



# 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.

## ABOUT

Association Mission and Testimonials.....	2
Oregon Hospitality Foundation (OHF).....	2

## ALLIED MEMBERSHIP

About Allied Membership.....	3
Allied Membership Deliverables.....	4

## PRINTED PUBLICATION

Oregon Restaurant & Lodging Association Magazine.....	5
---	---

## DIGITAL

OregonRLA.org.....	6
ORLA Blog .....	6
Boiled Down Podcast.....	6
Webinars.....	6
E-Newsletters and Sponsored Emails.....	7

## SPONSORSHIP OPPORTUNITIES

Taste Oregon.....	8
Oregon ProStart Championships.....	9
Northwest Food Show.....	10
One Big Night ORLAPAC Auction.....	11
ORLA Open Golf Tournament.....	12
Swig & Savor Whisk(e)y Festival.....	13
ORLA Hospitality Conference.....	14
Oregon Tourism Leadership Academy.....	15

## ANNUAL DONOR SUPPORT

Oregon Hospitality Foundation Donor Levels.....	16
---	----

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

Contact ORLA's Director of Business Development

► Marla McColly: [MMcColly@OregonRLA.org](mailto:MMcColly@OregonRLA.org) | 503.682.4422 x 6 | [OregonRLA.org](http://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

## OREGON HOSPITALITY FOUNDATION

The Oregon Hospitality Foundation (OHF) is 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](https://OregonHospitalityFoundation.org).



*Oregon Hospitality*  
**FOUNDATION**







# 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:

Online Buyer's Guide detailed listing, link to website, ability to publish a coupon

ORLA Allied Member badge for digital and print use showcasing your membership status

Subscription to our monthly members-only e-newsletter, the ORLA Insider

Ability to sponsor ORLA's annual industry events

Ability to advertise in ORLA's industry communication channels

Ability to participate as a Hospitality Partner

Ability to add up to two educational events or webinars to ORLA's online calendar per month

ORLA Member database of 2,500+ foodservice and lodging establishments for your marketing use

Online Buyer's Guide enhanced listing (includes color and logo), link to website, ability to publish a coupon

Online Buyer's Guide enhanced and highlighted listing (includes color, and logo), link to website, ability to publish a coupon

Comprehensive database of 11,000+ Oregon foodservice and lodging establishments for your marketing use

One-third page ad in one issue (per year) of Oregon Restaurant & Lodging Association Magazine

Highlight in one edition (per year) of our monthly ORLA Insider emails: business logo with link as a featured product/service

Tickets to Industry Night Out at Northwest Food Show

Highlight in one edition (per year) of our monthly ORLA Insider emails: graphic insert with link

Invitation to one ORLA Board reception per year

Two intro industry letters per year by CEO, COO, or Director of Business Development

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

Opportunity to promote your business to ORLA's Regional Reps through conference call (15 minutes, per year)

Host amenity gift for ORLA Hospitality Conference participants

Opportunity to submit a blog post (up to 800 words) on ORLA's website

24 hour social media posting privileges on ORLA's Facebook, Twitter, and LinkedIn accounts

Supporter* \$450	Enthusiast* \$800	Champion \$1,500	Leader \$3,000	Icon \$5,000
x	upgraded	upgraded	upgraded	upgraded
x	x	x	x	x
x	x	x	x	x
x	x	x	x	x
x	x	x	x	x
x	x	x	x	x
	x	x	x	x
	x	x	upgraded	upgraded
		x	x	x
		x	x	x
		x	x	upgraded
		x	upgraded	upgraded
		2	3	4
			x	upgraded
			x	x
			x	x
				x
				x
				x
				x

JOIN OR UPGRADE YOUR MEMBERSHIP ONLINE TODAY

[OregonRLA.org/allied-benefits](https://OregonRLA.org/allied-benefits)

Contact ORLA's Director of Business Development  
Marla McColly: [MMcColly@OregonRLA.org](mailto:MMcColly@OregonRLA.org) | 503.682.4422 x 6  
OregonRLA.org | 01.19.23 | **PAGE 4**





# 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
- ▶ Lodging: bed & breakfast, hotel-motel, resort, RV park, vacation rental
- ▶ Purveyors to the industry

