

Sponsorship & Support Levels

## **DELAWARE RESTAURANT ASSOCIATION**

### **17<sup>TH</sup> ANNUAL CORNERSTONE AWARDS**

**MONDAY, 12<sup>TH</sup> NOVEMBER 2018 6-9PM**  
The Queen Theater, Wilmington



### **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 over \$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.

***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 Cornerstone Awards highlights and celebrates the pride, excitement and vitality of the restaurant industry at this must-attend event. Each year we invite our extended restaurant family to gather at this special event, celebrate our winners, and delight in fantastic food and beverage stations hosted by the best restaurants in the state. The stage is set at the historic Queen Theater in Wilmington, with an expected attendance of 450+ industry members, elected government officials, as well as members of the press and media.

### **NEW FOR 2018!**

Last year we celebrated the diverse individuals that make up the fabric of our industry. This year we will expand on that theme, illuminating the tremendous **#IndustryPride** felt by so many Delawareans who have chosen the restaurant industry as an industry of choice, opportunities and success.

- ◆ **CORNERSTONE OF COMMUNITIES, ECONOMY & OPPORTUNITIES**  
We will honor a collection of individuals that are proud to be part of Delaware's restaurant industry – highlighting their personal pathways, contributions to their communities, and dedication to restaurants as the *cornerstone of our community, economy and opportunity*.
- ◆ **Chairman's After-Party** honoring DRA Board President Jeff Cook, at Stitch House Brewery on lively Market Street (immediately following DRA Cornerstone Awards)
- ◆ **Live Music** on the Queen main stage, and after-party featuring the Blue Cat Blues Band (fronted by none other than DRA Board Member Paul Ruggiero of NKS Distributors!)

The DRA Cornerstone Awards is the biggest and most anticipated industry event of the year for your organization to support!

- ❖ Showcase your brand on-site and in promotional materials
- ❖ Gain networking opportunities with the industry's most influential leaders
- ❖ Demonstrate good corporate citizenship by giving back to the industry

The DRA's 17<sup>th</sup> Annual Cornerstone Awards 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 at the level that best suits the needs of your business. We are happy to discuss customized sponsorship levels with you, but offer the following set levels for your consideration:

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### ***\$500 DRA Advertising Sponsor***

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- ½ page ad in event program

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### ***\$1,000 Industry Ambassador***

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- Company listed in *Delaware Restaurateur* magazine
- ½ page ad in event program
- Company recognition on prominent signage throughout event
- 2 complimentary event tickets

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### ***\$5,000 Cornerstone Awards Gold Sponsor***

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- Company listed in *Delaware Restaurateur* magazine
- *Full page ad* in event program
- Company recognition on prominent signage throughout event
- 6 complimentary event tickets

**Plus these additional benefits:**

- *Video Sponsorship: Your company's logo and messaging will appear in the exclusive Cornerstone Awards video presentation during the event, appearing center-stage in front of over 400+ event attendees!*
- Company recognition in all social media posts about the event
- Company recognition in event press releases

As one of the restaurant industry's leading supporters, we hope you will join us in sponsoring the DRA's 17<sup>th</sup> Annual Cornerstone Awards. This signature event serves as our association's premier networking event opportunity for Delaware's top restaurateurs and our allied members who provide our industry with goods and services. The participation of our community businesses is essential to the ongoing success of this event, which not only provides yearly funding for the DRA but also educational and scholarship opportunities for the students supported by the DRA Educational Foundation.

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

To confirm your sponsorship, please call the DRA at 302.738.2545 or contact DRA President Carrie Leishman directly at [Carrie@DelawareRestaurant.org](mailto:Carrie@DelawareRestaurant.org)

For inclusion in the Event Program, all Sponsorships, Logos & Ads must be submitted **no later than Monday, October 29<sup>th</sup>** to allow time for printing.