

Ordinary Awards

SPONSORSHIP OPPORTUNITIES

Marriott Richmond Downtown
Tuesday, October 10th

www.ordinaryawards.com

Presented By:



Ordinary Awards

ABOUT THE **ORDINARY AWARDS**

The **Ordinary Awards** celebrate and honor all of Virginia's restaurants, lodging establishments and hotels, DMOs, attractions, and more. The Awards, presented by the Virginia Restaurant, Lodging & Travel Association (VRLTA), are open to both members and non-members of the Association.



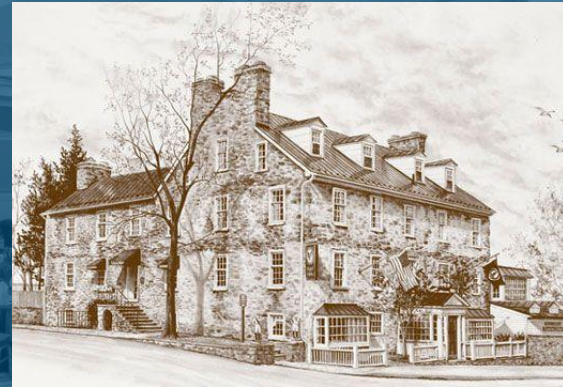
Ordinary Awards

The awards are named after Chinn's Ordinary, considered "the oldest original inn in America" (Baltimore Sun), and built around 1728 in Chinn's Crossroads (now Middleburg), Virginia. Called "America's oldest continuously-running inn" (Thrillist), it has operated as the Red Fox Inn & Tavern since 1937.

So, why Ordinary? On one hand, the history of Chinn's Ordinary speaks to all facets of VRLTA's membership—restaurants, lodging, and travel.

On the other hand, the term ordinary is just the opposite of the hospitality and travel industry. Our industry truly is anything but ordinary, and this juxtaposition is almost too good to pass up.

The Ordinary Awards honor those in our industry, be they individuals or companies, that are truly extraordinary.



SPONSOR BENEFITS

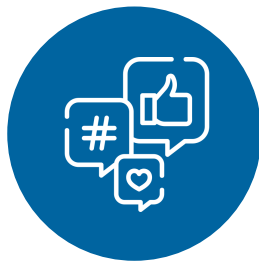
The Ordinary Awards represent a unique opportunity either introduce or reinforce your brand reputation across the Virginia.

Sponsors will have their company information included in online, in promotional emails and social media posts, all event collateral and signage, earned media placements, and on-stage recognition during the Awards Dinner.

The event itself is a tremendous opportunity to network with potential potential customers and influencers and support the hospitality and tourism industry.



Event
Promotion



Social Media
Promotion



Event
Activation



Brand
Awareness



Networking
Opportunities



Earned Media
Placements



Industry
Support

2022 AWARDS RECAP



In 2022, the Ordinary Awards recognized winners across a record **23 categories**, including:

- Attraction of the Year
- Chef of the Year
- Hotelier of the Year
- Restaurant Employee of the Year
- Outstanding Hospitality and Tourism Student
- And many more!

All told, our judges received **over 200** award nominations for the event, which drew **over 300** industry professionals from Virginia hotels, restaurants, attractions, and DMOs/CVBs.

It was an amazing networking event for the industry, and provided an inspiring showcase for our sponsors and partners from around the state.

Ordinary Awards

2022 AWARDS RECAP



2022 AWARDS RECAP



2022 ORDINARY AWARD WINNERS

Charlie Buser Award for the Travel

Attraction Employee of the Year

Candy Banks – Virginia Museum of Fine Arts

Jim Ricketts Award for the DMO/CVB

Employee of the Year

Brande Rumpf – Virginia Beach CVB

Travel Attraction of the Year

The Museum of Isle of Wight

Hotelier of the Year

Lars Friedriszik – Richmond Marriott Downtown

Hotel Employee of the Year

Caroline Mann – Norfolk Waterside Marriott

Hotel of the Year

Massanutten Resort

Jim Wordsworth Award for the

Restaurateur of the Year

Tom McCormack – Saucy's BBQ Hopewell

Restaurant Employee of the Year

Vicente Mosquera – Isle of Capri

Restaurant of the Year

Wren at The Watermark Hotel

Bartender of the Year

Austin Robbins – Berry Hill Resort

Brewery of the Year

James River Brewery

Chef of the Year

Dane Sewlall – Metropolitan Hospitality Group

Distillery of the Year

George Washington's Distillery

Winery of the Year

Keswick Vineyards

Rising Pineapple Award for Outstanding Hospitality and Tourism Student

Andrew Barr – James Madison University

Supplier of the Year

Béné Tipping

Golden Pineapple Lifetime Achievement Award

Jack Berry, Richmond Region Tourism

Legislator of the Year

Delegate Kathy J. Byron – VA House of Delegates

President's Award

Chuck Sass, Gold Key PHR

Hospitality Hero – Business/Organization

Hilton Richmond Downtown – HRI Properties

Hospitality Hero – Individual

Dianna Starkey – Virginia Arts Festival

Hotel Manager of the Year

Peter Saless – Stay Over Suites, Hopewell

Restaurant Manager of the Year

Amber Kostka – The Stockpot Virginia Beach

PRESENTING

SPONSOR - Exclusive Opportunity

\$10,000



Promotional Benefits:

- Company name, logo and URL on Ordinary Awards Website and promotional emails
- Company name and logo on the Awards program and sponsorship signage at the event
- Logo on digital loop presentation during breaks
- Name recognition in press releases
- Acknowledgment from podium during the event
- Distribute promotional materials at the award ceremony
- Dedicated e-blast to event attendees (Q4 2023)
- Dedicated social media post (Q4 2023)

Ordinary Awards

PRESENTING (CONT.)

