

2027 RESTAURANT MARKETING WORKSHOP

YOUR PLAYBOOK FOR BUILDING BUZZ & DRIVING TRAFFIC

JUNE 8-9 | BOSTON

connectfood · Fast Casual.com · QSRweb.com · foodtruck OPERATOR.COM · pizza marketplace.com

ABOUT THE SUMMIT

THE ULTIMATE WORKSHOP FOR RESTAURANT MARKETING LEADERS

Restaurant Marketing Workshop is dedicated to helping hospitality brands gain customers and build revenue.

This immersive experience will teach attendees how to make use of the tools to attract and retain customers. The industry's most experienced and innovative marketers will provide tips, tactics and tricks that attendees can immediately use to engage customers.

Why should you sponsor the Restaurant Marketing Workshop?

By sponsoring this event, your company will gain unparalleled visibility and engagement with key marketing decision-makers and influencers within restaurant and hospitality brands. These are marketers whose presence at the Workshop shows a clear desire to generate buzz for their brand, drive more traffic, increase sales and improve customer loyalty.

As a sponsor, you won't be just a bystander. You'll be an integral part of the Workshop experience, participating in interactive sessions, networking with brand marketing leaders, and building lasting relationships. This is your direct line to the people who can propel your business forward.

Secure your sponsorship today and experience the power of the Restaurant Marketing Workshop.



Who Should Attend?

- Brand Leaders
- Marketing Managers & Directors
- Social Media Managers
- Digital Marketers
- Owners & Investors
- Marketing Consultants

SPONSORSHIP OPPORTUNITIES

A BUDGET FRIENDLY FRAMEWORK

Speaker Opportunity

Leadership Slots

Branding & Networking

PREVIOUS ATTENDEES



PREVIOUS SPONSORS





toast

Champion | bikky | EveryBite | BUDGET BRANDERS

hang | impact DIGITAL MARKETING | INFI | Marqii

Ovation | PLEIN AIR | HOOK + LADDER | causal

Inktel CONTACT CENTER SOLUTIONS RESTAURANT | klaviyo | momos | TRABON Print Smartly. Rest Easy.

TESTIMONIALS

> On the Table was proud to be part of Restaurant Marketing Workshop connecting with fellow industry leaders, sharing ideas, and leaving with fresh perspectives to bring back to the team!
>
> **On the Table**

> First time at Restaurant Marketing Workshop in Boston, and what a great experience! Loved the conversations, connections, and fresh ideas. Already looking forward to next year!
>
> **Christy Trinkler - Trabon Group**



> A big thank you to the Restaurant Marketing Workshop team for creating a space where restaurant marketing leaders can share ideas, challenge perspectives, and learn from one another."
>
> **Renee Dzieciolowski - Breadless**

> A big thank you to the RMW team for a great event! From insightful sessions to valuable conversations with fellow industry leaders, there was plenty of inspiration and fresh ideas to take away. Excited to bring them back to The Taco Spot!
>
> **Raul Martinez - The Taco Spot**

> Having a great time this week at the Restaurant Marketing Workshop! We've heard from some incredibly smart peers sharing strategies around AI, marketing, and customer experience. Grateful for the inspiring conversations, fresh ideas, and great energy in the room. Thank you to Cherryh Cansler and David 'Rev' Ciancio for putting on such a great event!"
>
> **Catriona Harris - Jeff's Bagel Run**



> A few great days in Boston at RMW, filled with fresh ideas, valuable conversations, and new perspectives. Excited to bring these insights back to the Ziggi's team and put them into action!"
>
> **Missa Webb - Ziggi's Coffee**



SPONSORHIPS

SPEAKER OPPORTUNITY

FOUNDING PR SPONSOR // $16,500 // 1 AVAILABLE

- Co-present a session with Cherryh Cansler
- Host a table during the social media session.
- Sponsor logo on all pre-event promotional emails and on the cover of the event program
- 10 free passes to give to restaurant operator clients
- 2 sponsor passes (includes full access to sessions, meals, breaks, welcome reception)
- 4' x 4' exhibit space (includes WiFi, standard electric, table, 2 chairs)

SPEAKER OPPORTUNITY

PLATINUM // AWARDS + OPENING RECEPTION // $11,000 // 1 AVAILABLE

- Sponsor will co-host awards ceremony. (The Top 30 Movers & Shakers: Marketing)
- Sponsor logo will be featured on signage at the reception.
- Sponsor logo on all pre-event promotional emails and on the cover of the event program
- 2 sponsor passes (includes full access to sessions, meals, breaks, welcome reception)
- 4' x 4' exhibit space (includes WiFi, standard electric, table, 2 chairs)

SPEAKER OPPORTUNITY

PLATINUM // BREAKFAST BRIEFING OR LUNCH & LEARN // $9,000 // 2 AVAILABLE

- Sponsor will give a 5-minute introduction or show a video before the meal during the "Breakfast Briefing" or "Lunch & Learn" session.
- Sponsor logo on all pre-event promotional emails and on the cover of the event program
- 2 sponsor passes (includes full access to sessions, meals, breaks, welcome reception)
- 4' x 4' exhibit space (includes WiFi, standard electric, table, 2 chairs)

All sponsorships on this page include the following benefits unless otherwise indicated:

- Sponsor logo and description (50 words max) on event website, in event program as well as slide visuals and in promotional emails delivered 6 and 2 weeks prior to the event.
- Sponsor logo on event signage.
- Obtain attendee contact list.

