

# ALLIED PARTNER KIT

# ORLA IS YOUR PARTNER FOR SUCCESS.

# Let us help grow your business with opportunities that effectively target your desired audience and gain greater exposure.

Oregon Restaurant & Lodging Association's (ORLA) advertising and sponsorship opportunities place your brand in front of 10,000+ foodservice establishments, 2,400+ lodging properties, and a vast network of suppliers, purveyors, educators and those with interest in the foodservice and lodging industry.

ORLA provides a diverse array of advertising and sponsorship mediums from on-site event exposure, to print advertising, to digital– including website, email, podcast and webinar opportunities. Our dedicated business development team can assist you in reaching your target audience through a strategic multi-channel approach.

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Note: All information within this document is subject to change.

### Contact ORLA's Director of Business Development

Marla McColly: MMcColly@OregonRLA.org | 503.682.4422 x 6 | OregonRLA.org



# ABOUT ORLA

Oregon Restaurant & Lodging Association (ORLA) is the leading business association for the foodservice and lodging industry in Oregon. A not-for-profit trade organization, ORLA advocates for the foodservice and lodging industry in Oregon. In 2021, our industry provided over 153,700 jobs to working Oregonians and brought in over \$10.9 billion in annual sales for Oregon.

# **ORLA Mission**

ORLA serves as the leading industry advocate, striving to protect, improve and promote Oregon Hospitality.

"Getting involved with ORLA has been one of the best strategic partnership decisions we have made at HR Annie Consulting. This is a wonderful opportunity to be introduced to and engage with new clients, and we have an amazing resource to utilize for our own business."

> - Cindy Free, HR Annie Consulting

"On a local and individual level ORLA does exceptional work to inform, protect and promote the Oregon restaurant and lodging community. Partnering with ORLA is the best way to advocate our Oregon businesses and our shared concerns."

> - Jake Vanderveen, McDonald Wholesale Company

"Curtis Restaurant Equipment has been a long-time Allied Partner of the Oregon Restaurant & Lodging Association. We understand the importance of being a part of the industry association that works diligently at representing our customers in the Pacific Northwest, and continues to make sure that the voice of this industry is heard. We have always valued our partnership with ORLA and will continue to do so in the future." - Ryan McPhail, Curtis Restaurant Equipment

RLA

Oregon Restaurant

& Lodging Association

# OREGON HOSPITALITY FOUNDATION

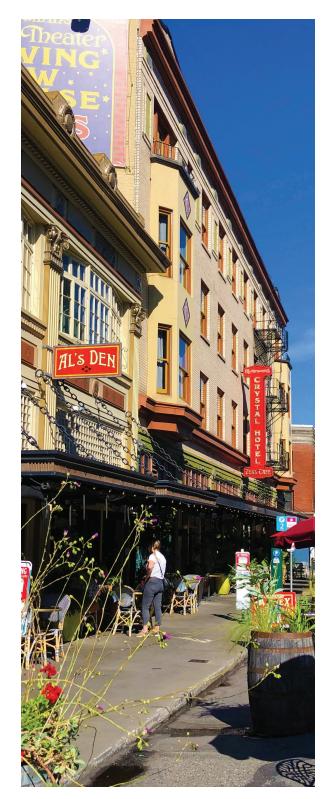
The Oregon Hospitality Foundation (OHF) is as a 501c3 nonprofit organization. Our mission is to support the workforce, educational, training, and philanthropic needs of Oregon's hospitality industry. Learn more about OHF's ongoing work at OregonHospitalityFoundation.org.



# Oregon Hospitality







# ALLIED MEMBERSHIP

# Promote your business to the restaurant and lodging industry with membership options to fit your budget and goals.

Restaurant and lodging operators invest in the Oregon Restaurant & Lodging Association (ORLA) for access to exclusive group buying-power programs, representation from our advocacy team, industry intelligence and educational opportunities that create operational efficiencies. Our members are active decision-makers within their business who look to their trusted industry association for referrals to providers that offer products and services to solve business needs.

# YOUR BUSINESS THRIVES ON THE SUCCESS OF OUR MEMBERS.

Your product might be coffee, but your sales increase when cafés, drive-thrus, diners, and limited-service hotels thrive. Your service might be carpet cleaning, but your frequency of service increases when our industry turns more guest rooms. You might deliver groceries, but you see more deliveries when your clients attract more customers. These wins happen because of a healthy business environment that allows our industry to thrive.

