



**WOMEN IN
RESTAURANT
LEADERSHIP**

ELEVATE. EDUCATE. EMPOWER.

2025

February 19-20, 2025
Grand Hyatt Nashville
Nashville, Tennessee

WOMEN IN RESTAURANT LEADERSHIP

SPONSORSHIP PROSPECTUS

WWW.WOMENLEADRESTAURANTS.COM

IN PARTNERSHIP WITH

QSR **FSR**

QSR **Evolution**
CONFERENCE

NEXTGEN
RESTAURANT
SUMMIT

WOMEN IN RESTAURANT LEADERSHIP

ELEVATE. EDUCATE. EMPOWER.

The Together Summit

February 19-20, 2025
Grand Hyatt Nashville
Nashville, TN

Join women from
throughout all ranks of
hospitality to **workshop,**
learn, and engage
with one another as we
collectively progress the
movement forward.

WHAT IS WOMEN IN RESTAURANT LEADERSHIP (WiRL)?

QSR and FSR have created WiRL as a national society/networking group to support, educate, and uplift women in restaurant leadership. Our aim with WiRL is to create a safe environment for women to connect, learn from one another, foster mentorship opportunities, and gather career advancement advice and tips.

WHO SHOULD ATTEND?

The “Together Summit” is ideal for restaurant brands of all sizes, from any corner of the sector, quick and full service, chains to independents. It will be an accessible and open forum, whether you’re high up in the C-level or just starting out your restaurant career.

WHY SPONSOR?

Women in the restaurant industry continue to break ground and support each other on the road to real change. Marketers will benefit from not only being face-to-face with these brands and leaders in a highly interactive and collegial environment, but by aligning themselves with a movement that’s influencing every corner of the foodservice world.



ADVISORY BOARD MEMBERS

- Jen Abernathy
Director of Business Development
Firehouse Subs
- Anita Adams
CEO
Black Bear Diner
- Mindy Armstrong
VP, Menu Innovation
Ascent Hospitality
- Sarika Attal
VP of Enterprise Architecture &
Technology Services
Papa Johns
- Tammy Billings
Strategic Technology Advisor
- Brandy Blackwell
VP of Marketing
Another Broken Egg Café
- Tammy Calhoun
VP of Learnings & New Restaurant
Openings
Firebirds Wood Fired Grill
- Christina Clarke
CMO
(formerly Raising Cane's, Wingstop,
Walk-On's, 10-year Pepsi vet)
- Kim DeCarolis
Senior Vice President of Strategic
Growth
Craveworthy Brands
- Christine Ferris
(formerly True Food Kitchen director
of marketing, transitioning to a new
role)
- Ginger Flesher-Sonnier
Founder and CEO
The Ginger Companies
- Cristal Ghitman
Director of Strategic Partnerships
SynergySuite
- Natalie Green
Chief Operating Officer
Nékter Juice Bar
- Melissa Hariri
Executive Director, Communications
& PR
Applebee's
- Jen Hidingen-Kendrick
Founder
Giving Kitchen
- Bonnie Iavaroni
Chief Operating Officer
Turning Point Breakfast, Brunch &
Lunch
- Lena Katz
Creator-Integrated Services
Ampersand
- Claudia Lezcano
CEO
Fuku
- Christine Lorusso
Senior Director of Digital
Firebirds Wood Fired Grill
- Lisa Marovec
Senior Director of Marketing
CHART
- Kelly McCutcheon
Group Director of Training and
Development
Whataburger
- Sheri Miksa
Exec Leader
GLEAM Network (formerly CEO of
Rubio's, Robeks, other brands)
- Alexis Parra
Co-Founder and Chief Visionary
Officer
Nékter Juice Bar
- Patricia Perry
Consultant
- Sue Petersen
Inclusion, Diversity, and People
Noodles & Company
- Mary Jane Riva
CEO
Pizza Factory
- Maria Rivera
CEO
Smalls Sliders
- Nichole Robillard
CMO
Smokey Bones
- Lauren Selman
VP of Operations
IFBTA
- Shannan Siemens
VP of Corporate and Internal
Communications
Inspire Brands
- Caroline Skinner
Chief Operating Officer
Tupelo Honey Café
- Felicia White
Director of Franchise Training
Scooter's Coffee
- Cheryl VanAllen
Director of Talent Strategy &
People Insights
KFC U.S.
- Jill Waite
Chief People Officer
Portillo's
- Jackie Woodward
Consultant
(formerly Bojangles CMO)
- Julie Zucker
CMO
Branded Hospitality Ventures

