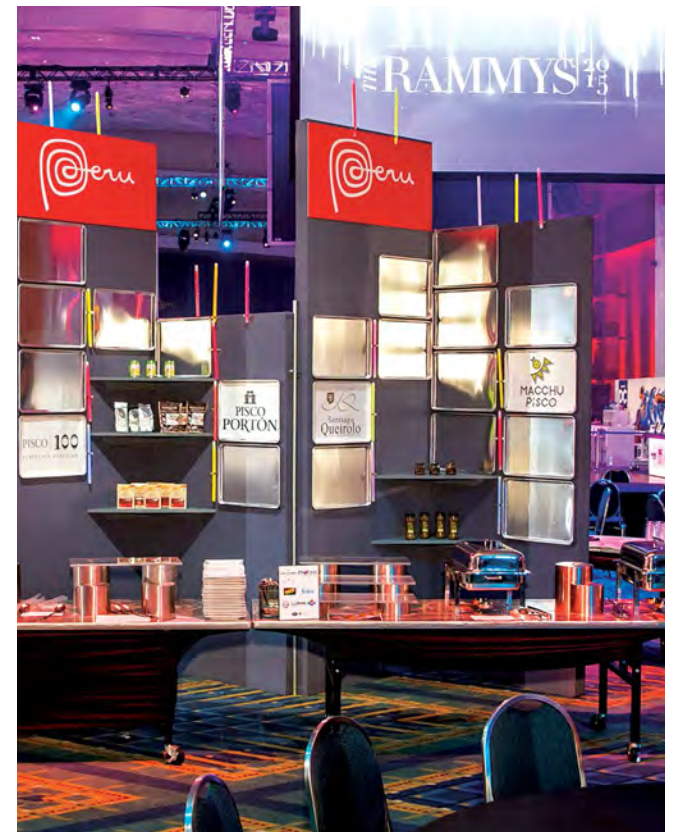
- From 2012 to 2014, DC saw a 40% increase in the number of restaurant business licenses on file with the Department of Consumer and Regulatory Affairs (DCRA).
- Washington, DC: 2,500+ restaurants; projected to register \$2.8 billion in sales in 2015.
- The foodservice industry generates over \$260 million in taxes for the city.
- Virginia: 14,500+ restaurants with the largest share of establishments in District 8 – Northern Virginia; projected to register \$14.8 billion in sales in 2015.
- Maryland: 11,000+ restaurants; projected to register \$10.9 billion in sales in 2015.
- DC welcomes over 18 million visitors each year who spend over \$6 billion throughout the region.
- Restaurant industry job growth is projected to outpace the overall economy for the 16th consecutive year in 2015.

- In 2015, restaurants account for 60,000 jobs in the District – 8% 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 June 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+

Custom packages, please inquire.

DIAMOND

\$15,000

- 1 reserved table of 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

- 1 reserved table of 10 with branded signage
- Featured in event press materials
- 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

- 1 reserved table of 10 with branded signage, plus 5 General Admission tickets
- Featured in event press materials
- Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org

SILVER

\$5,000

- 1 reserved table of 10 with branded signage
- Featured in event press materials
- Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org

RESTAURATEUR

\$5,000

- 1 reserved table of 10 with branded signage
- 10 general admission tickets
- Featured in event press materials
- Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org

*Available to restaurant members only

PATRON

\$3,500

- Half-table sponsorship: 5 seats with branded signage at a shared table for 10 (with one other company).
- Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org

SUPPORTER

\$2,500

- 1 reserved table of 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 2015 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
- 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

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
- 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.

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, and staff the station from 6:30pm-11:00pm.

VALET SPONSOR

\$3,500

- 1 reserved table for 4 with branded signage
- Custom brand visibility at one valet station via digital signage
- 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

THE RAMMYS.ORG RAMW.ORG

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THE RAMMYS 2016

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