# WE INVITE YOU TO INVEST IN YOUR CUSTOMERS' SUCCESS.

We know membership is not a one-size-fits-all relationship. ORLA provides a variety of member benefits that allow you to choose what works best for you. Your annual membership is a direct investment in the health of the hospitality industry in Oregon.

# BE OUR GUEST.

Our industry partners lead the way and make lasting connections with restaurant owners, lodging operators, and community leaders while strengthening our industry. You can gain exposure at diverse events and connections at various networking opportunities.



# ORLA ALLIED MEMBERSHIP TIERS

NOT just membership. It's a marketing and sales program! Tap into the statewide hospitality community with the allied membership that is right for your organization.

\*Available only to organizations with less than 25 employees

Deliverables that offset your annual investment and give you visibility and exclusive member-only access:	Supporter* \$450	Enthusiast* \$800	Champion \$1,500	Leader \$3,000	lcon \$5,000
Online Buyer's Guide detailed listing, link to website, ability to publish a coupon	x	upgraded	upgraded	upgraded	upgraded
ORLA Allied Member badge for digital and print use showcasing your membership status	x	x	x	x	x
Subscription to our monthly members-only e-newsletter, the ORLA Insider	x	x	x	x	×
Ability to sponsor ORLA's annual industry events	x	x	x	х	x
Ability to advertise in ORLA's industry communication channels	x	x	x	x	x
Ability to participate as a Hospitality Partner	x	x	x	x	x
Ability to add up to two educational events or webinars to ORLA's online calendar per month	x	x	x	x	×
ORLA Member database of 2,500+ foodservice and lodging establishments for your marketing use		x	x	x	×
Online Buyer's Guide enhanced listing (includes color and logo), link to website, ability to publish a coupon		x	x	upgraded	upgraded
Online Buyer's Guide enhanced and highlighted listing (includes color, and logo), link to website, ability to publish a coupon			x	x	×
Comprehensive database of 11,000+ Oregon foodservice and lodging establishments for your marketing use			x	x	×
One-third page ad in one issue (per year) of Oregon Restaurant & Lodging Association Magazine			x	x	upgraded
- Highlight in one edition (per year) of our monthly ORLA Insider emails: business logo with link as a featured product/service			x	upgraded	upgraded
Tickets to Industry Night Out at Northwest Food Show			2	3	4
Highlight in one edition (per year) of our monthly ORLA Insider emails: graphic insert with link				x	upgraded
Invitation to one ORLA Board reception per year				x	×
Two intro industry letters per year by CEO, COO, or Director of Business Development				x	×
Highlight in one edition (per year) of our monthly ORLA Insider emails: expanded graphic insert with text and link					×
Half-page ad in one issue (per year) of Oregon Restaurant & Lodging Association Magazine					x
Opportunity to promote your business to ORLA's Regional Reps through conference call (15 minutes, per year)					x
Host amenity gift for ORLA Hospitality Conference participants					x
Opportunity to submit a blog post (up to 800 words) on ORLA's website					x
24 hour social media posting privileges on ORLA's Facebook, Twitter, and LinkedIn accounts					x

JOIN OR UPGRADE YOUR MEMBERSHIP ONLINE TODAY OregonRLA.org/allied-benefits





### **UPCOMING EDITORIAL FOCUS:**

**SPRING 2023** (Ad close 02.13.23)

Safety & Security

**SUMMER 2023** (Ad close 05.12.23)

Local Food Systems

AUTUMN 2023 (Ad Close 08.25.23) ► TBA

WINTER 2024 (Ad close 11.06.23) ► TBA

### **ARTICLE SUBMISSION:**

Submit articles, news and information relevant to Oregon's hospitality industry to Editor LLittle@OregonRLA.org. Learn more about our submission criteria at: OregonRLA.org/submission-guidelines

# **Oregon Restaurant & Lodging** Association Magazine

ORLA's publication is mailed quarterly to over 10,000 Oregon foodservice and lodging establishments and vendors dedicated to servicing the hospitality industry. This publication covers the most relevant, industry-specific topics of importance to both restaurant and lodging operators.

