

# Ordinary Awards

## SPONSORSHIP OPPORTUNITIES

**Marriott Richmond Downtown**  
Monday, September 8th

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

Presented By:



**VIRGINIA**  
RESTAURANT • LODGING • TRAVEL  
ASSOCIATION



*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.



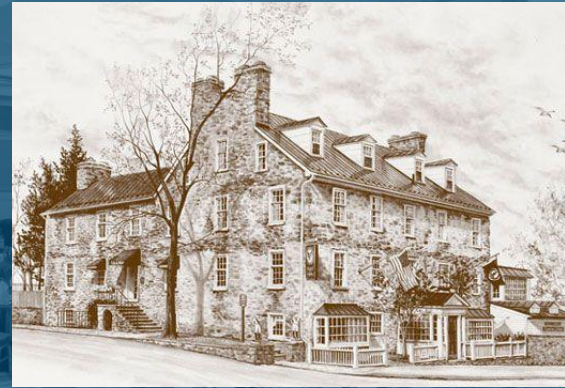
*Ordinary Awards*

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

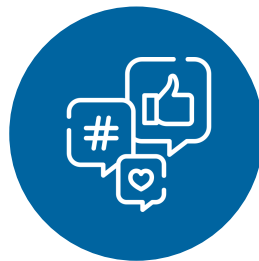
The Ordinary Awards represent a unique opportunity either introduce or reinforce your brand reputation across the Virginia.

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

# 2024 AWARDS RECAP



In 2024, 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.

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# 2024 AWARDS RECAP





# 2024 AWARDS RECAP



# 2024 ORDINARY AWARD WINNERS

## Attraction of the Year

Henrico Sports & Events Center

## Bartender of the Year

Chandler Lacerte, Vintage Tavern

## Brewery of the Year

Coastal Fermentory

## Campground of the Year

Anvil Campground

## Charlie Buser Award for Attraction Employee of the Year

Forrest Lodge, Sportable

## Chef of the Year

Antonio Caruana, Luce & Luce Secondo

## Distillery of the Year

Waterman Spirits

## Golden Pineapple Lifetime Achievement Award

Marcel Desaulniers

## Hospitality Hero – Business

Visit Virginia's Blue Ridge

## Hospitality Hero – Individual

Margaret Wilson, Aberdeen Gardens Historic  
Museum

## Hotel Employee of the Year

Ana Palma, Hilton Garden Inn Alexandria Old  
Town

## Hotel Manager of the Year

Martin Winters, Boar's Head Resort

## Hotel of the Year

The Watermark Hotel

## Hotelier of the Year

Nancy Longstreth, Hyatt Regency Tysons Corner  
Center

## Jim Ricketts Award for DMO Employee of the Year

Lisa Meriwether, Visit SoSi

## Jim Wordsworth Award for Restaurateur of the Year

Mike Kavros, Callie Opie's Orchard Restaurant

## Legislator of the Year

Delegate Lee Ware

## Presidents Award

L'Auberge Chez Francois

## Restaurant Employee of the Year

Enrique Linares, Second Street Bistro

## Restaurant Manager of the Year

Nitesh Arora, Amiraj: Modern Indian Kitchen

## Restaurant of the Year

Mama J's

## Rising Pineapple Award for Hospitality Student of the Year

Dylan Kraemer, Virginia Tech

## Supplier of the Year

TSC Associates, LLC

## Supplier Employee of the Year

Frank Lanigan, US Foods

## Winery of the Year

Chrysalis Vineyards



# 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 2025)
- Dedicated social media post (Q4 2025)

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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

# SOLD! \$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 2025)
- Dedicated social media post (Q4 2025)

### 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

# SOLD! \$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 2025)
- Dedicated social media post (Q4 2025)

### 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

# SOLD! \$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 2025)
- Dedicated social media post (Q4 2025)

### 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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# EVENT DESIGN

## SPONSOR - Exclusive Opportunity

# \$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, based on availability
- Team photo with award winner

\* Subject to availability and scheduling

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# AWARD

## SPONSOR - 10 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, based on availability
- Team photo with award winner

\* Subject to availability and scheduling

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# STARS OF THE INDUSTRY RECEPTION

SPONSOR - Exclusive Opportunity

**\$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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# 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 **2025 Ordinary Awards**, please contact:

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