



**IFMA**

The 65<sup>th</sup> annual

**GOLD & SILVER**  
— PLATE AWARDS —



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## 2019 SPONSORSHIP OPPORTUNITIES

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### Program Agenda

#### **Private Silver Plate Winners' Welcome Dinner**

**Thursday, May 16** | Union League Club of Chicago | *Invite only*

#### **Special Silver Plate Winners & Operator Guest Dinner**

**Friday, May 17** | Gibson's Steakhouse | *Invite only*

#### **Gold & Silver Plate Awards Celebration**

**Saturday, May 18** | Marriott Marquis, Chicago at McCormick Place

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#### **Dessert Lounge** (New for 2019!)

#### **Saturday, May 18**

Bring the entire evening to a very sweet and tasty conclusion. Have your decadent dessert featured during Dessert Lounge for all attendees to enjoy.

**Contribution: \$8,500**

*\*Sponsors will be responsible for all costs of dessert preparation.*

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**Complete and return the enclosed form to IFMA by April 08, 2019.**

All 2018 sponsors must claim their 2019 Gold & Silver Plate sponsorship by March 29, 2019.

For a customized sponsorship package, please contact Anthony DePaolo 312-504-9885 | [tony@ifmaworld.com](mailto:tony@ifmaworld.com)



# 2019 SPONSORSHIP OPPORTUNITIES

## Video Presentation of Winners at the Celebration

**Saturday, May 18**

This video introduces the Silver Plate Class of 2019 during the Celebration, giving attendees an up-close and personal look at the winners. Interviews and footage taken in the winners' own operations vividly portray their achievements, creativity and unique personalities.

**Contribution: \$56,650**

## Gold & Silver Plate Awards Dinner

**Saturday, May 18**

This entertaining evening features the premier award celebration of the industry! The event includes a series of special videos introducing each Silver Plate winner and an upscale dinner. Crowning the evening will be the announcement of the Gold Plate winner, a closely guarded secret until the grand finale.

Sponsorship includes a branded table for 10, strategically located for your company and your guests.

**Contribution: \$25,750**

## Grand Celebration Reception

**Saturday, May 18**

Start off the evening celebrating with Silver Plate winners and other leading operators. Reconnect with operators and colleagues as your brand takes center stage for this event.

**Contribution: \$18,500**

## Special Silver Plate Winners & Operator Guest Dinner

**Friday, May 17**

This is a fun, casual, invitation-only event at one of Chicago's finest award-winning restaurants, Gibson's Steakhouse. Limited to 125 guests, including all 2019 Silver Plate Award winners who will be inducted into the Gold & Silver Plate Society over dinner. This is an excellent networking opportunity for sponsors. Invite up to three of your operator customers to the dinner.

**Contribution: \$13,000**





# 2019 SPONSORSHIP OPPORTUNITIES

## Private Pre-Reception Meet & Greet

(New for 2019!)

### Saturday, May 18

Nominating a Silver Plate Winner is a great accomplishment. This is an opportunity for you and your team to enjoy the company of the Silver Plate winners before the Grand Celebration Reception, and make sure that your brand identity is known to the foodservice industry. Sponsorship includes:

- Branded photo opportunity with Silver Plate winner
- Participate in branded video interview with Silver Plate winner
- Distribution of your branded video on your website and IFMA TV
- Escort your winner up to the Dias as they are presented to the industry

**Contribution: \$5,500 / Silver Plate recipient**

## The Future of Foodservice

### Saturday, May 18

Share your table with four future foodservice student leaders from college culinary programs. Exchange experiences as they build their careers in the foodservice industry.

**Contribution: \$8,500**

## Congratulatory Toast

### Saturday, May 18

Be affiliated with the best of the best by sponsoring a toast to all Silver Plate winners during the celebration dinner. Your company's name will be recognized during the program.

**Contribution: \$7,500**





# 2019 SPONSORSHIP OPPORTUNITIES

## Send a Gift Sponsorship

**Thursday, May 16 – Saturday, May 18**

Acknowledge the winners with an amenity or gift delivered directly to their hotel. Show your appreciation for their contribution to the industry and make sure they know your company supports them. Includes half-page congratulatory ad in onsite Celebration program.

**Contribution: \$2,500**



## Congratulatory Program Ads

**Saturday, May 20**

The Congratulatory Program is presented to all attendees and contains the Celebration program, 2019 Silver Plate Winners, overview of the Gold & Silver Plate Awards legacy and more! Space is limited.

**Contribution: \$500 (Full-page)**

**\$250 (Half-page)**

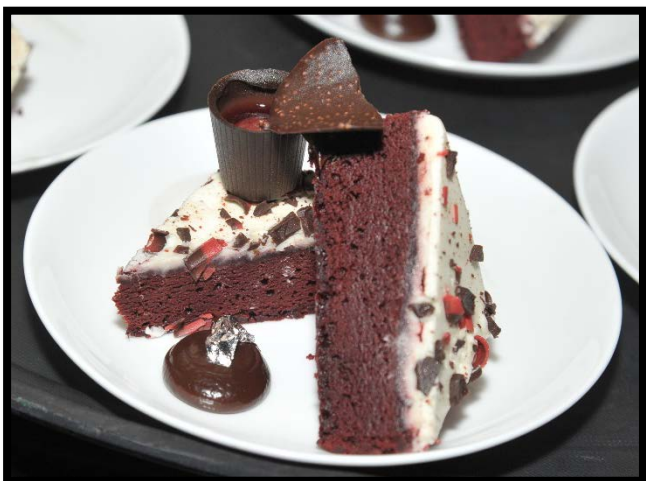
## Signature Cocktail

(New for 2019!)

