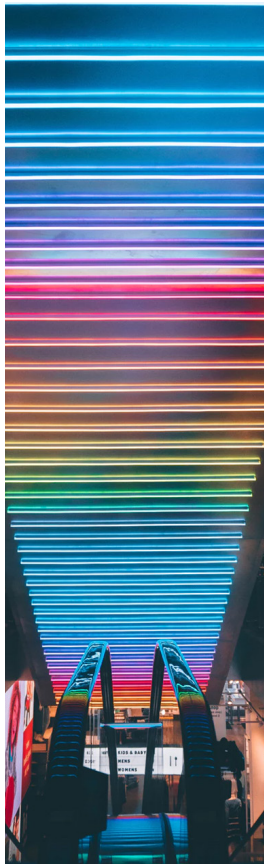
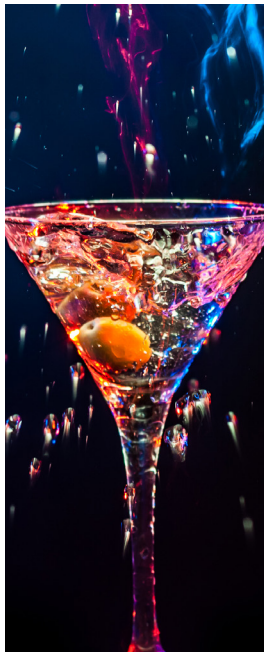
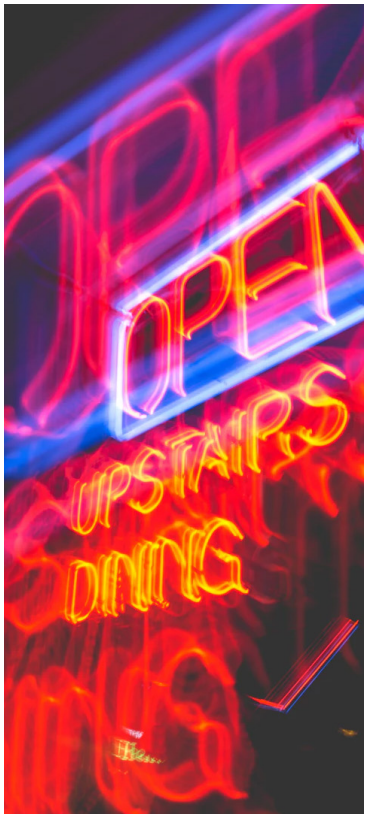
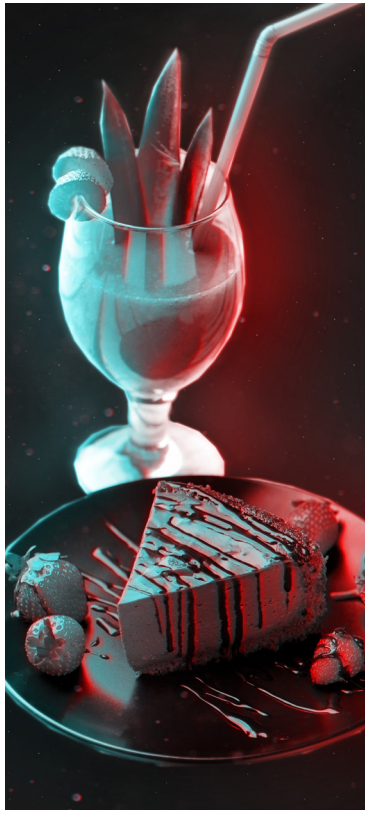


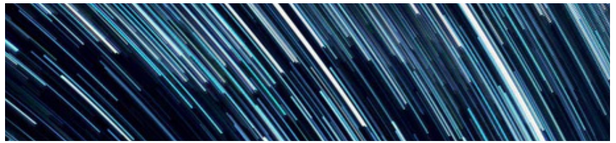


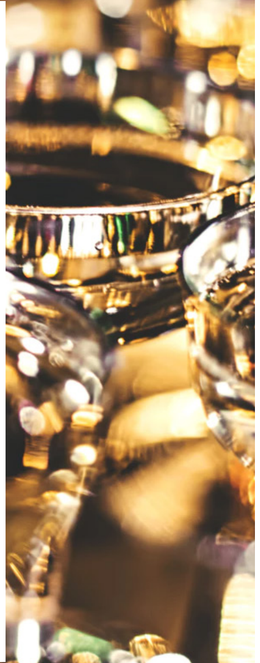


SPONSORSHIP OPPORTUNITIES

THE RAMMYS 2019







WHAT ARE THE RAMMYS?

The Annual RAMMY Awards 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. The 2019 RAMMY Awards is THE night to come together as we recognize the region's immensely talented individuals and companies and toast to an incredible year of dining and food service innovation.

DETAILS

SUNDAY, JUNE 30, 2019
Walter E. Washington Convention Center
801 Mt Vernon Pl NW, Washington, DC 20001

5PM - 6PM
RECEPTION

6PM - 7PM
AWARDS CEREMONY

7PM - 11PM
DINNER & PARTY

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 37th year, The RAMMYS draw a hungry audience of more than 2,400 to honor the exceptional talent of those working in Metropolitan Washington’s vibrant and ever-evolving restaurant and food service 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 is the leading event for the Washington Metropolitan region 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?

