

Sponsorship & Support Levels

# 18th Annual CORNERSTONE AWARDS

MONDAY, NOVEMBER 11<sup>TH</sup> 2019 6-9PM

New Location! Lighthouse Cove Event Center  
After-Party at the Starboard (Dewey Beach)



## 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 Restaurant Industry 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 for a memorable evening at the beautiful new Lighthouse Cove Event Center, known for stunning sunsets directly on the Bay. We'll toast our industry with an expected attendance of 400+ restaurant movers & shakers, elected government officials, as well as members of the press and media.

## **NEW FOR 2019!**

### ◆ **The Power of Restaurants**

Restaurants are central to their communities as well as the people who live there - as an economic engine, they are at the core of re-building and re-branding our lost neighborhoods and forgotten towns. Restaurateurs are fearless entrepreneurs; pioneers on the front lines as a force for social change. We'll also toast to the power, civility and opportunity that exists within our industry...with special video tributes to the many fearless women of hospitality, and also featuring a new Cornerstone Award Winner!

### ◆ **NEW DEWEY BEACH LOCATION & STARBOARD AFTER-PARTY!**

We're changing things up and moving the biggest party of the year to Southern Delaware! Our new venue is the beautiful Lighthouse Cove events center in Dewey Beach, right on the bay with fabulous sunset views. Take advantage of special room rates at the attached Hyatt Place, after enjoying a rockin' good time at our signature After-Party - just down the street at the world-famous Starboard!

The DRA Cornerstone Awards are 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

We are happy to discuss customized sponsorship levels, but offer the following for your consideration:

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

- ½ page ad in event program

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

- 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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### **\$2,500 Cornerstone Awards Video Sponsor**

- Company listed in *Delaware Restaurateur* magazine
- Full page ad in event program
- Company recognition on prominent signage throughout event
- 5 complimentary event tickets
- Company recognition in all event social media posts & press releases

**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!

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

- Company listed in *Delaware Restaurateur* magazine
- Full page ad in event program
- Company recognition on prominent signage throughout event
- 10 complimentary event tickets
- Company recognition in all event social media posts & press releases
- Your company's logo will appear in the exclusive Cornerstone Awards video presentation

**Plus these exclusive benefits:**

- VIP Area access during Chairman's After-Party at the Starboard  
Highlight your company logo at a designated VIP table and seating during all hours of the after-party – this is prime real estate, sure to put you in the center of the action!

As one of the restaurant industry's leading supporters, we hope you will join us in sponsoring the DRA's 18<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 Friday, October 25<sup>th</sup>** to allow time for printing.

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**Yes!** My company wants to be involved in the 18<sup>th</sup> Annual Cornerstone Awards!

*Please choose your level of sponsorship:*

- \$500 Advertising
- \$1,000 Industry Ambassador
- \$2,500 Video Sponsor
- \$5,000 Gold Star Sponsor

Total Amount to be charged to card: \$ \_\_\_\_\_

Visa    Mastercard    Discover    AmEx    Check    **Please Send an Invoice**

Credit Card Number \_\_\_\_\_ Security Code \_\_\_\_\_

Name as appears on Card \_\_\_\_\_ Expiration \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Please remit payments to: Delaware Restaurant Association  
PO Box 8004 Newark, DE 19714  
or fax to 302.738.2546

For more information, please contact the DRA at 302.738.2545