## CIRCULATION: 10,000+ Reach 30,000+

### READERSHIP: Every restaurant and lodging facility in Oregon, including:

- 7,300+ establishments serving alcohol
- ► 2,200+ restaurants with lottery products
- Businesses responsible for more than \$10.8 billion in annual food and beverage sales ►
- Foodservice: bar/tavern, family casual, fast casual, quick service, fine dining, and other foodservice ►

\$2.134

\$2.013

\$1,931

\$1,828

Зx

\$1,602

\$1,073

\$853

Lodging: bed & breakfast, hotel-motel, resort, RV park, vacation rental 

\$2.247

\$2.119

\$2.033

\$1,924

2x

\$1.687

\$1,130

\$898

Purveyors to the industry ►

# FULL PAGE PREMIUM PLACEMENT: 1x

CENTER SPREAD\*

INSIDE SPREAD\*

OUTSIDE BACK COVER\*

INSIDE FRONT COVER

FIRST INSIDE RIGHT

INSIDE BACK COVER

AD RATES:

FULL PAGE

1/2 PAGE

1/3 PAGE

\$4,460

\$4,015

\$2.365

\$2.230

\$2.140

\$2,025

1x

\$1.874

\$1,255

\$998

\*Spreads and back cover must be full page bleed

	oprodab drid basic cover maer bo ran page brood					
2x	Зx	4x				
\$4,237	\$4,025	\$3,824				
\$3,814	\$3,624	\$3,442				

\$2.028

\$1.912

\$1,835

\$1,736

4x

\$1.522

\$1,019

\$811

### **AD SPECIFICATIONS:**

FULL PAGE	7.5"x10"
FULL PAGE BLEED	8.75"x11.25"
1/2 PAGE HORIZONTAL	7.5"x 4.75"
1/2 PAGE VERTICAL	3.5"x10"
1/3 PAGE HORIZONTAL	7.5"x 3.0625"
1/3 PAGE VERTICAL	2.33"x10"

High resolution, print optimized PDFs are preferred. Line artwork should be 1200 dpi. Color and grayscale photos should be 300 dpi.

### ALSO AVAILABLE:

card blow-ins, card stitch-ins, and poly-bag.







# Digital

# OREGONRLA.ORG Oregon's Hospitality Industry Online Resource

ORLA's website offers rotator ad placements for a 30day duration; choose a banner ad with run of site (ROS) or rectangle ad that appears on key pages. Limited availability. Metrics include average number of page views, impressions, and banner clicks. Page views average over 24,000 per month.

### AD SPECIFICATIONS: (File size 15k, 72 dpi)

jpeg, gif, flash or shockwave

- Medium Rectangle 300 x 250 pixels
- Super Leaderboard 970 x 90 pixels

## AD RATES:

MEDIUM RECTANGLE	\$550
SUPER LEADERBOARD	\$850
SUPER LEADERBOARD & MEDIUM RECTANGLE	\$1,200

# ORLA BLOG Industry Updates and Articles

Oregon's hospitality industry visits OregonRLA.org to find resources, information and the perspectives collected on our blog. Provide a blog post for our website and highlight your area of expertise to the industry. Limited availability.

SPECIFICATIONS: Limited to 800 words; must include title (maximum of 8 words), and byline for author (maximum of 30 words). Can submit an image to accompany blog (.jpg or .png).

Submissions should cover an issue, product or service of relevance to the Oregon restaurant and lodging industry and follow submission guidelines found at OregonRLA.org/submission-guidelines. The article should be written in an objective fashion (not self-serving).

### AD RATES:

ONE BLOG POST

\$350



# **BOILED DOWN PODCAST** Podcast Discussion on Industry Issues

Podcast advertising opportunities include the option to provide an audio file, be recorded, or we record your ad spots for you. Two 30-second ad spots will run in two consecutive podcasts (for a total of four total ad placements). Downloads average over 150.

## AD SPECIFICATIONS:

▶ Two 30-second audio files

# AD RATE:

FOUR TOTAL PODCAST ADS

\$150

# **WEBINARS**

### Association or Foundation Hosted Online Presentations

\$700

Sponsor an Oregon Hospitality Foundation (OHF) webinar focused on best practices, techniques, and technical support or an ORLA curated webinar to address industry hot topics, rules/regulations, and government affairs. Your sponsorship includes logo placement on the registration page and promotional outreach. Your investment also includes 60-90 sec. mic time, and placement with your logo and up to 50 words in a post-webinar email. Your sponsorship includes a choice of featured content, based on availability.

### RATE:

WEBINAR SPONSORSHIP

IIP





# ORLA Insider-MEMBER EXCLUSIVE

May 2020











Banner Ad Placem

Digital

# **EMAIL PACKAGES - ORLA INSIDER ADS & SPONSORED EMAIL**

Multiple exposures prove effective in building awareness. ORLA's monthly member-only e-newsletter (Insider) has over 2,170 subscribers and an open rate average of 33%. Sponsored emails are sent industry-wide to over 4,451 subscribers.

