



SUNDAY, JUNE 10TH, 2018

AWARDS & GALA



CULTURE
DESIGN
MUSIC
ART



THE RAMMYS
2018

SPONSORSHIP
OPPORTUNITIES

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 2018 RAMMY Awards are 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 10, 2018

Walter E. Washington Convention Center
801 Mt Vernon Pl NW, Washington, DC 20001

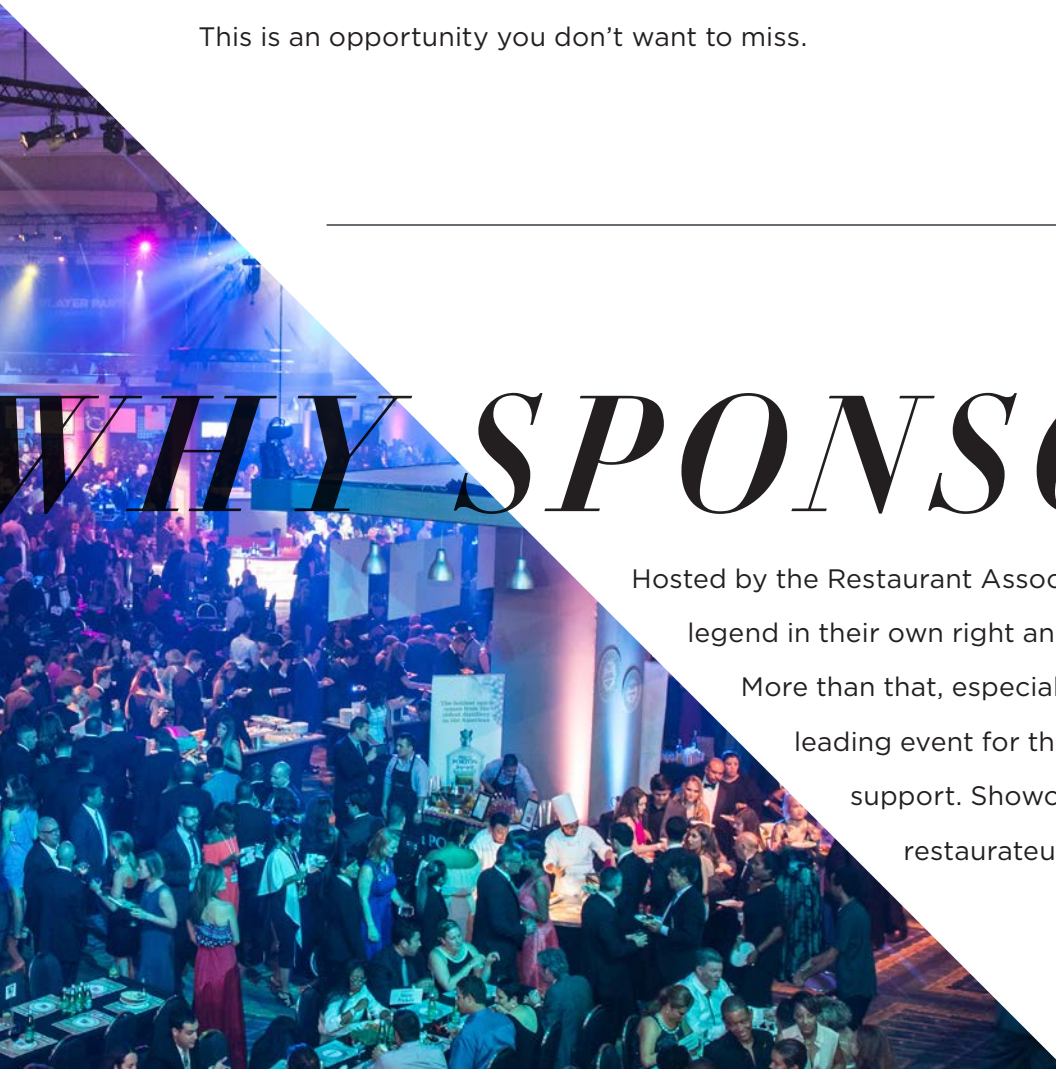
WHY ATTEND?

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 36th year, The RAMMYS draw a hungry audience of more than 2,300 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 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 TRADE

- Restaurateurs & Independent Operators
- Executive Chefs
- Pastry Chefs
- Chef/Owners
- Sous Chefs
- Line Cooks
- Restaurant Managers
- Sommeliers and Beverage Directors
- Distributors/Wholesalers
- Food Industry Technology
- Importers/Exporters
- Service Staff
- Suppliers

RAMMYS DEMOGRAPHICS:

2,300+
Attendees

400+

Members of the Media (print, radio, television, and online)

125+

Restaurants, Restaurant Groups and Hotels Represented

GENDER:

44% Female

56% Male

ATTENDEES BY MID-ATLANTIC REGION:

68% District of Columbia

15% Northern Virginia

10% Maryland

7% Other

DC AREA RESTAURANTS ARE A BOOMING INDUSTRY:

- The food service industry is expected to generate an estimated \$400 million in taxes for the city in 2018.
- Virginia: 14,800+ restaurants with the largest share of establishments in District 10 – Northern Virginia; registered an estimated \$16.8 billion in sales in 2017.
- Maryland: 11,100+ restaurants; registered an estimated \$12.1 billion in sales in 2017.
- DC welcomed a record 20 million visitors in 2016 who spent over \$7.3 billion throughout the region.
- The restaurant industry is expected to add 1.6 million jobs over the next decade, with employment reaching 16.1 million by 2027.
- In 2017, restaurants account for 63,400 jobs in the District – 9% of employment in the city.
- The food service 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 \$5 million dollars in advertising value.