ATTENDEES BY MID-ATLANTIC REGION:

69% District of Columbia

16% Northern Virginia

13% Maryland

2% Other

RAMMYS DEMOGRAPHICS:

2,400+ Attendees

400+ Members of the Media (print, radio, television & online)

125+ Restaurants, Restaurant Groups & Hotels Represented

46% Female

54% Male

RAMMYS TRADE

Restaurateurs & Independent Operators

Executive Chefs

Pastry Chefs

Chef & Owners

Sous Chefs

Line Cooks

Restaurant Managers

Sommeliers & Beverage Directors

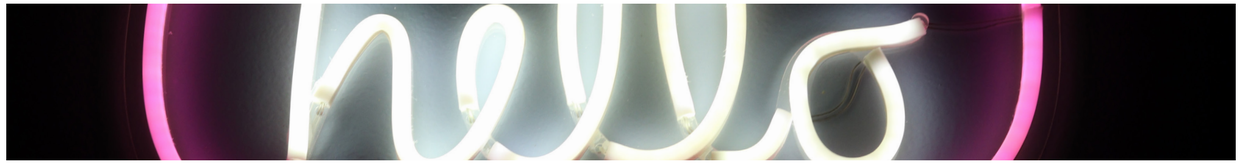
Distributors & Wholesalers

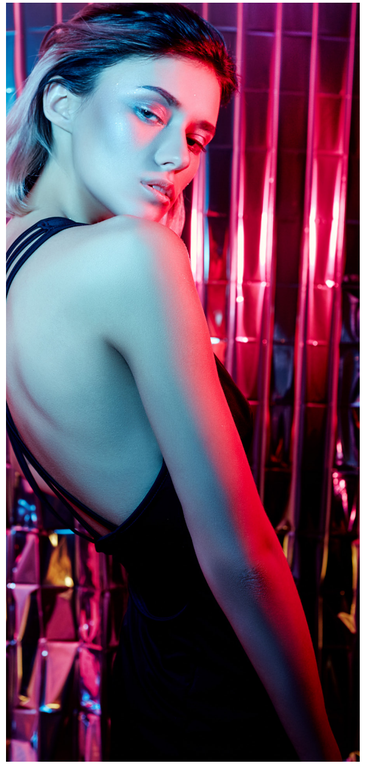
Food Industry Technology

Importers & Exporters

Service Staff

Suppliers





SPONSORSHIP LEVELS

FOOD & BEVERAGE PAVILION
$25,000+

- Ideal for embassies, trade offices, importers, distributors, and local companies looking to showcase unique products

Custom packages, please inquire

DIAMOND
$15,000

- Company-branded table for 10
- Featured in event print ads and press materials
- Acknowledgment from podium
- 1 Logo in printed program
- 1 Logo featured on 10 event marketing emails and official event e-invitation
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org
- Half-page ad in event printed program
- Two-week ad campaign through RAMW's newsletters, blog, and social networks

DIAMOND FRIEND OF THE INDUSTRY
$10,000

- Company-branded table for 10
- Featured in event press materials
- 1 Logo in printed program
- 1 Logo featured on 10 event marketing emails and official event e-invitation
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org
- Quarter-page ad in event printed program
- Two-week ad campaign through RAMW's newsletters, blog, and social networks

GOLD
$7,500

- Company-branded table for 10
- 5 general admission tickets (in addition to reserved seating - 15 total tickets to event)
- 1 Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org
- 1-week ad campaign through RAMW's newsletters, blog, and social networks

(Limited number of round tables available)

SILVER
$5,000

- Company-branded table for 10
- 1 Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org

(Limited number of round tables available)