## **Insider Ad and Email Package**

Includes either a banner ad or featured ad in ORLA's monthly e-newsletter for two consecutive issues. PLUS, we'll send a sponsored email to all-industry with your 150-word copy and graphic. Submission deadline for e-newsletter is the first Monday of the month; sponsored emails require a minimum of two weeks.

### **SPECIFICATIONS**: (File size 5MG) jpeg, gif, flash or shockwave files

▶ Banner Ad: 600 x 100 pixels

- ► Featured Ad:
  - Image: 300 x 250 pixels
  - Headline: 25 characters or less
  - Copy: 35 words or less
  - Contact info; website or call to action
  - Hyperlink: where clicks will direct to

### Sponsored Email

- Subject Line: 25 characters or less
- Headline: 25 characters or less
- Graphic: 600 x 400 pixels
- Copy: 150 words or less
- Contact info: website or call to action
- Hyperlink: where clicks will direct to

### RATES:

BANNER AD + EMAIL	\$1,100
FEATURED AD + EMAIL	\$1,400
ADDITIONAL EMAIL	\$500



### Banner Ad Sample



Authentic Oregon Wines When selecting Oregon wines, choose authentic wines produced locally in Oregon from sustainably grown grapes. Willamette Valley Vineyards' dedicated winery staff are located throughout Oregon and look forward to partnering with you to educate guests and host events 503.588.9463

Featured Ad Sample



# **Table Turnover** Technology

### Introducing table turnover technology to help improve the bottom line.

Let us Nudge is an innovative technology designed to help table turnover efficiency during busy times. Our cloud-based platform offers a secure, seamless, and subtle restaurantcustomer experience that helps family-owned, casual-chain, and fine-dining restaurants, with indoor or outdoor seating, 365-24-7. The platform itself is simple to use, cloud-based QR code technology which is delivered via restaurant and customer mobile devices. There is nothing to purchase, no hardware, or setup fees. We are here to help the restaurant industry recover now and for the future and we passionately believe "the wait is over, both restaurants and customers win."



### Sponsored Email Sample



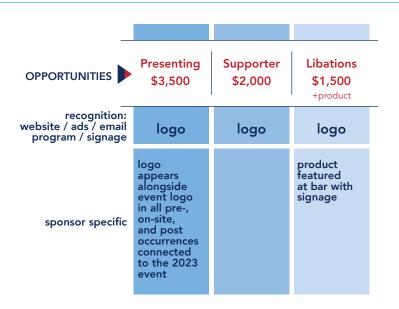




# Taste Oregon Legislative Reception February 21, 2023 | Salem Convention Center

The industry's unique opportunity to meet several of Oregon's top policymakers while enjoying food and beverages from member restaurants, wineries and breweries. ORLA will also host a Day at the Capitol for interested members to engage legislative leadership and state agency directors earlier in the day.

## Attendance Goal: 200+







# **Oregon ProStart Championships** March 13, 2023 | 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 with the Oregon ProStart Championships, the annual statewide competition hosted by the Oregon Hospitality Foundation.

## Program Participation Goal: 40 schools, 4 thousand students Championship Attendance Goal: 200+

	Presenting \$15,000	Major \$7,500	Champion \$5,000	Star \$4,000	School \$2,500	Supporter \$2,000
attendee registrations	4	2	2	2	2	2
recognition: website / ads / email program / signage	logo	logo	logo	logo	name	name
sponsor specific	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	х	х	х			
electronic promotion to schools	х	х	х			
half page ad in ORLA's publication (pending editor approval)	х	х	х			
speaking at podium opportunity	3 min					
opportunity to provide professional chef judge	х	х				
table at exhibit fair	х	х				

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.



