

THE Restaurant Catering WORKSHOP

OCTOBER 6-7, 2026 | ARLINGTON, TX

cateringworkshop.com

Your Roadmap to
Catering Profitability

Presented By

**Fast
Casual**
EXECUTIVE SUMMIT 2026

CRUMBS



ABOUT THE EVENT



Reach restaurants ready to scale their catering!

The Restaurant Catering Workshop is a hands-on event that equips restaurant operators with the tools and strategies needed to build a winning catering operation.

Sponsoring The Restaurant Catering Workshop offers companies like yours a unique opportunity to connect with operators eager to expand their catering business. This event attracts decision-makers looking for solutions in technology, packaging, delivery, and food service, making it the ideal platform to showcase products and services that can help them scale.

With direct access to engaged attendees, brand visibility in a targeted market, and networking opportunities with industry leaders, sponsorship provides a high-impact way to generate leads and establish thought leadership in the growing off-premise dining sector.

The Restaurant Catering Workshop begins immediately following the conclusion of the Fast Casual Executive Summit. Ask us about discounts for sponsoring both events.



Who will attend:

- Directors of Catering & Off-Premise Sales
- Catering Managers
- Operations Executives
- Owners & Founders
- Marketing & Brand Managers
- Technology Leaders

Working at:

- Multi-Unit Restaurants
- Independent Restaurants
- Foodservice Management Companies
- Ghost Kitchens & Virtual Brands
- Hospitality Groups

Three ways to sponsor with a budget friendly framework:

- Speaker Opportunity
- Leadership Slots
- Branding & Networking

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PREVIOUS ATTENDEES



PREVIOUS SPONSORS

LEAD SPONSOR



GOLD SPONSORS



SILVER SPONSOR



ASSOCIATE SPONSORS



TESTIMONIALS

"Huge thanks to Kelly Grogan and Cherryh Cansler for putting together such a well-run, high-energy event." – **Nader Samadyan, OmniRev**

"What an incredible few days at #RCW2025. The Restaurant Catering Workshop once again proved how collaboration, technology, and community continue to drive the future of catering." – **DeliverThat**

"The event was great! Your team did an excellent job with the workshop format. I've already made a note to discuss a broader sponsorship with our marketing team for next year." – **Magdim Metshin, Cartwheel**

"The Restaurant Catering Workshop was packed with inspiration, collaboration, and forward-thinking ideas that will shape how we all grow and serve our guests. It was amazing to see so many passionate professionals come together to share insights and elevate the catering experience!" – **Lindsay DelTorchio Joncas, CRUMBS**

"Had a great time! I'm excited to bring so many new ideas to Smokey Mo's Catering!" – **Sarah House, Smokey Mo's BBQ**

"Always a powerful mix of insights, innovation, and connection. I walked away fired up — full of ideas, fresh perspective, and a few reminders that great catering isn't just about food and technology, it's about service, storytelling, and showing up with intentional follow-up." – **Amanda Kahalehoe, Vicious Biscuit**

"It was such a great experience being in a room full of people who truly 'get it' — folks who live and breathe catering every day. I left feeling inspired, motivated, and proud to be part of this community of professionals pushing our industry forward. Can't wait to do it all again next year." – **Lance VanHemel, Adios Fajitas**

"Everything was fantastic! The sessions were broken up perfectly with ample breaks to network. Looking forward to attending next year!" – **Sabrina Jenkins, Moe's Southwest Grill**

"Insightful conversations, shared challenges, and like-minded strategies made for informative and engaging sessions all around. Grateful for the opportunity to connect, learn, and grow with such a talented group!" – **Cassie Duval, Mo' Bettahs**



**"IT WAS AMAZING!
I'VE LEARNED SO MUCH
OVER THE PAST DAY
AND A HALF THAN
I EVER THOUGHT I
WAS GOING TO LEARN
COMING INTO IT."**

– ALEXIS ORTIZ, NAYA



SPONSORSHIPS

SPEAKING OPPORTUNITY

LEAD SPONSOR // \$15,000 // 1 AVAILABLE

- Introduce opening keynote speaker
- Co-host opening reception and give toast/chat (with extra reception signage)
- Moderate "Ask the Experts" closing keynote 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, and dinner party)
- 4' x 4' exhibit space (includes WiFi, standard electricity, table)

SPEAKING OPPORTUNITY

GOLD // WORKSHOP LEADER // \$8,500 // 7 AVAILABLE

- Sponsor to help event organizers plan and lead one workshop session
- 1 sponsor pass (includes full access to sessions, meals, breaks, welcome reception)
- 4' x 4' exhibit space (includes WiFi, standard electricity, table)

SPEAKING OPPORTUNITY

SILVER // BREAKFAST BRIEFING OR LUNCH & LEARN // \$7,500 // 2 AVAILABLE

- Sponsor will give a 15-minute presentation (non-promotional) or case study during "Breakfast Briefing" session or "Lunch & Learn" session
- 1 sponsor pass (includes full access to sessions, meals, breaks, welcome reception)
- 4' x 4' exhibit space (includes WiFi, standard electricity, table)

SPEAKING OPPORTUNITY

BRONZE // ASK THE EXPERTS // \$5,000 // 4 AVAILABLE

- Sponsor to be a panelist on the "Ask The Experts" closing keynote session
- 1 sponsor pass (includes full access to sessions, meals, breaks, welcome reception)
- 4' x 4' exhibit space (includes WiFi, standard electricity, table)

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.



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.



FRIEND OF SUMMIT DISCOUNT

FCES sponsors save 25% off any RCW sponsorship.

RESERVE YOUR SPONSORSHIP TODAY

Contact your Connect Media account executive or email us at: adv@connect.media

SPONSORSHIPS

OPTIONAL SPONSORSHIP ADD-ONS

REQUIRES ASSOCIATE-LEVEL SPONSORSHIP OR HIGHER. SUBJECT TO AVAILABILITY.

WI-FI SPONSOR // \$1,500 // 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.

LANYARD SPONSOR // \$1,500 // 1 AVAILABLE

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

WATER BOTTLES SPONSOR // \$1,500 // 1 AVAILABLE

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

ADDITIONAL SPONSOR PASSES // \$1,150 EACH

MAIN BALLROOM NAMING RIGHTS // \$1,050

This is the room where all general sessions (including keynotes) and half of the breakout sessions happen. We'll name it after the sponsor and refer to it as such in the program and on Signage.

SEAT DROP // \$950

Sponsor provides a gift item or marketing collateral to be placed on each seat.

COMMERCIALS // \$525

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

REFRESHMENT/FOOD SPONSOR // \$500

Refreshments and food will be provided by the sponsor and must receive prior approval from event management. The sponsor's logo will be prominently displayed at all refreshment and food stations during the scheduled service time.

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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RESERVE YOUR SPONSORSHIP TODAY

Contact your Connect Media account executive or email us at: adv@connect.media

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