



IFMA GOLD & SILVER PLATE AWARDS

2010 Sponsorship Opportunities

Gold & Silver Plate Celebration Week
 May 20 – 24, 2010 - Chicago, Illinois

IFMA is offering several key opportunities for event sponsorships during its exciting Gold & Silver Plate Celebration week. By sponsoring one of these prestigious events, you will have special access to many high-level foodservice customers, including the 2010 Silver Plate Award winners. Plus, a sponsorship will provide great recognition for your company. Outlined below are the sponsorship opportunities and benefits. If you are interested in sponsoring an event, please complete the enclosed form and return it to IFMA by Friday, April 16, 2010.

Congratulations IFMA Silver Plate Award Winners

TONY ALMEIDA

Director, Food & Nutrition/
 Environmental/Host Services
 Robert Wood Johnson
 University Hospital
Health Care

MAJOR ROBERT JAMES BEACH

Director of Food Services
 Orleans Parish Sheriff's Office
Specialty Foodservices

JONATHAN BENNETT

Chef/Partner
 Moxie, The Restaurant
 Red, The Steakhouse
Independent Restaurants

TIMOTHY J. DIETZLER

Director of Dining Services
 Villanova University
Colleges & Universities

MICHAEL J. HISLOP

CEO
 Il Fornaio (America) Corp. &
 Corner Bakery Cafe
Chain Full Service

JOANNE KINSEY, SNS

Director of School Nutrition
 Services
 Chesapeake Public Schools
Elementary & Secondary Schools

LAURA LOZANO

Facilities Manager, Global Dining
 Dell Inc.
Business & Industry

ANDREW F. PUZDER

CEO
 CKE Restaurants, Inc.
Chain Fast Service

FERNANDO SALAZAR

Vice President, Food & Beverage
 Wyndham Hotels & Resorts
Hotels & Lodging



IFMA GOLD & SILVER PLATE AWARDS

2010 Sponsorship Opportunities

Private Silver Plate Winners Welcome Dinner Thursday, May 20

This elegant dinner is the opening event of the Gold & Silver Plate festivities and the first opportunity for the 2010 award winners to gather together as a class. This wonderful event is a great opportunity for you to spend a very private evening one on one with the 2010 Silver Plate Award winners and IFMA's Chairman of the Board at the exclusive Carlton Club in the Ritz Carlton. The dinner will feature outstanding food and award-winning wines in a relaxed, intimate setting.

Benefits:

- Attendance at the dinner;
- Acknowledgment/signage at the event;
- Photo opportunities with the winners;
- Recognition in the Gold & Silver Plate Celebration printed program on May 24;
- Recognition in photo albums given to all Silver Plate winners highlighting the week's festivities;
- Company logo and link on IFMA website;
- Promotion in the *IFMA World* newsletter.

Sponsorship: \$10,500

All-Industry Luncheon & Medallion Presentation Friday, May 21

This luncheon, held at the Ritz-Carlton, offers the first official introduction of the Silver Plate winners to the industry and also features the formal presentation of the Silver Medallions to each winner. Joining the winners at this event are approximately 80 attendees including heads of major foodservice trade associations, chief editors and publishers from national foodservice trade press and the IFMA Board of Directors.

Benefits:

- Attendance at the luncheon and priority seating with the 2010 Silver Plate winners;
- Option of supplying product or an amenity for the luncheon (additional cost may be involved);
- Acknowledgment/signage at the event;
- Photo opportunities with the winners;
- Recognition in the Gold & Silver Plate Celebration printed program on May 24;
- Recognition in photo albums given to all Silver Plate winners highlighting the week's festivities;
- Company logo and link on IFMA website;
- Promotion in the *IFMA World* newsletter.

Sponsorship: \$7,500





IFMA GOLD & SILVER PLATE AWARDS

2010 Sponsorship Opportunities

Special Silver Plate Dinner Friday, May 21

At this fun, casual invitation-only event at one of Chicago's finest award-winning restaurants, Gibson's Steakhouse on Rush Street, you'll join the 2010 Silver Plate winners as well as previous Silver Plate recipients, members of the Silver Plate Awards Jury and the IFMA Board of Directors for a relaxed evening of outstanding food, conversation and great entertainment. Sponsors of this event will present the 2010 class with special gifts in recognition of their accomplishments. Approximately 80 individuals are in attendance at this party, which begins at 7:00 p.m. and lasts several hours offering sponsors great networking opportunities in a very festive environment!

Benefits:

- Opportunity to personally invite up to five of your customers to this dinner;
- Priority seating with the 2010 Silver Plate winners;
- Option of supplying an amenity for the dinner (additional cost may be involved);
- Acknowledgment/signage at the event;
- Photo opportunities with the winners;
- Recognition in the Gold & Silver Plate Celebration printed program on May 24;
- Recognition in photo albums given to all Silver Plate winners highlighting the week's festivities;
- Company logo and link on IFMA website;
- Promotion in the *IFMA World* newsletter.

Sponsorship: \$11,000

International Gold & Silver Plate Society Luncheon Monday, May 24

The International Gold & Silver Plate Society is made up of foodservice operators who are all past winners of IFMA's Gold and Silver Plates. This event, held at the Sheraton Chicago Hotel & Towers, attracts approximately 75 past winners to celebrate the induction of the newest Silver Plate Class into the Society. Sponsors are able to supply product/recipe for this event. The luncheon's relaxed setting offers another great opportunity to network with the past and current Gold & Silver Plate winners!

