

Sponsorship & Support Levels

DELAWARE RESTAURANT ASSOCIATION BEER & BOCCE TOURNAMENT

MONDAY, OCTOBER 15TH 2018 @ DOGFISH HEAD BREWERY



ORGANIZATIONAL SUMMARY

The Delaware Restaurant Association (DRA) is the only trade association dedicated to the success, education and protection of Delaware vibrant restaurant community. Delaware's 2,000 restaurants employ almost 50,000 people and support the state's economy with \$3.8 billion in annual sales. Along with its philanthropic arm, The Delaware Restaurant Association Educational Foundation (DRAEF), the DRA plays a vital role in state policy and education reform. The strength of our organizational success lies in the close relationships the DRA has built between its executive management team, our diverse membership, and our surrounding communities. This dynamic organization has its fingers on the pulse of the entire restaurant community in Delaware.

Each DRA and DRAEF event is unique, well-attended and an awesome collaboration between industry entrepreneurs (DRA Members) and suppliers (DRA Allied Members)!

EVENT SUMMARY

The DRA's Annual Beer & Bocce Tournament celebrates the fun and camaraderie that exists in our unique industry. Each year we invite costumed restaurant teams and local legislators to compete in a spirited bocce tournament – complete with live music, amazing food and beer, and of course an awesome trophy for the winners to proudly display in their restaurant! This event also serves a fundraising benefit for the winning team's charity of choice, with a donation made directly from the DRA to a local Delaware charitable organization.

Team registration always fills quickly with restaurant teams, but this year we want to get our Allied members in on the action! A very limited number of event sponsorships will be available, including team registrations. Allied Teams will compete against each other, with the Allied bracket winner advancing on to compete in the restaurant bracket. This year we anticipate another sold-out event, with attendance of over 200 industry members, legislators, and members of the press.

The DRA Beer & Bocce Tournament is one of the most anticipated industry event of the year...don't miss this fun and unique opportunity to showcase your company!

- Showcase your brand on-site with creative costuming
- Gain networking opportunities with the industry's top restaurateurs and staff
- Demonstrate good corporate citizenship by giving back to the industry and community charitable organizations

The DRA's Beer & Bocce Tournament is an ideal venue for our allied members to demonstrate their commitment and support to the industry while networking and building relationships that will strengthen their business in the coming year. We respectfully request your consideration of sponsorship of this event, but are happy to discuss customized levels with you for other event or yearly opportunities.

\$300 Bocce Ball Tournament Sponsor

- Company recognition on prominent signage throughout event
- Media coverage by local press & DRA, including pictures & future marketing
- Company logo placement on event giveaway to all attendees
- **4** complimentary spectator tickets (includes all food & beverages)

\$1,000 Allied Member Team Sponsor

- Company recognition on prominent signage throughout event
- Media coverage by local press & DRA, including pictures & future marketing
- Company logo placement on event t-shirts provided for all players
- Opportunity to supply marketing/promo materials to all event attendees
- 4 complimentary spectator tickets (includes all food & beverages)
- *One Team Entry into Tournament (4 players) to compete in Allied Bracket, with winning team advancing to compete in Restaurant Bracket for Bocce Cup Trophy!*

As one of the restaurant industry's leading supporters, we hope you will join us in sponsoring the annual DRA Beer & Bocce Tournament. This signature event serves as one of the premier networking event opportunity for Delaware's top restaurateurs and our allied members.

So let's have some fun, enjoy some great Dogfish Head beers, and help raise money for our local charities! Start practicing now...this is a fierce yearly competition!!

On behalf of the Delaware Restaurant Association, thank you for your consideration of this proposal.



Karen M. Stauffer
Director of Communications & Events
Delaware Restaurant Association

To confirm your sponsorship, please call the DRA at 302.738.2545 or contact
Karen Stauffer at Karen@DelawareRestaurant.org

For inclusion in all event materials, all Sponsorships and company logos must be submitted
no later than Friday, September 28th to allow time for printing.