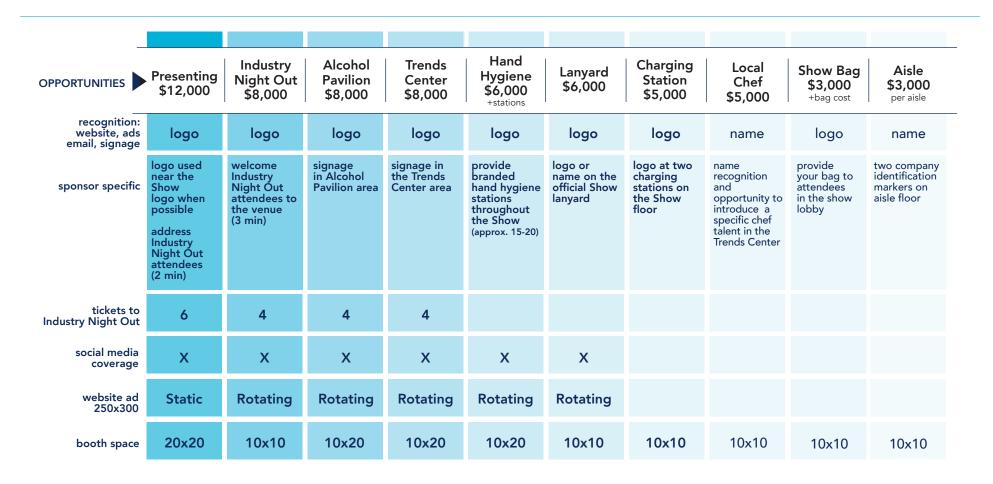


# northwest FOOD SHOW

# Northwest Food Show April 16-17, 2023 | Portland Expo Center

Industry members flock to the region's largest foodservice and beverage show for ideas, information and new tools for success. ORLA will also host an Industry Night Out on Sunday, April 16 at Produce Row Café.

# Attendance Goal: 3,000+



### 10x10 Booth Spaces Are Available Starting at \$1,850

Learn more about exhibiting at the Northwest Food Show at NWFoodShow.com



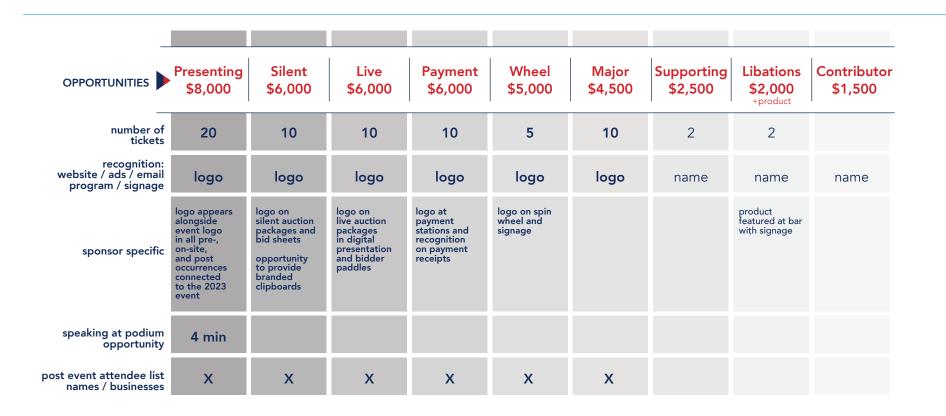


# ORLA PAC Auction June 8, 2023 | Hilton Portland Downtown

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

A BENEFIT for HOSPITALITY

Attendance Goal: 300+







# ORLA Open Golf Tournament July 24, 2023 | Langdon Farms, Aurora

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

Attendance Goal: 144+

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	Presenting \$8,000	Eagle \$5,000	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 \$700
foursomes allotted	2	2	1	1	1	1	1	1	1	1	
recognition: website / ads / email	logo	logo	logo	logo	logo	logo	logo	logo	name	name	name
program / signage sponsor specific signage	logo appears with event logo in all pre-, on-site, and post occurrences connected to the 2023 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 contest specific hole	logo on signage at contest specific hole	logo on signage at assigned hole
post event attendee list names / businesses	х	х	х	x	х	х	x	x	Х	Х	Х
reserved hole	x	x				х					Х
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										

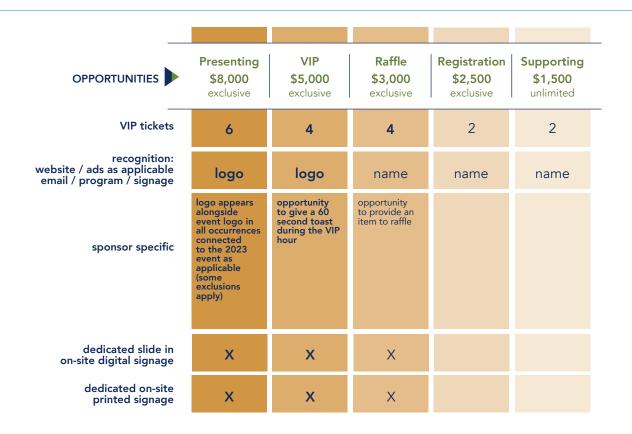


## Swig & Savor August 26, 2023 | Portland Marriott Downtown Waterfront

# SWIG & SAVOR whisk(e)y festival

Celebrate whisk(e)y and engage with the public. Swig & Savor will highlight whiskies from around the world through tastings and educational seminars.