SPONSORSHIP LEVELS

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.

FOOD & BEVERAGE PAVILION

\$25,000+

- Ideal for Embassies and Trade Offices, Importers and Distributors, and Local Companies looking to showcase unique products.
- Custom packages, please inquire.

DIAMOND

\$15,000

- Reserved seating for 10 with branded signage
- Featured in event print advertising 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, OR two-week ad campaign through RAMW's newsletters, blog, and social networks

FRIEND OF THE INDUSTRY

\$10,000

- Reserved seating for 10 with branded signage
- 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, OR two-week ad campaign through RAMW's newsletters, blog, and social networks

GOLD

\$7,500

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

SILVER

\$5,000

- Reserved seating for 10 with branded signage
- 1 Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org

RESTAURATEUR

\$5,000

- Reserved seating for 10 with branded signage
- 10 general admission tickets (in addition to reserved seating - 20 total tickets to event)
- Featured in event press materials
- 1 Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org

**Available to restaurant members only*

PATRON

\$3,500

- Reserved seating for 6 with branded signage
- 1 Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org

SUPPORTER

\$2,500

- Reserved seating for 4 with branded signage
- 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. 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 2018 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 \$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.

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
- 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.

REGISTRATION SPONSOR \$5,000

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

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, & staff the station from 5:30pm-9:30pm.

VALET SPONSOR \$3,500

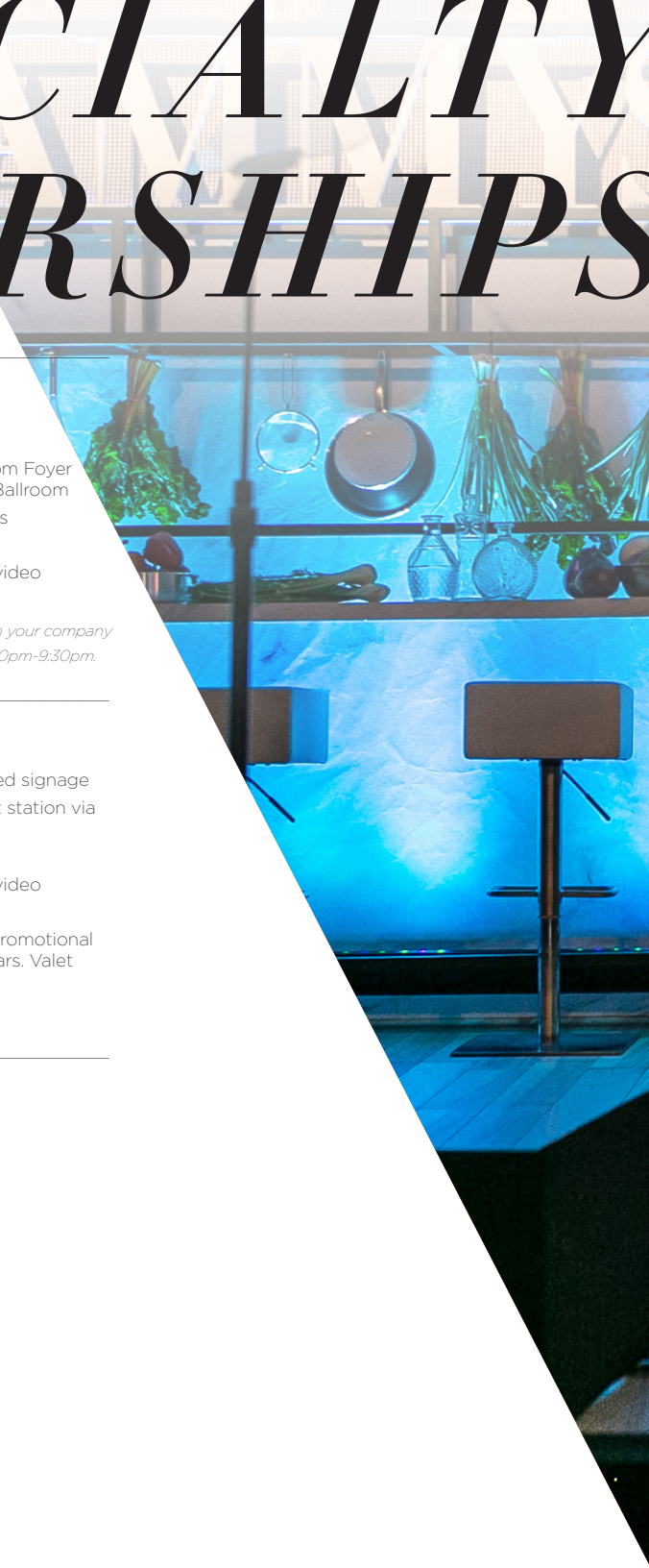
- Reserved seating for 4, with branded signage
- Custom brand visibility at one valet station via digital signage
- 1 Logo in printed program
- Logo featured in dinner reception video
- Logo featured on TheRAMMYS.org
- Opportunity for sponsor to place promotional flyer or pamphlet in valet-parked cars. 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.





**RESTAURANT ASSOCIATION
METROPOLITAN WASHINGTON**

1625 K Street NW #210, Washington, DC 20006
202-331-5990 | info@ramw.org

JULIE SPROESSER

Managing Director
julie@ramw.org

I-SHI PATTERSON

Director, Operations and Administration
ishi@ramw.org