

2009 PRESIDENT'S GALA & SILENT AUCTION

Monday, June 29, 2009 - Fairmont Hotel
1717 N Akard St - Dallas, Texas

TITLE PARTNERSHIP

\$10,000 (exclusive) or \$5,000 (co-partner)

2 tables of 8 to President's Gala (exclusive)
or 1 table of 8 (co-partner)
TRA & TRAEF e-newsletter announcement
Logo recognition on the invitation
Logo recognition on your table and signage in the reception area
Logo recognition and special thank-you from the podium at event
Logo recognition on program
Logo and article recognition in *Food for Thought*
Logo in Southwest Foodservice Expo Directory
Logo recognition on restaurantville.com & link to Company Site
2009 Gala attendee list
10 Online ServSafe® assessments for your clients
10 TABC TO Go online training and certifications for your clients

OPENING PARTY, ON-LINE & SILENT AUCTION PARTNER \$7,500

On-line Auction runs May 18-June 15
TRA & TRAEF e-newsletter announcement
16 reserved seats to the President's Gala
Logo recognition on your table & signage in the silent auction area
Logo recognition on all silent auction bid sheets and program
Logo recognition and special thank-you from the podium at event
Logo in Southwest Foodservice Expo Directory (print date 5/31)
Logo recognition on restaurantville.com & link to Company Site
Recognition in the *Food for Thought*

ENTERTAINMENT PARTNER \$3,500

8 tickets to President's Gala
TRA & TRAEF e-newsletter announcement
Logo recognition on the invitation
Logo recognition on your table and signage in the reception area
Logo recognition and special thank-you from the podium when music is introduced
Logo recognition on program
Logo and article recognition in *Food for Thought*
Logo in Southwest Foodservice Expo Directory
Logo recognition on restaurantville.com & link to Company Site

GOLD KEY PARTNER (new this year!) \$3,000

8 tickets to President's Gala
TRA & TRAEF e-newsletter announcement
Logo recognition on your table and signage in the reception area
Logo recognition on program
Recognition from the podium at event with the Gold Key activities
Recognition in the *Food for Thought*
Logo in Southwest Foodservice Expo Directory (print date 5/31)
Logo recognition on restaurantville.com
Logo on all guest tickets for "Wild Key" Drawing

WINE PULL/WINE TOSS PARTNER

**\$3,000 (new this year!)
(2 events @ 2 locations)**

8 tickets to President's Gala
TRA & TRAEF e-newsletter announcement
Recognition at the Opening Party with the Wine Toss
Recognition at the President's Gala with the Wine Pull
Logo recognition on your table and signage in the reception area
Logo recognition in program
Recognition in the *Food for Thought*
Logo in Southwest Foodservice Expo Directory (print date 5/31)
Logo recognition on restaurantville.com

BRONZE PARTNERSHIP \$2,500

8 tickets to President's Gala
Logo recognition on your table and signage in the reception area
Logo recognition on program
Logo in Southwest Foodservice Expo Directory (print date 5/31)
Logo recognition on restaurantville.com
Recognition in the *Food for Thought*

SUPPORTING PARTNERSHIP \$1,000

Letter and certificate of recognition from TRA President and TRAEF Chairman

ON-LINE, OPENING PARTY & SILENT AUCTION DONOR

Auction items donated ranging from \$25 to \$1,000+ will have exposure at opening party, President's Gala auction display or on-line. Companies may provide TRAEF with additional marketing pieces for display as appropriate with donated item(s).

INDIVIDUAL TICKET \$150

Evening includes Pre-Gala Reception, Silent Auction, dinner and entertainment.