## 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**

## FULL PAGE PREMIUM PLACEMENT:

\*Spreads and back cover must be full page bleed

	1x	2x	3x	4x
CENTER SPREAD*	<b>\$4,460</b>	<b>\$4,237</b>	<b>\$4,025</b>	<b>\$3,824</b>
INSIDE SPREAD*	<b>\$4,015</b>	<b>\$3,814</b>	<b>\$3,624</b>	<b>\$3,442</b>
OUTSIDE BACK COVER*	<b>\$2,365</b>	<b>\$2,247</b>	<b>\$2,134</b>	<b>\$2,028</b>
INSIDE FRONT COVER	<b>\$2,230</b>	<b>\$2,119</b>	<b>\$2,013</b>	<b>\$1,912</b>
FIRST INSIDE RIGHT	<b>\$2,140</b>	<b>\$2,033</b>	<b>\$1,931</b>	<b>\$1,835</b>
INSIDE BACK COVER	<b>\$2,025</b>	<b>\$1,924</b>	<b>\$1,828</b>	<b>\$1,736</b>

## AD RATES:

	1x	2x	3x	4x
FULL PAGE	<b>\$1,874</b>	<b>\$1,687</b>	<b>\$1,602</b>	<b>\$1,522</b>
1/2 PAGE	<b>\$1,255</b>	<b>\$1,130</b>	<b>\$1,073</b>	<b>\$1,019</b>
1/3 PAGE	<b>\$998</b>	<b>\$898</b>	<b>\$853</b>	<b>\$811</b>

## 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.

## ARTICLE SUBMISSION:

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







# Digital

## OREGONRLA.ORG

### Oregon's Hospitality Industry Online Resource

ORLA's website offers rotator ad placements for a 30-day 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	<b>\$550</b>
SUPER LEADERBOARD	<b>\$850</b>
SUPER LEADERBOARD & MEDIUM RECTANGLE	<b>\$1,200</b>



## 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	<b>\$150</b>
------------------------	--------------

## 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	<b>\$350</b>
---------------	--------------

## WEBINARS

### Association or Foundation Hosted Online Presentations

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	<b>\$700</b>
---------------------	--------------



May 2020

News and information for association members

ADVOCACY UPDATE

Look, share and receive government offers online



Efforts to Reopen Oregon

Statewide Relief Efforts

Governor Brown announced today the counties that can begin entering Phase 1 of reopening on May 18. Please follow the sequencing of steps and be sure that before the health and safety guidelines. ORLA also announced, in anticipation for the removal of an initial plan to have businesses operate at 50% of their capacity, the sequencing of the steps as well as ensuring the percentage space requirement emerging in many states which close capacity at levels from 25 to 50% of maximum occupancy.

ORLA is preparing a letter for Governor Brown requesting the location and the location of where food and beverage service is not closed by Executive Order. ORLA also announced that the location of where food and beverage service is not closed by Executive Order. ORLA also announced that the location of where food and beverage service is not closed by Executive Order. ORLA also announced that the location of where food and beverage service is not closed by Executive Order.

Federal Relief Efforts

Our national partners, the American Hotel & Lodging Association (AHLA), the American Restaurant Association (ARA), and the National Restaurant Association (NRA) have been leading the recovery efforts for COVID-19. This week they sent a joint letter to Congressional leaders in the House and Senate asking for cash for small businesses to allow businesses to operate without the risk of litigation.

Banner Ad Placement



INDUSTRY HEADLINES

Interacting technology needs and happenings



Tickets Available Through Sunday

Restaurant Fundraising, Tables & A Month, Schedule Through May 17  
Tables & A Month is the Oregon Hospitality Foundation's (formerly Oregon Restaurant & Lodging Association Education Foundation) for fund-raising for its non-profit Hospitality Relief Fund. This is a partnership with the Oregon State Fair. The Oregon Hospitality Foundation will be accepting cash donations from May 18 to May 24. The Oregon Hospitality Foundation will be accepting cash donations from May 18 to May 24. The Oregon Hospitality Foundation will be accepting cash donations from May 18 to May 24.