### Attendance Goal: 400



**10x10 Booth Spaces Are Available Starting at \$395. Contact for more information.** 





# ORLA Hospitality Conference September 30 - October 2, 2023 | Ashland Hills Hotel & Suites

Industry leaders, owners and operators gather for this multi-day event of illuminating keynotes, informative seminars and breakout sessions and networking. ORLA will also host an Allied appreciation board reception Saturday, September 30 at the Ashland Hills Hotel & Suites.

## Attendance Goal: 300+







# Oregon Tourism Leadership Academy Quarterly Experiences

Leadership program charged with activating the full potential of Oregon's tourism industry through its people. Academy participants will embark on a once in a lifetime journey. New champions will emerge and inspire others to embrace the potential they have inside themselves to bring their very best to Oregon's tourism industry.

Attendance Goal: 20 Oregon tourism professionals per year

	Academy Sponsor \$12,000 (limit 2)	Supporting Sponsor \$6,000 (limit 2)	Experience Sponsor \$2,500 (limit 4)
experiences for one participant, includes meals and lodging	4	2	1
recognition: website / email / signage	logo	logo	logo
sponsor specific	CHOICE OF: • Welcome message and amenity in participant guestrooms at each experience • Parting gift with message		
opportunity to give classroom welcome	х	х	х
opportunity to give a toast	х	х	



# **OREGON HOSPITALITY FOUNDATION (OHF)**

An investment with OHF provides support for our industry's workforce recruiting, retention, and advancement strategies as well as philanthropic work that benefits operators and employees. Learn more at OregonRLA.org/foundation.

## FOCUS INCLUDES

- Entry level and upskill-focused curriculum and training assistance
- Career Training and Exploration support of school programs for food service (ProStart) and Hospitality Tourism and Management
- Workforce Strategies that present our industry's needs and opportunities to job seekers, counselors, and support services
- Collaboration with key workforce partners including the Oregon Department of Education, Oregon's Workforce and Talent Investment Board and the Oregon Employment Department

### WORKFORCE DEVELOPMENT INITIATIVES

- Ongoing support of Oregon's ProStart program which includes 30 ProStart schools, their teachers, and approximately 3,000 students many who could be prospective employees. In addition to a statewide competition, OHF has also provided technical support, resources and facilitated webinars offering best-practice student engagement tools centered on virtual learning and future workforce advancement.
- Providing various web-based on-demand training resources to help restaurants and hotels with guest service and preparedness.

# FOUNDATION DONOR LEVELS

Choose an annual commitment level for you or your organization

## **CONTRIBUTING DONOR - \$3,000**

Your charitable contribution is an investment to help the ongoing support of the workforce through the mission of the Oregon Hospitality Foundation.

- Your name/business listed in text as a donor on OregonHospitalityFoundation.org
- Your name/business recognized in text in annual sponsor video

# SUPPORTING DONOR – \$7,500

Provide scholarships for skill-building and career awareness training tools to help students and jobseekers pursue credentials such as Guest Service Professional, Certified Guest Room Attendant, Certified Kitchen Cook, and Certified Front Desk Agent Representative and additional certifications.

- Your name/business logo listed as a donor on OregonHospitalityFoundation.org
- Your name/business logo highlighted in annual sponsor video
- Access to ORLA's Business Liaison Office which provides specialized support for your organization's workforce priorities



## WORKFORCE CREATOR - \$15,000

The Oregon Hospitality Foundation's Workforce Creators will be making the ultimate statement in prioritizing workforce development efforts for the industry. Investors at this level will have direct access to ORLA's CEO Office as well as all staff focused on workforce development priorities. \$5,000 out of your \$15,000 investment goes to support the financial success of Oregon's ProStart programs including the annual statewide ProStart competition.

- Your name/business logo listed as a donor on OregonHospitalityFoundation.org
- Your name/business logo highlighted in annual sponsor video
- Access to ORLA's Business Liaison Office which provides specialized support for your organization's workforce priorities
- Access to ORLA's CEO Office