**Saturday, May 18**

Have your ingredient shine as a signature drink during the cocktail hour and Dessert Lounge at the 2019 Gold & Silver Plate Awards Celebration. Work with the Marriott Marquis mixologist to create a custom concoction for all attendees to enjoy!

**Contribution: \$8,500**





# 2019 BENEFITS MATRIX

Sponsorship	Logo on Website	Listing in Gold & Silver Plate Program	Sponsor Listing in Event Media	Complimentary Table at Event (\$4,995 Value)	Sponsor Listing During Event	Logo Placement in Photo Albums Given to Silver Plate Winners	Priority Event Seating in Front of Venue	Event Signage
Dessert Lounge	X	X						X
Video Presentation of Winners	X	X	X	X	X	X	X	X
Gold & Silver Plate Awards Dinner	X	X	X	X	X	X	X	X
Grand Celebration Reception	X	X	X		X	X		X
Special Silver Plate Winners & Operator Guest Dinner	X	X			X	X	X	X
Pre-Reception Meet & Greet	X	X						X
The Future of Foodservice	X	X		X	X	X		X
Congratulatory Toast	X	X			X	X		X
Send a Gift Sponsorship	X	X			X	X		
Congratulatory Program Ads	X	X						
Signature Cocktail	X	X						X



# 2019 SPONSORSHIP TERMS & CONDITIONS

## **Purpose**

Event management costs have risen significantly in the past few years. It is IFMA's express intent to control the cost of sponsorships to ensure affordability for all IFMA Members.

In order to provide fair and equitable access for all IFMA Members to the Sponsor Program, sponsors by their signature on the Sponsorship Commitment Form agree to the following Terms and Conditions:

## **Deadlines**

In order to best serve IFMA members by controlling costs, missed deadlines may prevent IFMA from providing certain sponsor benefits as stated in the Sponsors brochure. Should a deadline be missed, IFMA will make every effort to accommodate the sponsor provided no additional cost is incurred.

## **Product Preparation and Presentation**

Additional costs for services, resources or material, other than those generally accepted event preparation and presentation costs, will be borne by and billed directly to the sponsor (including, but not limited to, special orders of products, multiple piece room drop, assembly and staging of product, rental of machinery and kitchen equipment).

## **Signage**

Signage with the logos of sponsors who submit deliverables by the required deadline will be prominently displayed. Individual event signage with sponsor logos will be provided. No other signage will be accepted or displayed without prior approval in writing by IFMA.

## **Sample and Collateral Distribution**

Distribution of product samples or collateral may only be utilized through the following methods via sponsorship:

- Send a Gift Sponsorship

## **Dessert Lounge**

Sponsors will be responsible for all costs of dessert preparation, creation and setup.

## **Regulations**

All sponsors will agree to comply with all regulations, ordinances, building codes, health codes and rules of the venue, municipality and county in which the event is held, as well as any federal regulations.

For questions regarding product, shipping and signage, please contact Cindy Galvan at [cindy@ifmaworld.com](mailto:cindy@ifmaworld.com).



# 2019 SPONSORSHIP COMMITMENT FORM

## 2018 Sponsorship Commitment Form (DEADLINE - APRIL 08, 2019)

SPONSOR COMPANY (as listed on promotional material):

\_\_\_\_\_

SPONSORSHIP DESCRIPTION:

\_\_\_\_\_

\_\_\_\_\_

SPONSORSHIP AMOUNT : \$ \_\_\_\_\_

AUTHORIZED AND AGREED TO THE TERMS AND CONDITIONS

PRINT NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

PAYMENT METHOD (Not Refundable):

- Check enclosed. (Payable to IFMA in U.S. funds)
- Credit Card –charge to the following credit card:
  - American Express  VISA  MasterCard

MasterCard

Credit Card Account #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name of Cardholder (please print): \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

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

### Sponsor Contact Information:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Company Logo Requirements:

Two logo formats are needed by April 8.

1) jpg or png and 2) eps.

Contact person for logos:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### On-site Contact:

Will you be attending?

Yes \_\_\_ No \_\_\_

If no, please list the on-site contact:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

### Speaker Information:

If speaking is a component of sponsorship please provide speaker information by

**April 8.**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Sponsor Product:

If supplying product for your event please provide all product/recipe information by

**April 8.**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Sponsorship Forms must be submitted by April 08, 2019:**

**Attn: Courtney Moy**

**180 N. Stetson Ave., Suite #850 | Chicago, IL 60601**

**Phone: 312.253.4678 Fax: 312.540.4401**

**Email: [courtney@ifmaworld.com](mailto:courtney@ifmaworld.com)**