Ordinary Awards

SPONSORSHIP OPPORTUNITIES

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

www.ordinaryawards.com

Presented By: VIRGINIA RESTAURANT · LODGING · TRAVEL ASSOCIATION

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.

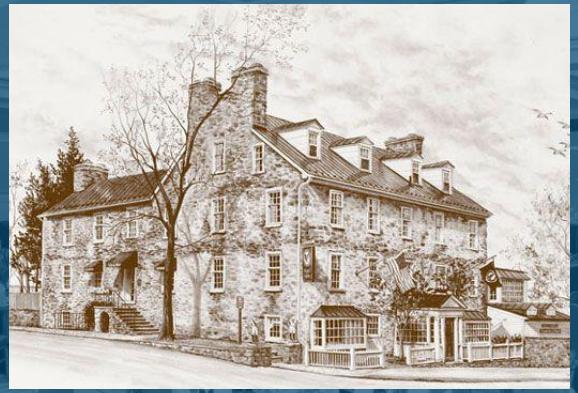
Ordinary Awards

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

Ordinary Awards

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

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*

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*

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*

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

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*

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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