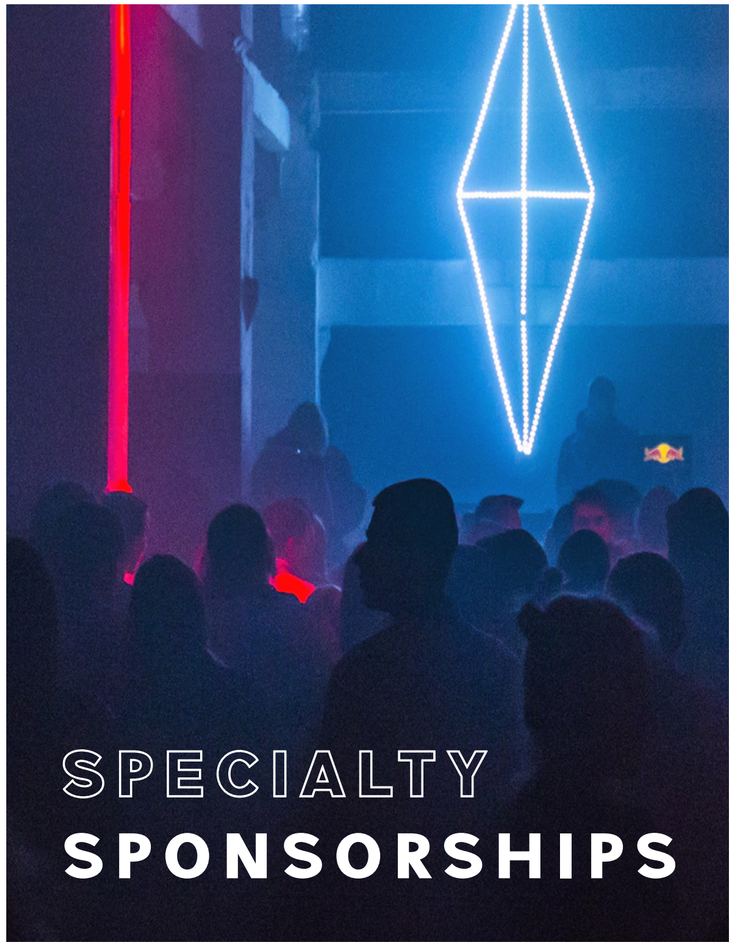
RESTAURATEUR
$5,000

- Company-branded table for 10
- 10 general admission tickets (in addition to reserved seating - 20 total tickets to event)
- 1 Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org

(Limited number of round tables available)
Available to restaurant members only

SUPPORTER
$2,500

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



SPECIALTY SPONSORSHIPS

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

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 2019 RAMMY Award Winners as they come off of the stage.
- Custom brand visibility in Winner's Circle Lounge and/or product placement opportunities.
- Featured on event invitation and in program as "Winners Circle Presented By Your Company"

One available

GRAND LOUNGE SPONSOR

$15,000

- Reserved lounge area with seating for 15 guests
- Listed as Diamond Level
- Customized 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

Limited availability

LOUNGE SPONSOR

$10,000

- Reserved lounge area with seating for 10 guests
- Listed as Friend of the Industry Level
- Customized 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

Limited availability

RESTAURATEUR LOUNGE SPONSOR

$10,000

- Reserved lounge area with seating for 10 guests
- Listed as Restaurateur Level
- 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

Limited availability

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

REGISTRATION SPONSOR

$5,000

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

One available

VALET SPONSOR

$5,000

- Includes all benefits of Silver Sponsorship
- Custom brand visibility at one valet station via digital signage
- 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

PRE-RAMMYS
EVENTS
SPONSORSHIPS

RAMMYS NOMINATIONS ANNOUNCEMENT PARTY
MARCH 2019

Join 500 industry attendees eager to hear who the 2019 RAMMYS finalists are across the 21 categories. Align your brand as a key partner in the industry and create custom branding opportunities for your company as a partner in this exciting annual event.

PRESENTING SPONSOR
$7,500

- *Co-branding as "Presenting Sponsor"*
- *Logo featured on digital invitation*
- *Logo featured on digital logo loops on event screens*
- *Acknowledgement from podium*
- *Opportunity for company executive to announce up to 3 categories of finalists on-stage during official event program*
- *Opportunity for sponsor to produce and distribute company branded gift bag or giveaway*
- *Opportunity for sponsor to provide on-stage gift for finalists*
- *Opportunity for sponsor to send direct email communications to RAMMYS finalists following announcement event (sent from sponsor via RAMMYS finalist email list)*

FEATURED SPONSOR
$3,500

- *Logo featured on digital invitation*
- *Logo featured on digital logo loops on event screens*
- *Acknowledgement from podium*
- *Opportunity to host company branded information table or tasting station at the event*

TASTING STATION SPONSOR
$2,500

- *Logo featured on digital invitation*
- *Logo featured on digital logo loops on event screens*
- *Opportunity to host company branded information table or tasting station at the event*

PRESENTING SPONSOR
$3,500

- *Co-branding as "Presenting Sponsor"*
- *Logo featured on digital invitation*
- *Logo featured on digital logo loops on event screens*
- *Acknowledgement from podium*
- *Opportunity for sponsor to provide on-stage gift for honoree*

FEATURED SPONSOR
$1,500

- *Logo featured on digital invitation*
- *Logo featured on digital logo loops on event screens*
- *Acknowledgement from podium*
- *Opportunity to host company branded information table at the event*

TASTING STATION SPONSOR
$1,000

- *Logo featured on digital invitation*
- *Logo featured on digital logo loops on event screens*
- *Acknowledgement from podium*
- *Opportunity to host company branded information table or tasting station at the event OR company to provide food/ beverage product that is featured on the menu served by the venue chef or at venue bars*

RAMMYS DUKE ZEIBERT CAPITAL ACHIEVEMENT AWARD RECEPTION
APRIL 2019

Join 200 industry attendees as The RAMMYS honors an individual with the prestigious Duke Zeibert Capital Achievement Award, given annually to a member of the restaurant and foodservice community, or the larger community, for their dedication and leadership that has helped transform Washington's restaurant scene into today's vibrant restaurant industry. Align your brand as a key partner in the industry and create custom branding opportunities for your company as a partner in this important annual reception.

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