

Ordinary Awards

SPONSORSHIP OPPORTUNITIES

**Hilton Richmond Hotel &
Spa/Short Pump**
Tuesday, September 15th

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.



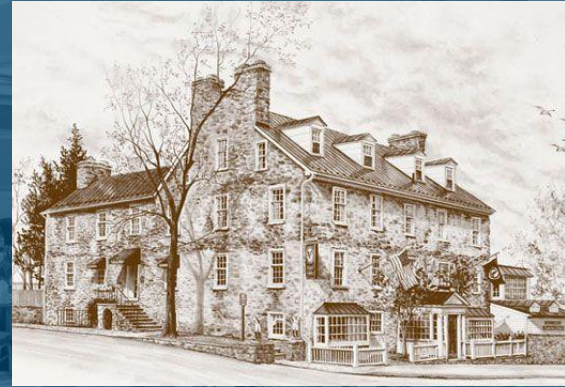
Ordinary Awards

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.



Ordinary Awards

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

2025 AWARDS RECAP



In 2025, 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.

2025 AWARDS RECAP



2025 AWARDS RECAP



Ordinary Awards

2025 ORDINARY AWARD WINNERS

Attraction of the Year

The Estate at River Run

Bartender of the Year

John Devany, Sports Page

Brewery of the Year

Lark Brewing Company

Campground of the Year

Fancy Gap KOA

Charlie Buser Award for Attraction Employee of the Year

Dennis Bickmeier, Henrico Sports &
Entertainment Authority

Chef of the Year

David Dunlap, Midlothian's Chef Kitchen & 1870
Restaurant

Distillery of the Year

Vitae Spirits

Hospitality Hero – Business

Coastal Fermentory

Hospitality Hero – Individual

Carla Mullen, Charlottesville Albemarle CVB

Hotel Employee of the Year

Karima Haddaoui, Hyatt Regency Tysons Corner

Hotel Manager of the Year

Allison Knapp, Crescent Hotels, Delta Virginia
Beach Waterfront

Hotel of the Year

The Bee Hotel

Hotelier of the Year

Kingdon Gould III, Hyatt Regency Crystal City

Jim Ricketts Award for DMO Employee of the Year

Paige Read, Culpeper Tourism & Economic
Development

Jim Wordsworth Award for Restaurateur of the Year

Ronald Logan Sr., The Original Ronnie's BBQ

Legislator of the Year

Delegate Dan Helmer

Presidents Award

Heidi Stone, Heidi Stone Hospitality

ProStart Teacher of the Year

Gary Whitecotton, Northern Neck Technical
Center

Restaurant Employee of the Year

Debbie Burnley, The Texas Inn

Restaurant Manager of the Year

Joe Scala, The Boar's Head Resort

Restaurant of the Year

Waterman's Surfside Grill

Rising Pineapple Award for Hospitality Student of the Year

Katie Olenick, Virginia Tech

Supplier of the Year

Amtrak Virginia

Winery of the Year

Walsh Family Wine

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 2026)
- Dedicated social media post (Q4 2026)

Ordinary Awards

PRESENTING (CONT.)

SPONSOR - Exclusive Opportunity

\$10,000



On-Site Amenities:

- One (1) Table at Awards Event (9 tickets + Seating with Awards Finalist)*
- Opportunity to welcome and address attendees at the award ceremony
- Prominent seating / table placement
- Opportunity to present award on stage, based on availability*
- Opportunity to play 30-second promo spot during the awards event
- 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

AWARDS SHOW

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 2026)
- Dedicated social media post (Q4 2026)

On-Site Amenities:

- One (1) Table at Awards Event (9 tickets + Seating with Awards Finalist)*
- Prominent seating / table placement
- Opportunity to present award on stage, based on availability*
- Opportunity to play 30-second promo spot during the awards event

** Subject to availability and scheduling*

Ordinary Awards

MEDIA

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 2026)
- Dedicated social media post (Q4 2026)

On-Site Amenities:

- One (1) Table at Awards Event (9 tickets + Seating with Awards Finalist)*
- Prominent seating / table placement
- Opportunity to present award on stage, based on availability*
- Opportunity to play 30-second promo spot during the awards event

** Subject to availability and scheduling*

Ordinary Awards

AWARDS RECEPTION SPONSOR

\$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 2026)
- Dedicated social media post (Q4 2026)

On-Site Amenities:

- One (1) Table at Award Event (9 tickets + Seating with Awards Finalist)*
- Prominent seating / table placement
- Opportunity to present award on stage, based on availability*

** Subject to availability and scheduling*

Ordinary Awards

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 2026)
- Dedicated social media post (Q4 2026)

On-Site Amenities:

- One (1) Table at Award Event (9 tickets + Seating with Awards Finalist)*
- Prominent seating / table placement
- Opportunity to present award on stage, based on availability*

**Subject to availability and scheduling*

Ordinary Awards

VIP LOUNGE

SPONSOR - 2 Opportunities Available

\$3,500



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) dedicated VIP Soft Seating Lounge at Award Event (5 tickets + Seating with Awards Finalist)*
- Prominent seating / placement

Ordinary Awards

STARS OF THE INDUSTRY RECEPTION

SPONSOR - Exclusive Opportunity

\$3,000



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:

- Two (2) tickets to Stars of the Industry Reception
- Opportunity to kickoff Stars of the Industry Reception
- Opportunity to hand out Finalist Challenge coins during Reception
- One (1) Table at Award Event (9 tickets + Seating with Awards Finalist)*
- Prominent seating / table placement
- Opportunity to present award on stage, based on availability*

** Subject to availability and scheduling*

Ordinary Awards

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 Award Event (9 tickets + Seating with Awards Finalist)*
- Prominent seating / table placement
- Opportunity to present award on stage, based on availability*

** Subject to availability and scheduling*

Ordinary Awards

AWARD

SPONSOR - 1 Opportunity 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 Award Event (9 tickets + Seating with Awards Finalist)*
- Prominent seating / table placement
- Opportunity to present an award on stage, based on availability*

** Subject to availability and scheduling*

Ordinary Awards

CULINARY EXPERIENCE SPONSOR

SOLD **\$2,000**



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 Award Event (9 tickets + Seating with Awards Finalist)*
- Prominent seating / table placement
- Opportunity to present award on stage, based on availability*

** Subject to availability and scheduling*

Ordinary Awards

TABLE SPONSOR

SOLD \$2,000



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 Award Event (9 tickets + Seating with Awards Finalist)*
- Prominent seating / table placement

** Subject to availability and scheduling*

Ordinary Awards

SUPPORTING SPONSOR

SOLD \$1,500



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:

- Three (3) General Admission Event Tickets
- Opportunity to present an award on stage, based on availability*

**Subject to availability and scheduling*

Ordinary Awards

CONTACT

For more information about how to get involved **2026 Ordinary Awards** , please contact:

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