

Maximize your brand's exposure...



ORLA SPONSORSHIP
OPPORTUNITIES






Taste Oregon Legislative Reception February 19, 2019 | Salem Convention Center

The industry's unique opportunity to meet several of Oregon's top policy makers while enjoying food and beverages from member restaurants, wineries and breweries.

Attendance Goal: 200+

Marla McColly
Director of Business Development
503.428.8694 | 800.462.0619
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| OPPORTUNITIES |  | Presenting | Supporter | Registration | Libations | |
|--|---|--|-----------|--------------|--|--|
| | | \$3,500 | \$2,000 | \$1,500 | \$1,500 | |
| recognition: website / ads / email program / signage | | | | | +product | |
| | | logo | logo | logo | logo | |
| sponsor specific | | logo appears alongside event logo in all pre-, on-site, and post occurrences connected to the 2019 event | | | product featured at bar with signage | |

ORLA Sponsorship Opportunities

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ORLAEF

PROSTART®

INVITATIONAL

ORLAEF ProStart Invitational
Monday, March 18, 2019 | Salem Convention Center

ProStart is a workforce development skills-based curriculum designed to help high-school students explore careers in culinary arts and food service. Study culminates as a capstone project with the annual state championship competition.

Program Participation Goal: 36 schools, 3 thousand students
Championship Attendance Goal: 200+

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| OPPORTUNITIES | Title \$15,000 | Presenting \$10,000 | Major \$7,500 | Champion \$5,000 | Star \$4,000 | School \$2,500 | Supporter \$2,000 |
|--|--|----------------------------|------------------|---------------------|--|--|----------------------|
| attendee registrations | 4 | 4 | 2 | 2 | 2 | 2 | 2 |
| recognition: website / ads / email program / signage | logo | logo | logo | logo | logo | name | name |
| sponsor specific | logo on student chef coats opportunity to present category awards | logo on student chef coats | | | opportunity to present scholarship to your category winner (mentor, teacher, or student) | opportunity to visit the adopted school of your choice and present a \$500 gift to fund supplies | |
| opportunity to visit ProStart classrooms to promote your organization's career opportunities | X | X | X | X | | | |
| electronic promotion to schools | X | X | X | X | | | |
| quarter page ad in ORLA's publication (pending editor approval) | X | | | X | | | |
| speaking at podium opportunity | 3 min | 3 min | 2 min | | | | |
| opportunity to provide professional chef judge | X | X | X | | | | |
| table at exhibit fair | X | X | X | | | | |

TAX DEDUCTION

As a non-political, independent 501c3 foundation of the Oregon Restaurant & Lodging Association, all or part of your sponsorship may be tax deductible.

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Northwest Food Show
April 14-15, 2019 | Portland Expo Center

Foodservice industry members flock to the region's largest foodservice and beverage show for ideas, information and new tools for success.

Attendance Goal: 5,000+

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| OPPORTUNITIES | Presenting \$12,000 | Tasting Pavilion \$6,000 | Cooking Stage \$6,000 | Educational Seminars \$6,000 | Water Station \$5,000 +product | Charging Station \$5,000 | Show Bag \$3,000 +bag cost | Lanyard \$3,000 +lanyard cost | Aisle \$1,000 per aisle |
|--|--|----------------------------------|--|--|---|--|-------------------------------------|--|---|
| recognition: website / ads / email program / signage | logo | logo | logo | logo | logo | logo | logo | logo | |
| sponsor specific | logo on cover of Show Guide, entry display and aisle signs | banner in Tasting Pavilion | banner in the Cooking Stage area | banner in the Educational Stage area | logo at two water stations on the Show floor | logo at two charging stations on the Show floor | logo on the official Show bag | logo and name on the official Show lanyard | company identification on Show floor at the top of each aisle |
| social media coverage | X | X | X | X | X | X | X | X | |
| show guide ad | full page | 1/2 page | 1/2 page | 1/2 page | 1/2 page | 1/2 page | 1/2 page | 1/2 page | |
| booth space | 10x20 | 10x10 | 10x10 | 10x10 | 10x10 | 10x10 | 10x10 | 10x10 | |
| pipe & drape, carpet, electrical, tables, chairs | X | X | X | X | X | X | X | X | |

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ONE Big NIGHT

A BENEFIT *for* HOSPITALITY

One Big Night
June 4, 2019 - Sentinel, Portland

Auction and dinner draws high profile industry members. Proceeds (including sponsorship revenues) go directly to ORLA's Political Action Committee.