PAST SPEAKERS

- Debbie Stroud
Executive Vice President & COO
Whataburger
- Janelle Sykes
Executive Vice President & CFO
Whataburger
- Peggy Rubenzer
Senior Vice President & CPO
Whataburger
- Elena Kraus
Executive Vice President & CLO
Whataburger
- Jill Chapman
Corporate Partnership Director
CORE (Children of Restaurant Employees)
- Tammy Billings
Strategic Technology Advisor
- Cristal Ghitman
Director of Strategic Partnerships
SynergySuite
- Jen Hiding-Kendrick
Founder
Giving Kitchen
- Lena Katz
Creator Integration Strategist & Campaign Lead
Ampersand
- Helen Lao
CEO & Founder
Clearpath Solutions
- Kelly McCutcheon
Group Director of Training and Development
Whataburger
- Sheri Miksa
Board Member II GLEAM Network &
5X CEO/President
GLEAM Network
(formerly CEO of Rubio's, Robeks, other brands)
- Rachel Richal
VP of Training
Buffalo Wild Wings
- Liz Scott
Founder
Alex's Lemonade Stand
- Lauren Selman
VP of Operations
IFBTA
- Myisha Smith
Corporate Director of Training
Pacifica Hotels



“

Having the opportunity to participate in **the first WiRL Summit was energizing, inspiring, and meaningful.** The team at QSR curated a high-achieving list of experts to share their experiences and advice navigating the restaurant world from a female perspective. I took away valuable insights in leadership and personal development, as well as so many new connections to share ideas with in the future!

— **Jen Abernathy, Director of Business Development, Firehouse Subs**

EVENT SCHEDULE

Wednesday — February 19

- Pre-conference activities: 12:00pm - 5:00pm
- First Timer/New Attendee Meet-up: 3:00pm - 4:00pm
- Welcome Reception: 5:00pm - 7:00pm
- After-Hours Networking: 7:00pm - 8:30pm

Thursday — February 20

- Breakfast: 7:30am
- Keynote Presentation: 9:00am - 10:00am
- Networking Break: 10:00am - 10:30am
- Breakouts: 10:30am - 12:45pm
- Lunch: 12:45pm - 1:30pm
- Keynote Presentation: 1:45pm - 2:45pm
- Breakouts: 3:00pm - 4:00pm
- Networking Break: 4:00pm - 4:30pm
- Board Member Roundtable Discussions & Drinks: 4:30pm - 6:00pm

**schedule subject to change*



“

WIRL was many things and all of them were excellent! It was exciting to see so many women leaders come together with curiosity, passion, energy and collaboration. I was pleasantly surprised by the multi-generational sharing that took place from the stage as well as in the hallways. It was just awesome to be a part of such an industry leading event. Knowing that we were there to learn, share and support the amazing leaders to our left and right gave each of us purpose and that made it even more special because as attendees it felt that the conference was ours to own, ours to embrace and ours to support. The leadership that @Danny Klein and the team of conference leaders made the difference. This was a new generation where all were welcome and each attendee stepped higher and climbed further with the knowledge gleaned. Well done conference committee. I can't wait at for round 2!

— Jennifer Dodd, CEO, Main Squeeze

2024 Conference Breakdown

18

Speakers



17

Sponsors



8

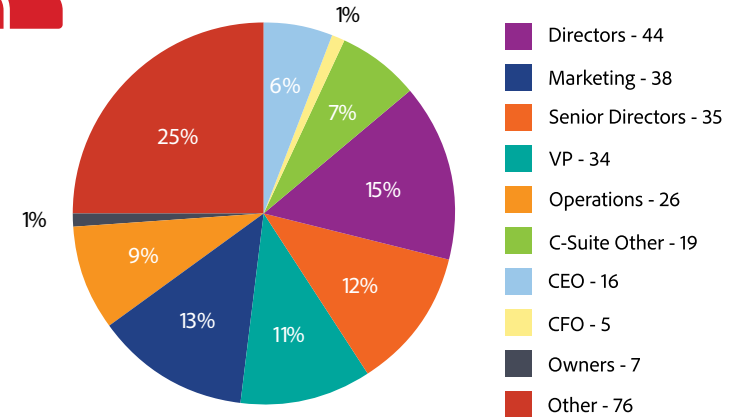
Educational Sessions



300 Attendees



2024 Conference Attendee Titles

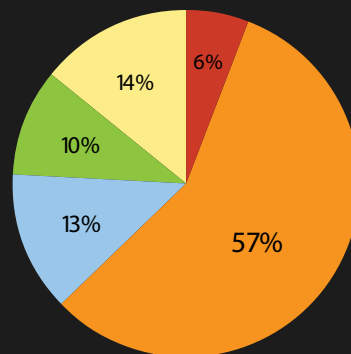


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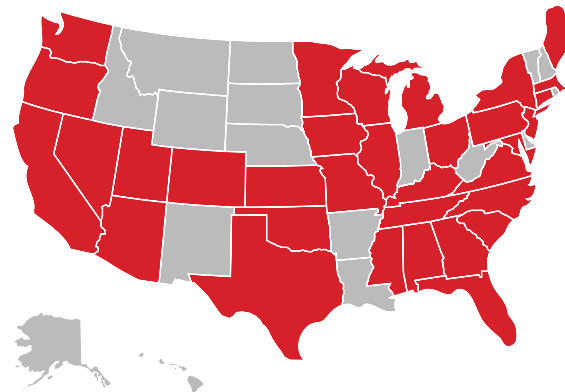
Companies Represented