SPONSOR - Exclusive Opportunity

\$10,000



On-Site Amenities:

- One (1) Table at Dinner Event (9 tickets + Seating with Awards Finalist)*
- Opportunity to welcome and address attendees at the award ceremony
- Prominent seating / table placement
- Premium wine service with dinner
- Team photo during cocktail reception
- Opportunity to present the Jim Ricketts DMO/CVB Employee of the Year Award
- Opportunity to play 30-second promo spot during the awards dinner
- Complimentary valet parking (2 vehicles; 1 night)
- Complimentary overnight stay at the event hotel (2 rooms; 1 night)

** Subject to availability and scheduling*

Ordinary Awards

DINNER

SPONSOR - Exclusive Opportunity

\$5,000



Promotional Benefits:

- Company name, logo and URL on Ordinary Awards Website and promotional emails
- Company name and logo on the Awards program and sponsorship signage at the event
- Logo on digital loop presentation during breaks
- Name recognition in press releases
- Acknowledgment from podium during the event
- Distribute promotional materials at the award ceremony
- Dedicated e-blast to event attendees (Q4 2023)
- Dedicated social media post (Q4 2023)

On-Site Amenities:

- One (1) Table at Dinner Event (9 tickets + Seating with Awards Finalist)*
- Prominent seating / table placement
- Premium wine service with dinner
- Team photo during cocktail reception
- Opportunity to present the Restaurant of the Year Award
- Opportunity to play 30-second promo spot during the awards dinner

** Subject to availability and scheduling*

Ordinary Awards

RECEPTION

SPONSOR - Exclusive Opportunity

\$4,000



Promotional Benefits:

- Company name, logo and URL on Ordinary Awards Website and promotional emails
- Company name and logo on the Awards program and sponsorship signage at the event
- Logo on digital loop presentation during breaks
- Name recognition in press releases
- Acknowledgment from podium during the event
- Dedicated e-blast to event attendees (Q4 2023)
- Dedicated social media post (Q4 2023)

On-Site Amenities:

- One (1) Table at Dinner Event (9 tickets + Seating with Awards Finalist)*
- Prominent seating / table placement
- Premium wine service with dinner
- Team photo during cocktail reception
- Opportunity to present the Hotel of the Year Award
- Opportunity to play 30-second promo spot during the awards dinner

** Subject to availability and scheduling*

Ordinary Awards

ENTERTAINMENT

SPONSOR - Exclusive Opportunity

\$3,500



Promotional Benefits:

- Company name, logo and URL on Ordinary Awards Website and promotional emails
- Company name and logo on the Awards program and sponsorship signage at the event
- Logo on digital loop presentation during breaks
- Name recognition in press releases
- Acknowledgment from podium during the event
- Dedicated placement in VRLTA newsletter (Q4 2023)
- Dedicated social media post (Q4 2023)

On-Site Amenities:

- One (1) Table at Dinner Event (9 tickets + Seating with Awards Finalist)*
- Prominent seating / table placement
- Premium wine service with dinner
- Team photo during cocktail reception
- Opportunity to present the Attraction of the Year Award
- Opportunity to play 30-second promo spot during the awards dinner

** Subject to availability and scheduling*

Ordinary Awards

AWARD

SPONSOR - 23 Opportunities Available

\$2,500



Promotional Benefits:

- Company name and URL on Ordinary Awards Website and promotional emails
- Company name on the Awards program and sponsorship signage at the event
- Logo on digital loop presentation during breaks
- Acknowledgment from podium during the event

On-Site Amenities:

- One (1) Table at Dinner Event (9 tickets + Seating with Awards Finalist)*
- Prominent seating / table placement
- Premium wine service with dinner
- Opportunity to present your sponsored award on stage at the awards dinner
- Team photo with award winner

* Subject to availability and scheduling

Ordinary Awards

SUPPORTING SPONSOR

\$2,000



Promotional Benefits:

- Company name and URL on Ordinary Awards Website and promotional emails
- Company name and logo on the Awards program and sponsorship signage at the event
- Logo on digital loop presentation during breaks

On-Site Amenities:

- One (1) Table at Dinner Event (9 tickets + Seating with Awards Finalist)*
- Prominent seating / table placement
- Premium wine service with dinner
- Team photo during cocktail reception
- Opportunity to present an open award (pending availability)

** Subject to availability and scheduling*

Ordinary Awards

VIP TABLE SPONSOR

\$1,500



Promotional Benefits:

- Company name and URL on Ordinary Awards Website and promotional emails
- Company name on the Awards program and sponsorship signage at the event

On-Site Amenities:

- One (1) Table at Dinner Event (9 tickets + Seating with Awards Finalist)*
- Prominent seating / table placement
- Premium wine service with dinner
- Team photo at your table during dinner

* Subject to availability and scheduling

Ordinary Awards

CONTACT

For more information about how to get involved **2023 Ordinary Awards**, please contact:

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