Benefits:

- Attendance and priority seating at the luncheon;
- Opportunity to supply recipe/product/amenity for the luncheon (additional cost may be involved);
- Acknowledgment/signage at the event;
- Photo opportunities with past and present winners;
- Recognition in the Gold & Silver Plate Celebration printed program that evening;
- Recognition in photo albums given to all Silver Plate winners highlighting the week's festivities;
- Company logo and link on IFMA website;
- Promotion in the *IFMA World* newsletter.

Sponsorship: \$8,500

**Did you know that dozens of operators
attend the Celebration?
Shouldn't your company's name be front and center?**



IFMA GOLD & SILVER PLATE AWARDS

2010 Sponsorship Opportunities

IFMA'S Gold & Silver Plate Celebration Monday, May 24

The Celebration is the premier foodservice awards event of the year! Several hundred foodservice leaders, including numerous foodservice operators, attend this gala event honoring the 2010 Silver Plate recipients. Held at the Sheraton Chicago Hotel & Towers, highlights include a pre-dinner gala reception; a special film introducing the Silver Plate winners; an exclusive, custom-designed dinner; and a post-Celebration nightcap party. Crowning the evening will be the announcement of the Gold Plate winner; a closely guarded secret until the grand finale of the Celebration.

Benefits:

- 1 complimentary table (\$2,500 value) and priority seating at the Celebration dinner;
- Audio-visual recognition, signage and announcement during the event;
- Attendance at the VIP pre-reception private party and photo session with the 2010 Silver Plate recipients and past winners;
- Recognition in the Gold & Silver Plate Celebration printed program;
- Recognition in photo albums given to all Silver Plate winners highlighting the week's festivities;
- Company logo and link on IFMA website;
- Promotion in the *IFMA World* newsletter.
- There are limited opportunities for sponsors to feature product/recipes at the Celebration dinner – to inquire about product please contact Lea DiMaio/312.253.4681.

Sponsorship: \$25,000

Film Presentation of Silver Plate Winners at the Gold Plate Celebration Monday, May 24

This 15-minute video introduces the nine Silver Plate winners to the leaders of the foodservice industry during the Celebration. The film gives Celebration attendees an up-close and personal look at the most talented operators in foodservice. Interviews and footage taken in the winners' own operations vividly portray their achievements, creativity and unique personalities. All winners receive a copy of the film.

Benefits:

- Sponsor company has the option to be included in the film (via introduction) and, in addition, company name and logo is recognized in the film (sponsor receives copies of the finished film);
- 1 complimentary table (\$2,500 value) and priority seating at the Celebration dinner
- Audio-visual recognition, signage and announcement during the event;
- Attendance at the VIP pre-reception private party and photo session with the 2010 Silver Plate recipients and past winners;
- Recognition in the Gold & Silver Plate Celebration printed program;
- Recognition in photo albums given to all Silver Plate winners highlighting the week's festivities;
- Company logo and link on IFMA website;
- Promotion in the *IFMA World* newsletter.

Exclusive Film Sponsorship: \$35,000

To sponsor, contact Lea DiMaio at 312/253-4681 or lea@ifmaworld.com



IFMA GOLD & SILVER PLATE AWARDS

2010 Sponsorship Commitment Form

EVENTS:

Thursday, May 20

Private Silver Plate Welcome Dinner \$10,500

Friday, May 21

All-Industry Luncheon \$7,500

Special Silver Plate Dinner \$11,000

Monday, May 24

Gold & Silver Plate Society Luncheon \$8,500

Gold & Silver Plate Celebration \$25,000

Film Sponsorship \$35,000

TOTAL SPONSORSHIP AMOUNT COMMITTED: \$ _____

AUTHORIZED BY: _____

SIGNATURE: _____

PAYMENT METHOD (Not Refundable):

Check amount of \$ _____ enclosed.
(Payable to IFMA in U.S. funds – mail to IFMA)

Credit Card – charge \$ _____ to the
following credit card:
 American Express VISA MasterCard

Credit Card Account #: _____

Expiration Date: _____

Name of Cardholder (please print): _____

Signature of Cardholder: _____

Please invoice (payment must be received prior to event before processing)



Send all information by April 16 to:

IFMA
180 N. Stetson Ave., Suite #4400
Chicago, IL 60601
Attn: Lea DiMaio
Ph: (312) 253-4681 Fax: (719) 465-3051
Email: lea@ifmaworld.com

Sponsor Contact Information:

Name: _____

Title: _____

Company: (As you want it listed in promo pieces)

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Email: _____

Additional Contact Information:

1) Will you be attending your sponsored event? Yes ___ No ___

If no, please list the on-site contact: _____

2) If supplying product for your event please provide the following:

Contact person for product: _____

Phone: _____

Email: _____

*If featuring product, all product/recipe information must be submitted by April 16.

Company logo requirements:

Two logo formats are needed:

1) jpg and 2) eps - needs to be vector art eps file, saved down to Illustrator Creative Suite version.

Contact person for logos: _____

Phone: _____

Email: _____