Companies Types Represented

- Corporate Restaurant Chains - 172
- Suppliers - 40
- Restaurant Chain Franchisees - 30
- Independent Restaurants - 16
- Other - 42



33 States Represented



2024 Attendee Locations (by state)

AL - 3	IA - 1	MI - 3	NY - 6	TX - 47
AZ - 3	IL - 11	MN - 1	OH - 6	UT - 3
CA - 28	KS - 5	MO - 6	OK - 4	VA - 1
CO - 4	KY - 7	MS - 1	OR - 1	WA - 1
CT - 3	MA - 7	NC - 11	PA - 2	WI - 1
FL - 21	MD - 4	NJ - 4	SC - 4	
GA - 33	ME - 1	NV - 1	TN - 33	

CONFERENCE SPONSORSHIP OPPORTUNITIES

Establish your position as a market leader with these high-impact sponsorship opportunities. Choose from the following:

	PRESENTING (LIMIT 1 EXCLUSIVE)	PLATINUM (LIMIT 2)	GOLD (LIMIT 10)	SILVER (LIMIT 10)
Sponsorship Benefit Grid	\$50,000	\$25,000	\$15,000	\$10,000
Sponsorship of opening keynote session	x			
Introduce opening keynote session speaker	x			
On-stage logo'd signage during opening keynote session	x			
Opportunity to provide item for opening keynote session seat drop	x			
Co-branded notebook & pen giveaway	x			
Sponsorship of one breakout session room		x		
Branded wall graphic outside sponsored breakout session room		x		
Opportunity to provide giveaway item in breakout session room		x		
Choice of a branding element (elevator doors or floor cling at General Session room entrance)			x	
Tabletop exhibit table	x	x		x
Complimentary full conference passes	5	3	2	1
Standard marketing package	x	x	x	x

“”

The **WiRL experience came at such an important time in my life** and career. The connection, relevant and engaging content, and authenticity of the experience was truly something special. This conference had a refreshing perspective and provided a unique opportunity to connect with a diverse range of female leaders in our industry. I engaged as a brand partner for the event, but left with new connections, directional advice and support, and commitment to help grow the mission of this program and share with others!

— **Lyndsey Patel,**
VP of Restaurant Marketing,
MOD Pizza

SPONSORSHIP PACKAGES

Establish your position as a market leader with these high-impact sponsorship opportunities.

PRESENTING SPONSOR EXCLUSIVE \$50,000

The Presenting Sponsorship provides an exclusive benefits package with heightened exposure and exclusive offerings.

- Sponsorship of opening keynote session
- Introduce opening keynote session speaker
- On-stage logo'd signage during opening keynote session
- Opportunity to provide an item for opening keynote session seat drop
- Co-branded notebook & pen giveaway item
- (1) tabletop exhibit table
- (5) full conference passes
- Standard marketing package

PLATINUM SPONSORSHIP LIMIT 2 \$25,000

A Platinum Sponsorship provides prime exposure with a focus on networking opportunities.

- Sponsorship of one breakout session room
- Branded wall graphic outside sponsored breakout session room (must adhere to show branding guidelines)
- Opportunity to provide giveaway item in breakout session room
- (1) tabletop exhibit table
- (3) full conference passes
- Standard marketing package

GOLD SPONSORSHIP LIMIT 10 \$15,000

A Gold Sponsorship provides the opportunity for basic exposure at the event.

- Choice of a branding element (elevator doors or floor cling at General Session room entrance)
- (2) full conference passes
- Standard marketing package

SIVER SPONSORSHIP LIMIT 10 \$10,000

A Silver sponsorship provides the opportunity for basic exposure at the event with a focus on networking.

