



SPONSORSHIP PACKAGES

Montgomery County, Maryland, is home to a robust hospitality and tourism sector, serving as a major workforce hub and think tank for this industry. Global leaders such as Marriott International, Ritz Carlton, Choice Hotels International, and Sodexo all have their headquarters in the county. Montgomery County has over 900 restaurants, 30,000 small businesses, and over one million residents of culturally diverse backgrounds.

Visit Montgomery through this new initiative; MoCo Eats Food & Beverage Showcase will provide an opportunity for business and consumer connections. The event will bring the food & beverage industry and its suppliers together to learn more about new products, and participate in panel discussions and other educational breakout sessions. The conference agenda will include **breakout sessions** on topics relating to the needs of the industry, **student-to-business open forums**, and exchanges and **opportunities for peer-to-peer discussions**. Attendees will be invited to enjoy **food and beverage tastings**, learn more about **local and regional products**, and **purchase items**.

PRESENTING SPONSOR: \$15,000

- Logo placement and presenting sponsor verbiage on all paid print and digital advertising and presenting sponsor mention on all broadcasts paid advertising promoting the Showcase (\$50k value)
- Logo placement on Showcase Vendor Registration and Consumer Ticket Sales platform
- Logo placement on Vendor Registration sign up confirmation email and Consumer Ticket Purchase confirmation email
- Logo placement and sponsorship level recognition on event website www.visitmontgomery.com/moco eats
- Sponsorship recognition at all of event general sessions and breakout sessions
- Sponsorship recognition and logo placement at main registration desk
- Logo placement on event venue columns at main registration desk
- Logo placement on welcome bags distributed to vendors and consumers with sponsor giveaway in bag
- Vendor booth at prominent location at the event with two complimentary registration badges
- Registration lanyard will include presenting sponsor's logo
- Advertisement and logo placement listed in event program
- Sponsorship recognition on all Showcase postings through MoCo Eats social media channels
- Sponsorship and logo placement on all consumer and vendor email blasts
- One-year complimentary membership with Visit Montgomery (visitmontgomery.com, value \$300)
- Eight (8) complimentary tickets to the Food & Beverage Showcase



Event Recognition and Other Benefits	Silver Sponsor (1) \$3,000	Bronze Sponsor (2) \$1,500
Logo placement & sponsorship level listed on www.visitmontgomery.com/mocoeats website	√	√
Complimentary Vendor Booth (<i>includes registration for two</i>)	√	√
Event Admission Tickets (<i>access to trade and consumer areas</i>)	8 tickets	4 tickets
Advertisement and sponsorship level recognition listed on event program	√	√
Logo placement and mentions in email blasts	√	√
Visit Montgomery Membership (1 year) - \$300 value	√	√
MoCo Eats Social Media Platform Mentions	√	
Logo placement on vinyl banners throughout the event	√	
Logo placement on posterboards at main conference room and breakout sessions	√	



Event Recognition and Other Benefits	MCPS Cooking Competition (1) \$2,000	Souvenir Glass Sponsorship (1) \$2,000	Tote Bag Sponsorship (2) \$1,000	Wristband Sponsorship (1) \$1,000
Logo placement & sponsorship level listed on www.visitmontgomery.com/mocoeats website	√	√	√	√
Complimentary Vendor Booth (<i>includes registration for two</i>)	√	√	√	√
Event Admission Tickets (<i>access to trade and consumer areas</i>)	4 tickets	2 tickets	2 tickets	2 tickets
Advertisement and sponsorship level recognition listed on event program	√			
Introduction as Cooking Competition Sponsor at the session	√			

Proceeds from the event will benefit the **Foundation for Hospitality and Restaurant Management (FHRM)** by providing scholarship support to MCPS Students interested in a career in hospitality. The Foundation promotes hospitality, hotels, restaurant, tourism, and entrepreneurship management education. The FHRM also works to ensure that relationships between career readiness educators, business/industry partners, and the community focus on student experiences.

For more information on the event and sponsorship details contact:

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