

# ORLA SPONSORSHIP OPPORTUNITIES

*Maximize your brand's exposure.*





ProStart® is a career-building program for high school students interested in culinary arts and restaurant and foodservice management.

### Oregon Prostart H.S. Culinary Championships Sunday, February 19, 2017

The Culinary Championships bring ProStart high school students together to compete for \$150,000 in scholarships and a spot in the national tournament.

## Oregon ProStart Program Title Sponsor | \$15,000

- Featured in all promotional and communications efforts associated with the Oregon ProStart Program – to industry leaders – restaurant owners/operators, and purchasing decision makers – throughout the year. This includes ORLA print and electronic media with more than 100,000 exposures.

## Competition Sponsorship Opportunities



### EACH MAJOR COMPETITION SPONSORSHIP MAY INCLUDE:

- Featured media placements in ORLA's *Main Ingredient* with more than 30,000 readers
- Thousands of impressions of your brand with pre-event, on-site, and post event electronic communications including website & e-newsletter
- On-site signage and recognition, specific to your sponsorship
- Prominent exposure to several hundred attendees in the official program
- Company awareness opportunities during and following the event

- **Championships Presenting Sponsor | \$10,000**
- **Award Sponsor | \$3,000**
- **State Champion Sponsor | \$7,500**
- **National Travel Sponsor | \$3,000**
- **Knife Skills Sponsor | \$5,000**
- **Entertainment Sponsor | \$2,500**
- **Continuing Education Sponsor | \$5,000**
- **Supporting Sponsor | \$1,500**
- **Lunch Sponsor | \$3,500**

To discuss these and other sponsorship options contact:

**Marla McColly** | Director of Business Development, ORLA  
8565 SW Salish Lane, Suite 120 | Wilsonville | Oregon 97070  
503.428.8694 | 800.462.0619 | [MMcColly@OregonRLA.org](mailto:MMcColly@OregonRLA.org)





Legislative Reception!

February 28, 2017  
Salem Convention Center, Salem

This annual reception directly follows ORLA's Capitol Day and kicks off the legislative session by providing restaurant and lodging operators the unique opportunity to meet several of Oregon's top policy makers who support hospitality and the issues affecting our industry. Over 300 industry members and legislators are expected to attend this unique event with food and beverages hosted by several member restaurants, wineries and breweries.

## Major Sponsorship Opportunities

### EACH MAJOR SPONSORSHIP INCLUDES:

- Prominent exposure of your brand to over 300 industry members and policy makers with your company logo in the program and on-site signage
- Up to 12 months of exposure with company logo on the ORLA website
- Recognition at the event
- Featured in electronic newsletters with more than 3,000 recipients

#### **Presenting Sponsor | \$3,500**

Prominently featured in all promotional and communications efforts associated with Taste Oregon before, during and following the event, including ORLA's print and electronic media and invitations to Oregon legislators.

#### **Supporting Sponsor | \$2,500**

Featured with logo in all promotional and communications efforts associated with Taste Oregon.

#### **Wine Sponsor | \$1,500** *plus product featured at the bars*

#### **Spirits Sponsor | \$1,500** *plus product featured at the bars*

#### **Beer Sponsor | \$1,500** *plus product featured at the bars*

#### **Registration Sponsor | \$1,500**

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TAKE ADVANTAGE!

April 23-24, 2017

Oregon Convention Center, Portland, OR

Maximize your company's exposure in front of 6,000+ hospitality and foodservice industry members at the region's largest foodservice and beverage show! Boost your brand, reinforce name recognition and gain added exposure with attendees – become a sponsor!

## Benefits:

- Recognition as sponsor within website, Show Guide, attendee marketing and promotional campaigns.
- Brand awareness as sponsor within onsite signage where applicable.
- Acknowledgement in industry magazines *Washington Hospitality* and *Main Ingredient*.
- Greater exposure based on the specific sponsorship opportunity.

## Major Sponsorship Opportunities

### PRESENTING SPONSOR | \$10,000

Prominently position your company as a major supporter and leader in the foodservice industry throughout all pre, during, and post-show promotion and activities.

- Opportunity to address and welcome attendees to the Show with a "Welcome" message in the Show Guide, Attendee Brochure and promotional emails.

### TASTING PAVILION SPONSOR | \$4,000

The Tasting Pavilion is one of the most popular Show features offering a unique opportunity for attendees to sample some of the finest beer, wine and liquor.

### EDUCATION SEMINARS SPONSORS | \$4,000

Present the Show's educational seminars that will address the industry's most current issues and trends. Position your company as a thought leader in the industry with this highly visible sponsorship.

- Opportunity to welcome attendees to the seminars and introduce speakers to the audience.