See Also:

- ORLA addresses plans for reopening restaurants
- Short-term economic stimulus funds pending to reopen on Oregon coast
- Oregon coronavirus relief plan set to begin in state reopening plan
- Situation open to seeking funds in need business loans

More Updates:



The State's Economic Impact Data Supports Need for Relief

COVID Address: Making progress toward reopening Oregon

Banner Ad Placement

UPCOMING  
Webinars, webinars and classes for you, your peers and employees

ORLA & Partner Webinars

- Visit ORLA's website for upcoming webinars
- View a list of some recent webinar recordings
- May 21: Using The CARES Act to Generate Additional Cash Flow

Online Training

- Oregon Food Blogger
- Oregon Alcohol Server
- Free Industry Training (extended through May 31)

Banner Ad Placement

# 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



Featured Ad Sample

### INDUSTRY Offers SPONSORED MESSAGE



#### 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 restaurant-customer 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."

Learn More

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+

OPPORTUNITIES	Presenting \$3,500	Supporter \$2,000	Libations \$1,500 +product
recognition: website / ads / email program / signage	logo	logo	logo
sponsor specific	logo appears alongside event logo in all pre-, on-site, and post occurrences connected to the 2023 event		product featured at bar with signage







## 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+

OPPORTUNITIES ▶	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	X	X	X			
electronic promotion to schools	X	X	X			
half page ad in ORLA's publication (pending editor approval)	X	X	X			
speaking at podium opportunity	3 min					
opportunity to provide professional chef judge	X	X				
table at exhibit fair	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.



# 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+

OPPORTUNITIES	Presenting \$12,000	Industry Night Out \$8,000	Alcohol Pavilion \$8,000	Trends Center \$8,000	Hand Hygiene \$6,000 <small>+stations</small>	Lanyard \$6,000	Charging Station \$5,000	Local Chef \$5,000	Show Bag \$3,000 <small>+bag cost</small>	Aisle \$3,000 <small>per aisle</small>
recognition: website, ads email, signage	logo	logo	logo	logo	logo	logo	logo	name	logo	name
sponsor specific	logo used near the Show logo when possible  address Industry Night Out attendees (2 min)	welcome Industry Night Out attendees to the venue (3 min)	signage in Alcohol Pavilion area	signage in the Trends Center area	provide branded hand hygiene stations throughout the Show (approx. 15-20)	logo or name on the official Show lanyard	logo at two charging stations on the Show floor	name recognition and opportunity to introduce a specific chef talent in the Trends Center	provide your bag to attendees in the show lobby	two company identification markers on aisle floor
tickets to Industry Night Out	6	4	4	4						
social media coverage	X	X	X	X	X	X				
website ad 250x300	Static	Rotating	Rotating	Rotating	Rotating	Rotating				
booth space	20x20	10x10	10x20	10x20	10x20	10x10	10x10	10x10	10x10	10x10

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

Learn more about exhibiting at the Northwest Food Show at [NWFoodShow.com](http://NWFoodShow.com)





A BENEFIT *for* HOSPITALITY

## 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.

Attendance Goal: 300+

OPPORTUNITIES		Presenting	Silent	Live	Payment	Wheel	Major	Supporting	Libations	Contributor
		\$8,000	\$6,000	\$6,000	\$6,000	\$5,000	\$4,500	\$2,500	\$2,000 +product	\$1,500
number of tickets		20	10	10	10	5	10	2	2	
recognition: website / ads / email program / signage		logo	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 2023 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 spin wheel and signage			product featured at bar with signage	
speaking at podium opportunity		4 min								
post event attendee list names / businesses		X	X	X	X	X	X			





## 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+

OPPORTUNITIES											
	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 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 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 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										





# SWIG & SAVOR

## WHISK(E)Y FESTIVAL

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

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

OPPORTUNITIES					
	Presenting \$8,000 exclusive	VIP \$5,000 exclusive	Raffle \$3,000 exclusive	Registration \$2,500 exclusive	Supporting \$1,500 unlimited
VIP tickets	6	4	4	2	2
recognition: website / ads as applicable email / program / signage	logo	logo	name	name	name
sponsor specific	logo appears alongside event logo in all occurrences connected to the 2023 event as applicable (some exclusions apply)	opportunity to give a 60 second toast during the VIP hour	opportunity to provide an item to raffle		
dedicated slide in on-site digital signage	X	X	X		
dedicated on-site printed signage	X	X	X		

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+

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 2023 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





## 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)
OPPORTUNITIES ▶			
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	X	X	X
opportunity to give a toast	X	X	



# 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](http://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](http://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](http://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](http://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

