

# Ordinary Awards

## SPONSORSHIP OPPORTUNITIES

**Marriott Richmond Downtown**  
Thursday, September 12

[www.ordinaryawards.com](http://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.



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# 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

# 2023 AWARDS RECAP



In 2023, the Ordinary Awards recognized winners across a record **24 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.

# 2023 AWARDS RECAP





# 2023 AWARDS RECAP



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# 2023 ORDINARY AWARD WINNERS

**Attraction of the Year**

*Virginia International Raceway*

**Bartender of the Year**

*Henry Hill, Hotel Roanoke*

**Campground of the Year**

*Small Country Campground (Louisa)*

**Charlie Buser Award for the Travel****Attraction Employee of the Year**

*Gayle Jessup White, Monticello*

**Chef of the Year**

*Leah Randolph, Dover Hall*

**Distillery of the Year**

*Axe Handle Distilling (Pennington Gap)*

**Golden Pineapple Lifetime  
Achievement Award**

*Serafim "Sammy" Canavos*

**Hospitality Hero – Business/Organization**

*The Boar's Head Resort (Charlottesville)*

**Hospitality Hero – Individual**

*Brian Wells, Hotel Roanoke*

**Hotel Employee of the Year**

*Frances Ojeda, Courtyard Marriott North 37th*

**Hotel Manager of the Year**

*Roberto Perez, Residence Inn Ballston*

**Hotel of the Year**

*Westfields Marriott Washington Dulles*

**Hotelier of the Year**

*Bruce Thompson, Gold Key PHR*

**Jim Ricketts Award for the DMO/CVB****Employee of the Year**

*Katherine O'Donnell, Richmond Region Tourism*

**Jim Wordsworth Award for the  
Restaurateur of the Year**

*David Saunders, The Texas Inn*

**Legislator of the Year**

*Virginia Senator Siobhan Dunnivant*

**Restaurant Employee of the Year**

*Victor Guzman, Silver Diner Reston*

**Restaurant Manager of the Year**

*Andrew Vacarella, Catch 31*

**Restaurant of the Year**

*The Wine Kitchen (Leesburg)*

**Rising Pineapple Award for Outstanding****Hospitality and Tourism Student**

*Zarah King, Virginia Tech*

**Supplier of the Year**

*Discover Richmond Tours*

**Supplier Employee of the Year**

*Daniel Rolander, Keany Produce*

**Winery of the Year**

*Loving Cup Vineyard & Winery (North Garden)*



# 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 2024)
- Dedicated social media post (Q4 2024)

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# 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*

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# 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 2024)
- Dedicated social media post (Q4 2024)

### 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*

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# 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 2024)
- Dedicated social media post (Q4 2024)

### 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*

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# 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 2024)
- Dedicated social media post (Q4 2024)

### 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*

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# AWARD

## SPONSOR - 24 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

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# 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*

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# 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

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# CONTACT

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For more information about how to get involved **2024 Ordinary Awards**, please contact:

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