



2021 SPONSORSHIP PACKAGES

The *Restaurant Association of Maryland's* second-annual *Maryland Restaurant Week* (MDRW) kicks off September 17th through 26th. Unlike standard restaurant weeks, it presents a unique opportunity to advertise in front of hundreds of participating restaurants and the dining public statewide. MDRW has been recognized in every major media market, from the DC-Metro area to Baltimore and the Eastern Shore.

RESTAURANT-FACING SPONSOR

for opportunities to reach MDRW's participating restaurants

Executive Sponsor \$3,000

- Two tickets to MDRW kick-off dinner and all four of RAM's 2021-22 quarterly Dinner Series
- Each ticket is for a four-course seated dinner, including wine pairings
- \$300 in Dine Out, Maryland! Gift Certificates, redeemable at 350+ restaurants
- Included in 6 RAM Member newsletters
- Included in MDRW Kickoff and Wrap-Up emails
- Logo placement on MDRW website
- Access to full list of participating restaurants

Event Sponsor \$1,500

- Included in 6 RAM Member newsletters
- Included in MDRW Kick-off and Wrap-Up emails
- Logo placement on MDRW website
- Access to full list of participating restaurants

Supporting Sponsor \$500

- Included in 6 RAM Member newsletters
- Included in MDRW Kickoff and Wrap-Up emails
- Logo placement on MDRW website

PUBLIC-FACING SPONSOR

for opportunities to reach the diners across the state

Presenting Sponsor (1 available) \$15,000

- Two tickets to MDRW kick-off dinner and all four of RAM's 2021-22 quarterly Dinner Series
- \$1000 in Dine Out, Maryland! Gift Certificates
- Recognition as Presenting Sponsor in all media
- Premier logo placement on MDRW website, and all digital and print materials
- Included in MDRW-specific Kick-off and Wrap-Up emails to participating restaurants across the state
- Recognition in 6 RAM Member newsletters
- Recognition in three (3) Dine Out, Maryland! Newsletters as Presenting Sponsor
- Three dedicated social media posts
- Option to hold a sponsored contest run via the RAM social media accounts

Gold Sponsor \$5,000

- Two tickets to MDRW kick-off dinner and all four of RAM's 2021-22 quarterly Dinner Series
- \$500 in Dine Out, Maryland! Gift Certificates
- Logo placement on the MDRW website
- Recognition in 6 RAM Member newsletters
- Recognition in 3 Dine Out, Maryland! Newsletters
- One dedicated social media post during MDRW
- Option to hold a sponsored contest run via RAM social

Silver Sponsor \$2,500

- Two tickets to RAM's MDRW kick-off dinner
- \$250 in Dine Out, Maryland! Gift Certificates
- Logo placement on the MDRW website
- Recognition in 6 RAM Member newsletters
- Recognition in 3 Dine Out, Maryland! Newsletters
- Included in a social media post featuring all MDRW sponsors post-event

Bronze Sponsor \$1,000

- Logo placement on the MDRW website
- Recognition in 6 RAM Member newsletters
- Recognition in 3 Dine Out, Maryland! Newsletters
- Included in a social media post featuring all MDRW sponsors post-event

ADDITIONAL INFORMATION

RAM's social media channels: @restaurantsinmd

- 4.5k Instagram followers
- 8.3k Facebook followers
- 4.9k Twitter followers

RAM's Dine Out, Maryland! newsletter features restaurant highlights & specials to approximately **15k email subscribers** monthly.

The MDRW website averaged **340k+ page views** and over **70k unique visitors** during the inaugural 2020 restaurant week.

In collaboration with **Maroon PR**, media placements in 2020 garnered over **52 Million impressions** on television, print and radio.

Over 350 restaurants - from every county in Maryland - participated in Maryland Restaurant Week 2020.

QUESTIONS?

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