Attendance Goal: 300+

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| OPPORTUNITIES | | | | | | | | | | |
|--|--|---|--|---|--|------------------|-----------------------|---|-------------------------------------|------------------------|
| | Presenting \$8,000 | Silent \$6,000 | Live \$6,000 | Payment \$6,000 | Raffle \$5,000 | Major \$4,500 | Supporting \$2,500 | Libations \$2,000 <small>+product</small> | Valet \$2,000 | Contributor \$1,500 |
| number of tickets | 20 | 10 | 10 | 10 | 5 | 10 | 2 | 2 | 2 | |
| recognition: website / ads / email program / signage | logo | logo | logo | logo | logo | logo | name | name | name | name |
| sponsor specific | logo appears alongside event logo in all pre-, on-site, and post occurrences connected to the 2019 event | logo on silent auction packages and bid sheets opportunity to provide branded clipboards | logo on live auction packages in digital presentation and bidder paddles | logo at payment stations and recognition on payment receipts | logo on raffle tickets and raffle signage raffle item included in the cost of sponsorship | | | product featured at bar with signage | branding opportunity at valet | |
| speaking at podium opportunity | 4 min | | | | | | | | | |
| post event attendee list names / businesses | X | X | X | X | X | X | | | | |

ORLA Sponsorship Opportunities

OregonRLA.org





ORLA Open
July 29, 2019 | Langdon Farms | Aurora

Annual golf tournament with awards luncheon.
 Proceeds (including sponsorship revenues) go directly
 to ORLA's Political Action Committee.

Attendance Goal: 144+

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| OPPORTUNITIES | | | | | | | | | | | |
|--|--|---|---|---|---|---|--|--|---|---|--|
| | Presenting \$8,000 | Eagle \$6,000 | Lunch \$3,000 | Cart \$3,000 | Beverage \$2,500 | Hole-In-One \$2,500 | Range \$2,500 | Putting \$2,500 | KP \$1,200 | Long Drive \$1,200 | Hole \$1,200 |
| foursomes allotted | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| recognition: website / ads / email program / signage | logo | logo | logo | logo | logo | logo | logo | logo | name | name | name |
| sponsor specific signage | logo appears with event logo in all pre-, on-site, and post occurrences connected to the 2019 event opportunity to hang banner in lunch area | logo on participant score cards opportunity to hang banner in lunch area | logo on table tents during awards luncheon opportunity to hang banner in lunch area | logo on signage in each participant golf cart | logo on course beverage carts logo on participant drink tickets | logo on signage at contest specific hole | logo on signage at driving range | logo on signage at putting practice green | logo on signage at contest specific hole | logo on signage at contest specific hole | logo on signage at assigned hole |
| post event attendee list names / businesses | X | X | X | X | X | X | X | X | X | X | X |
| reserved hole | X | X | | | | X | | | | | X |
| merchandising opportunity | at registration and at hole | at registration and at hole | at lunch tables | in each golf cart | | at reserved hole | at driving range | at practice green | | | |
| speaking at podium opportunity | 4 min | | | | | | | | | | |

ORLA Sponsorship Opportunities

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Convention | September 16-17, 2019 Seaside Convention Center, Seaside

Industry leaders, owners and operators gather at the two-day annual ORLA Convention.

Attendance Goal: 350+

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| OPPORTUNITIES | | | | | | | | |
|--|--|--|----------------------------------|---|---|--|----------------------------------|--|
| | Presenting \$10,000 | Keynote \$4,500 | Meal \$3,500 | Reception \$3,000 | Award \$2,500 | Breakout \$1,500 | Supporting \$1,500 | Showcase \$1,250 |
| attendee registrations | 6 | 4 | 3 | 2 | 2 | 1 | 1 | 1 |
| recognition (if applicable): website / ads / email program / signage | logo | logo | logo | logo | logo | name | name | name |
| sponsor specific | logo appears alongside event logo in all pre-, on-site, and post occurrences connected to the 2019 event | logo on signage during specific keynote presentation | logo on signage at specific meal | logo on signage during specific reception | logo in award ceremony program, presentation, and award video | logo on signage during specific breakout session | logo on signage at specific meal | table in Vendor Showcase, available to attendees |
| post event attendee list names / businesses | X | X | X | X | X | X | X | X |
| speaking at podium opportunity | 4 min | 3 min | | | | 3 min | | |
| merchandising opportunity | X | X | X | | | X | X | X |

Chairman's G•E•T•A•W•A•Y

Chairman's Getaway Fall 2019 | Location TBD

Decadent culinary experience and private gathering among industry leadership. Proceeds (including sponsorship revenues) go directly to ORLA's Political Action Committee.

Attendance Goal: 75+

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| OPPORTUNITIES | | | |
|--|--|-----------------------|------------------------|
| | Presenting \$4,000 | Supporting \$2,000 | Contributor \$1,000 |
| number of tickets | 4 | 2 | 2 |
| recognition: website / ads / email signage | logo | logo | name |
| sponsor specific | logo appears alongside event logo in all pre-, on-site, and post occurrences connected to the 2019 event | | |
| opportunity to give toast | X | | |
| attendee list names / businesses | X | X | |

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