### HOT PRODUCTS SPONSOR | \$2,500

The Hot Products Showcase is a special area on the Show floor dedicated to trending products and services. After voting for their favorite product, attendees have the opportunity to win an official souvenir or prize to drive traffic to the booth.

### PASSPORT SPONSOR | \$2,500

The Passport Sponsor also includes exclusive branding and marketing promotion within the Show Guide to increase interaction with attendees. The redemption center would be located in close proximity to your booth to create increased networking opportunities with the attendees.

### WATER STATION SPONSOR | \$2,500

Offer a various water stations near your tradeshow booth and take advantage of plenty of networking opportunities while attendees are rehydrating.

### ~~SHOW BAG SPONSOR | \$2,000 + bag costs~~ **SOLD**

Your company's logo will be prominently displayed on the Show Bag given to every attendee at check-in. Hundreds will continue to advertise for you throughout the region as they take their bag home and use it again and again.

### LANYARD SPONSOR | \$2,000 + lanyard cost

Worn by participants at the Show. This sponsorship offers great visibility with your company's name displayed on the name badge lanyards.

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[NWFoodserviceShow.com](http://NWFoodserviceShow.com)

# ONE Big NIGHT

A BENEFIT *for* HOSPITALITY

Dinner and Auction!

May 2017

A perennial favorite, this lively auction and dinner event draws high profile members from the industry, offering your company the unique opportunity to get your brand positioned through sponsorship. This is the largest political action committee (PAC) fundraiser supporting efforts to strengthen Oregon's business environment for the food and lodging industries.

## Presenting Sponsor | \$8,000

- Premium representation in all promotional and communications efforts associated with the One Big Night – to thousands of industry leaders, restaurant owners/operators, and purchasing decision makers – before, during and following the event. This includes ORLA print and electronic media with more than 100,000 exposures building up to the event. Sponsorship includes all benefits, a reserved table for 10 at the event (valued at \$2,500), and an opportunity to welcome attendees from the stage.

## Major and Supporting Sponsorship Opportunities

**All sponsorships include the following benefits (level based on value of investment):**

- Featured in media placements in select issues of ORLA's *Main Ingredient* and *Lodging News*, with a combined reach of 37,000 readers.
- Highlighted in signage and collaterals throughout the event to industry attendees.
- Featured in e-newsletters and online at OregonRLA.org.
- Onsite acknowledgement to all attendees noting your company's support of industry efforts.
- Company logo or name on the big screen during the program.
- Post-event attendee lists.
- Promotional opportunities to promote your company and products.

### Live Auction Sponsor | \$6,000

- Includes table of 10
- Logo on all live auction slides and bidder paddles

### Silent Auction Sponsor | \$6,000

- Includes table of 10
- Logo on all bid sheets
- Opportunity to provide branded clipboards

### Payment & Registration Sponsor | \$6,000

- Includes table of 10
- Opportunity for added exposure at the event

### Major Sponsor | \$4,500

- Includes 5 seats

### Wine Sponsor | \$2,000 PLUS Product

- Includes 2 seats
- Product featured at the bars (exclusive)

### Spirits Sponsor | \$2,000 PLUS Product

- Includes 2 seats
- Product featured at the bars (exclusive)

### Beer Sponsor | \$2,000 PLUS Product

- Includes 2 seats
- Product featured at the bars (exclusive)

### Hospitality Partner | \$2,500

- Includes 2 seats

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[OregonRLA.org/OneBigNight](http://OregonRLA.org/OneBigNight)



TEE UP YOUR BRAND!

July 2016  
Langdon Farms Golf Club, Aurora

Maximize your company's exposure in front of hospitality and foodservice industry members at this annual golf tournament with awards lunch to follow. Proceeds to ORLAPAC.

## Major Sponsorship Opportunities

### EACH MAJOR SPONSORSHIP INCLUDES:

- Thousands of impressions of your brand with pre-event, on-site, and post-event communications
- Prominent exposure to over 150 attendees in the official program and on-site signage
- Up to 12 months of exposure with company logo on the ORLA website
- Recognition at awards lunch
- Four tournament entries (*golf, carts, refreshments and lunch for 4 people – \$700 value!*)

#### Presenting Sponsor | \$6,000

- Full name and logo association with all promotional event communication to thousands of industry leaders and decision makers
- Includes all media, web and print materials, on-site signage
- Four additional tournament entries (eight golfers total)
- Merchandising opportunity at event registration

#### Lunch Sponsor | \$3,000

- Logo on signage and table-tents at awards lunch
- Merchandising opportunity at awards lunch

#### Putting Contest Sponsor | \$2,500

- Logo on putting contest signage
- Merchandising opportunity at putting contest

#### Beverage Cart Sponsor | \$2,500

- Logo on drink tickets and beverage cart signage
- Option to exclusively feature your beverage products on beverage cart

