



WE ARE INVITING YOU TO BECOME A ROSE AWARD SPONSOR.

We are pleased to offer you a sponsorship opportunity during the **2026 Louisville Tourism ROSE Awards**. The ROSE (Recognition of Service Excellence) awards were created to honor hospitality workers who provide exemplary service and create positive lasting impressions for visitors to our city.

The awards are a fun, energetic celebration often referred to as the “Oscar night for the hospitality community.” It is a distinguished and highly coveted award to win. This event includes a red-carpet experience, a hosted bar and reception, live entertainment & after party with multiple opportunities to place your name in front of the attendees.

The Louisville Tourism Annual ROSE Awards will take place on **Wednesday, November 18th** at the legendary Louisville Palace with an expected attendance of more than 750 hospitality and business professionals. As a sponsor, you will meet all levels of management and can showcase your product and show support for the unsung heroes of our industry who have committed themselves to a career in tourism.





PRESENTING SPONSOR \$10,000 (one available):

PRESENTING SPONSOR RECOGNITION & LOGO PLACEMENT:

- ◆ Invitation “Louisville Tourism Annual ROSE Awards presented by...”
- ◆ Event social media promotions during nominations and voting period of the awards program will include your logo
- ◆ Logo and link from your website placed on **louisvillerooseawards.com**.
- ◆ Event keepsake program
- ◆ Event gobos on wall of Palace theater and signage
- ◆ Night-of-event sizzle reel
- ◆ Presenting sponsor recognition in full-page advertisement announcing winners in the 2026 Planners Resource Guide
- ◆ Presenting sponsor recognition in a two-page advertisement in Louisville’s Business First announcing the winners targeting the local business community.
- ◆ Recognition as a presenting sponsor in press release (sent to all major media outlets in Louisville).
- ◆ Recognition as a presenting sponsor in Bourbon City Brief newsletter (sent to 4,000 individual stakeholders electronically).
- ◆ Podium recognition during the event.

ACCESS TO:

- ◆ Opportunity to provide an item for the finalist swag box presented to them in September leading into the event*.
- ◆ 30-second video advertisement on night-of-event sizzle reel (provided by you).
- ◆ Opportunity to offer promotion gift to the 700+ attendees* (must be approved by Louisville Tourism)
- ◆ 12 VIP tickets to attend the event.

Sponsor commitments must be made no later than September 18, 2026, to receive full sponsorship benefits.



GOLD SPONSOR - \$5,000

Reception & Hosted Bar Sponsor



GOLD SPONSOR RECOGNITION & LOGO PLACEMENT:

- ◆ Logo and link from your website placed on louisvillerooseawards.com.
- ◆ Event keepsake program
- ◆ Event signage and hosted bars throughout the event
- ◆ Night-of-event sizzle reel
- ◆ Gold sponsor recognition in full-page advertisement announcing winners in the 2026 Planners Resource Guide given to meeting and event planners and Louisville Tourism partners.
- ◆ Gold sponsor recognition in a two-page advertisement in Louisville's Business First announcing the winners targeting the local business community.
- ◆ Recognition as a gold sponsor in press release (sent to all major media outlets in Louisville)

- ◆ Recognition as a presenting sponsor in Bourbon City Brief newsletter (sent to 4,000 individual stakeholders electronically)
- ◆ Podium recognition during event

ACCESS TO:

- ◆ Opportunity to provide an item for the finalist swag box presented to them in September leading into the event (must be approved by Louisville Tourism).
- ◆ 30-second video appearance on night-of-event sizzle reel.
- ◆ 10 VIP tickets to attend the event.



SILVER SPONSOR: \$2,500 (ELEVEN AVAILABLE)

Category Sponsor

Only one sponsorship is available per category



SPONSORS MAY CHOOSE FROM THE FOLLOWING AWARD CATEGORIES:

- ◆ Logo and link from your website placed on **louisvillerooseawards.com**.

ACCESS TO:

- ◆ Behind the Scenes
- ◆ Culinary Arts
- ◆ Event Services
- ◆ Food & Dining Experience
- ◆ Guest & Retail Services
- ◆ Hotel Services
 - (Under 200 rooms)
 - (Over 201 rooms)
- ◆ Rising Star
- ◆ Spirits
- ◆ Tours & Transportation

SILVER SPONSOR RECOGNITION & LOGO

PLACEMENT: Logo and link from your website placed on **louisvillerooseawards.com**.

- ◆ Event keepsake program
- ◆ Night-of-event sizzle reel
- ◆ Silver sponsor recognition in a two-page advertisement in Louisville's Business First announcing the winners targeting the local business community.
- ◆ Recognition as a silver sponsor in press release (sent to all major media outlets in Louisville)
- ◆ Recognition as a silver sponsor in Bourbon City Brief newsletter (sent to 4,000 individual stakeholders electronically)
- ◆ Podium recognition during event in advance of the sponsored category winner presentation
- ◆ 4 VIP tickets to attend the event.



BRONZE SPONSOR: \$1,000

*ROSE Award Finalist
& Winner Prize Sponsor*

BRONZE SPONSOR RECOGNITION & LOGO PLACEMENT:

- ◆ Logo and link from your website placed on louisvillerooseawards.com.
- ◆ Event keepsake program
- ◆ Night-of-event sizzle reel
- ◆ Recognition as a bronze sponsor in press release (sent to all major media outlets in Louisville)
- ◆ Recognition as a bronze sponsor in Bourbon City Brief newsletter (sent to 4,000 individual stakeholders electronically)
- ◆ Podium recognition as prize sponsor during event in advance of the ROSE Award winner presentation
- ◆ 4 VIP tickets to attend the event.



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CONTRIBUTOR SPONSORSHIPS:

Heighten your visibility within Louisville
Tourism's hospitality community with in-kind
sponsorship of the Louisville Tourism Annual
Gala and ROSE Awards. In-kind sponsors will
receive a custom sponsorship opportunity to
gain exposure during the event.

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