- (1) tabletop exhibit table
- (1) full conference pass
- Standard marketing package

FAQs

- **What is included with a tabletop exhibit?** Each tabletop exhibit table comes with (1) skirted table and (2) chairs. Banners and backdrops can not exceed 6 feet in width.
- **What is included in the standard marketing package?**
The standard marketing package includes:
 - Logo recognition on advanced event marketing materials
 - Logo recognition on event website
 - Logo inclusion on on-site event signage
 - Social media acknowledgement
- **How much are additional sponsor passes?** \$800. Additional sponsor passes are limited to 2 additional passes per sponsoring company. Additional sponsor passes are for attendees from the sponsoring company ONLY.
- **What is the sponsorship deadline date?** January 3, 2025
- **Will a registration list be provided?** An attendee list which includes title and company will be available for download on the event website.



ADD-ON OPPORTUNITIES

Add-on opportunities are available to those with a sponsorship package. If you wish to purchase an add-on opportunity without a package, the listed cost is doubled and will also include one full conference pass.

REGISTRATION SPONSOR

LIMIT 1

\$10,000

- Logo'd signage in registration area
- Branded wall graphic behind registration counters (must adhere to show branding guidelines)
- Logo on event registration website
- Standard marketing package

NETWORKING LOUNGE SPONSOR

LIMIT 1

\$10,000

- Logo'd table tents on all tables in networking lounge
- Branded graphic on wall outside networking lounge (must adhere to show branding guidelines)
- Opportunity to show a looping video on tv monitor in the networking lounge
- Opportunity to provide giveaway item in the networking lounge
- Standard marketing package

LANYARD SPONSOR

LIMIT 1

\$7,500

- Co-branded event lanyards
- Standard marketing package

WELCOME RECEPTION SPONSOR

LIMIT 1

\$10,000

- Logo'd signage at Welcome Reception
- Branded cocktail napkins at Welcome Reception
- Co-branded drink koozies at Welcome Reception
- Standard marketing package

AFTER HOURS NETWORKING ROOM SPONSOR

LIMIT 2

\$7,500

- Sponsorship of one after hours networking room on Wednesday, 2/19
- Dessert and drinks included in after hours networking room
- Opportunity to provide giveaway item in networking room
- Standard marketing package

BREAKFAST SPONSORSHIP

LIMIT 1

\$5,000

- Logo'd signage at breakfast buffet
- Logo'd table tents on tables during meal
- Standard marketing package

BOARD MEMBER ROUNDTABLE DISCUSSION & DRINKS SPONSOR

LIMIT 1

\$10,000

- Logo'd table tents on all discussion tables
- Logo'd signage at bars during roundtable discussion session
- Standard marketing package

LUNCH SPONSORSHIP

LIMIT 1

\$5,000

- Logo'd signage at lunch buffet
- Logo'd table tents on tables during meal
- Standard marketing package

ADD-ON OPPORTUNITIES

Add-on opportunities are only available to those with a sponsorship package, otherwise the cost is doubled.

PRE-CONFERENCE ACTIVITY SPONSOR: PEDAL BIKE BAR

**LIMIT 1
\$5,000**

- Sponsorship of the pre-conference off-site pedal bike bar activity on Wednesday, 2/19
- Co-branded drink koozies for the off-site bike bar activity
- (2) tickets to the off-site bike bar activity
- Standard marketing package

PRE-CONFERENCE ACTIVITY SPONSOR: COUNTRY MUSIC HOF TOUR

**LIMIT 1
\$5,000**

- Sponsorship of the pre-conference off-site tour of the Country Music HOF on Wednesday, 2/19
- Co-branded cowboy hats for all tour attendees
- (2) tickets to the off-site tour of the Country Music HOF
- Standard marketing package

PRE-CONFERENCE ACTIVITY SPONSOR: COMMUNITY SERVICE PROJECT: BIKE BUILDING

**LIMIT 1
\$5,000**

- Sponsorship of the pre-conference community service project: bike building on Wednesday, 2/19
- Logo'd signage at activity
- Opportunity to address the attendees at the start of the activity
- (3) attendee tickets for the activity
- Standard marketing package

FIRST TIMER/NEW ATTENDEE MEET- UP SPONSOR

**LIMIT 1
\$5,000**

- Logo'd signage at First Timer/New Attendee Meet-up
- Branded cocktail napkins at First Timer/New Attendee Meet-up
- Standard marketing package

COFFEE BREAK SPONSOR

**LIMIT 1
\$5,000**

- Logo'd signage at all-day coffee station
- Logo'd paper coffee cups at all-day coffee station
- Standard marketing package

HEADSHOT STUDIO SPONSOR

**LIMIT 1
\$5,000**

- Logo'd signage at Headshot Studio
- Standard marketing package

2024 SPONSORS

Founding Sponsor



Gold Sponsors



Immediate



Supporting Sponsors



Networking Break Sponsor



Welcome Reception Sponsor





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THE TOGETHER SUMMIT

February 19-20, 2025
Grand Hyatt Nashville • Nashville, TN

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