#### Golf Cart Sponsor | \$2,500

- Logo on all attendee golf cart signs
- Merchandising opportunity in each attendee golf cart

#### Hole In One Sponsor | \$2,500

- Logo on signage at "hole in one" designated hole

#### Driving Range Sponsor | \$2,500

- Logo on signage at driving range
- Merchandising opportunity at driving range

## Hole Sponsorship Opportunities

### Hole Sponsorship & Golf Package | \$1,200 ea

- Face to face merchandising opportunity at sponsored hole
- Individual exposure to players as they advance through the course
- Table and two chairs (*canopy available for \$40*)
- Name on sponsored hole signage
- Recognition at awards lunch
- Company name on program, event website, and some print ads
- Tournament foursome (*golf, carts, and lunch – \$700 value!*)
- Hole sponsorship without foursome available for \$700.

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[OregonRLA.org/Golf](http://OregonRLA.org/Golf)

# Convention

An Oregon Restaurant & Lodging Association Event

Get in Front of Oregon Hospitality!

October 8-9, 2017  
Riverhouse on the Deschutes, Bend

Promote your products, services and company to hundreds of industry leaders, owners, operators, general managers and purchasing decision makers at the annual ORLA Convention.

## Major Sponsorship Opportunities

### EACH MAJOR SPONSORSHIP INCLUDES:

- Thousands of impressions of your brand with pre-event, on-site, and post event communications
- Prominent exposure to over 400 attendees in the official program
- On-site signage, specific to your sponsorship
- Up to 12 months of exposure with company logo on the ORLA website

### Presenting Sponsor | \$6,000

- Name and logo association with all promotional event communication to industry leaders and decision makers
- Includes all media, web and print materials, on-site signage

### Taste Bend Outing | \$5,000

- Logo on signage at member restaurants
- Logo on Taste Bend map and entertainment collateral

### Meals & Reception

#### Sunday Awards Dinner Sponsor | \$3,500

#### Supporting Sponsor | \$1,500 Ea

- Name and logo recognition in program, presentation and signage

#### Sunday Opening Lunch Sponsor | \$2,500

#### Supporting Sponsor | \$1,500 Ea

- Logo on signage and table-tents at lunch
- Merchandising opportunity during lunch

#### Monday Breakfast Sponsor | \$2,500

#### Supporting Sponsor | \$1,500 Ea

- Logo on signage and table-tents at breakfast
- Merchandising opportunity during breakfast

#### Monday Lunch Sponsor | \$2,500

#### Supporting Sponsor | \$1,500 Ea

- Logo on signage and table-tents at lunch
- Merchandising opportunity during lunch

#### Sunday Awards Reception Sponsor | \$2,000

#### Supporting Sponsor | \$300 Ea + Beverage Product

- Signage and table-tent recognition at reception

### Keynotes & Education

#### Sunday Opening Keynote Sponsor | \$3,500

- Name and logo recognition with Sunday Opening Keynote

#### Monday Breakfast Keynote Sponsor | \$3,500

- Name and logo recognition with Monday Breakfast Keynote

#### Monday Lunch Keynote Sponsor | \$3,500

- Name and logo recognition with Monday's lunch Keynote

#### Breakout Session Sponsor | \$750 Ea

- Includes during-session signage with logo
- Merchandising opportunity during session

### Awards

#### Restaurateur Award Sponsor | \$1,250

- Name and logo recognition in program and presentation

#### Lodging Operator Award Sponsor | \$1,250

- Name and logo recognition in program and presentation

#### Employee Award Sponsor | \$1,250

- Name and logo recognition in program and presentation

#### Associate Member Award Sponsor | \$1,250

- Name and logo recognition in program and presentation

### Additional

#### Transportation Sponsor | \$1,000

- Logo on Taste Bend map
- Microphone promotion during travel

## Vendor Showcase | \$1,250 Ea - space limited

### INCLUDES:

- Table in Vendor Showcase, available to attendees
- Face to face merchandising opportunities
- Company name on program, event website, and some print ads



November 2017

# Chairman's G • E • T • A • W • A • Y

This highly regarded annual event draws an exclusive audience from around the state and offers a decadent culinary experience and private gathering among some of the industry's leadership. Proceeds from this event benefit ORLA's political action committee (PAC).

## Major Sponsorship Opportunities

*Sponsorships, including in-kind donations, assist ORLA in meeting our goals to promote, protect and serve the hospitality industry in Oregon.*

### EACH MAJOR SPONSORSHIP INCLUDES:

- Prominent exposure of your brand in all marketing and communications promoting the event
- Up to 12 months of online exposure with your company logo on the event's website
- Featured recognition at the event in front of all attendees
- Featured in electronic newsletters with more than 3,000 recipients

### **Sponsorship opportunities range from \$500-\$5,000.**

Product and in-kind donations are also requested.

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