RESERVE YOUR SPONSORSHIP TODAY!

Contact
adv@connect.media

SPONSORHIPS

LEADERSHIP OPPORTUNITY

GOLD // WORKSHOP LEADER // $9,000 // 12 AVAILABLE (2 PER SESSION)

- Sponsor to help event organizers plan and lead a workshop panel discussion.
- 1 sponsor pass (includes full access to sessions, meals, breaks, welcome reception)
- 4' x 4' exhibit space (includes WiFi, standard electric, table, 2 chairs)

ROSE GOLD // OPENING KEYNOTE // $8,000 // 1 AVAILABLE

- Sponsor to introduce keynote speaker
- 1 sponsor pass (includes full access to sessions, meals, breaks, welcome reception)
- 4' x 4' exhibit space (includes WiFi, standard electric, table, 2 chairs)

SILVER // SMALL GROUP DISCUSSIONS // $7,000 // 10 AVAILABLE

- Lead two small-group discussions with marketing professionals, one on day 1 and one on day 2, on the same topic agreed upon with the conference producers.
- 1 sponsor pass (includes full access to sessions, meals, breaks and the welcome reception)

ASSOCIATE // $4,000 // 10 AVAILABLE

- 1 sponsor pass (includes full access to sessions, meals, breaks, welcome reception)

NETWORKING SPONSOR // $2,500 // 10 AVAILABLE

- 1 sponsor pass (includes full access to sessions, meals, breaks, welcome reception

Does not include attendee contact list, exhibit space, or logo/description on event website, program, emails, signage, etc.

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ADDITIONAL SPONSORHIPS

WI-FI SPONSOR // $6,000 // 1 AVAILABLE

Sponsor's logo on signage and table cards throughout the event providing Wi-Fi login instructions to event participants. The sponsor's name may be used as the Wi-Fi password for the event.

- 1 sponsor pass (includes full access to sessions, meals, breaks, welcome reception)

LANYARD SPONSOR // $6,000 // 1 AVAILABLE

Sponsor's logo included on badge lanyards handed out to all event participants.

- 1 sponsor pass (includes full access to sessions, meals, breaks, welcome reception)

WATER BOTTLES SPONSOR // $6,000 // 1 AVAILABLE

Sponsor's logo on all water bottles provided throughout the event.

- 1 sponsor pass (includes full access to sessions, meals, breaks, welcome reception)

REGISTRATION SPONSOR // $6,000 // 1 AVAILABLE

Sponsor's logo included on the attendee registration form and near the "Register Now" button in all event email promotions and on the event website. Logo will also be displayed at the event registration desk. Sponsor may assign one person from their organization to work with the Networld Media Group team at the registration desk. They will help attendees check in and introduce themselves as a sponsor of the event.

- 1 sponsor pass (includes full access to sessions, meals, breaks, welcome reception)

REFRESHMENT BREAK SPONSOR // $6,000 // 6 AVAILABLE

Sponsor's logo to be displayed prominently at refreshment stations during one refreshment break. Product placement not included. (Sponsor multiple breaks and save 25% off all.)

- 1 sponsor pass (includes full access to sessions, meals, breaks, welcome reception)

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- Obtain attendee contact list.

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SPONSORSHIP ADD-ONS

ADD-ONS REQUIRE ONE OF THE ABOVE SPONSORSHIPS. SUBJECT TO AVAILABILITY.

ADDITIONAL SPONSOR PASSES // $1,150 EACH

SEAT DROP // $1,500
Sponsor provides a gift item or marketing collateral to be placed on each seat.

VIRTUAL SWAG BAG // $1000
Sponsor provides an offer for attendees to be included in a post-event email sent to all attendees by event organizers.

SPONSOR SPOTLIGHT IN PRE-EVENT EMAILS // $1000
In the days leading up to the event, we send registered attendees two separate emails to update them on important event info. The Sponsor Spotlight section in those messages can include your company logo or other image, 50 words of text and a link. (4 sponsorships available. Includes placement in both messages.)

COMMERCIALS // $525
Sponsor provides video (60 seconds maximum) to be played up to 2x during event breaks.

PRODUCT PLACEMENT // ASK FOR QUOTE
Sponsor's product may be integrated into the event experience. Price will depend on complexity and costs associated with placement.

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