

NYSRA Allied Member 2023 Sponsorship Opportunities



**NEW YORK STATE
RESTAURANT
ASSOCIATION**

nysra.org | info@nysra.org | 800.452.5212

WOMEN IN HOSPITALITY CONFERENCE • HK HALL, NYC • MARCH 8, 2023

Sponsorship Opportunities and Benefits	The Innovator \$10,000	The Inspirer \$5,000	The Achiever \$2,500	The Supporter \$1,500
Exhibitor table	✓	✓	✓	✓
Company recognition on prominent signage throughout the event	✓	✓	✓	
Logo included on name badges, conference website, and all other marketing materials	✓	Website, Program & Marketing Materials	Website & Program	Website & Program
Ad in event program	Full Page	Full Page	1/2 Page	
Complimentary event ticket(s)	Ten (10)	Five (5)	Three (3)	One (1)
Complimentary tickets to pre-event VIP Reception	Five (5)	Three (3)	Two (2)	
Recognition announcement of your company at conference	✓	✓		
Dedicated social media posts recognizing your company as a sponsor	✓			
Company promo video played during the lunch break	✓			
Your company's marketing materials (brochures, product sampling, giveaways) placed inside all gift bags	✓	✓	✓	✓



HOSPITALITY SUMMIT CO-HOSTED WITH NYSHTA • LAKE PLACID, NY • OCTOBER 1-3, 2023

Sponsorship Opportunities and Benefits	Event Sponsor \$7,500	Dinner Reception Sponsor \$5,000	Welcome Reception Sponsor \$3,500	Luncheon Sponsor \$2,500	Registration Sponsor \$1,500	Coffee Break Sponsor \$1,500	Swag Bag Sponsor (FREE!)
Event Tickets	Four (4)	Three (3)	Two (2)	Two (2)	One (1)	One (1)	
Logo featured on event web page	✓	✓	✓	✓	✓	✓	
Logo featured on event signage	✓	✓	✓	✓	✓	✓	
Recognition by CEO and/or Board chair	✓	✓	✓	✓	✓	✓	
Opportunity to address attendees	✓	✓	✓	✓			
Opportunity to address NYSRA Board of Directors at Annual Membership Meeting on 10/3	✓						
Personalized introductions to key event attendees	✓						
Logo featured in marketing emails and company tagged in social media posts about event	✓	✓	✓	✓	✓	✓	
Logo featured on event program	✓	✓	✓	✓	✓	✓	
Send your branded swag to the NYSRA office to be included in the swag bag!	✓	✓	✓	✓	✓	✓	✓

HOSPITALITY LEADERSHIP & OPERATIONS SYMPOSIUM • NYC • NOVEMBER 6, 2023

Sponsorship Opportunities and Benefits	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Happy Hour \$2,500	Lunch \$2,500	Breakfast \$2,500	Registration \$2,000	Vendor \$1,500
Exhibitor table	✓	✓	✓	✓	✓	✓	✓	✓
Company recognition on prominent signage throughout the event	Top Level	Mid Level						
Logo included on name badges, conference website, and all other marketing materials	✓	✓	Website, Program, & Signage	Website, Program, & Signage	Website, Program, & Signage	Website, Program, & Signage	Website, Program, & Signage	Website & Program
Ad in event program	Full Page	1/2 Page	1/4 Page					
Complimentary event ticket(s)	Five (5)	Three (3)	Three (3)	Two (2)	Two (2)	Two (2)	Two (2)	One (1)
Recognition announcement of your company at conference	✓	✓	✓					
Dedicated social media posts recognizing your company as a sponsor	✓	✓						
Company promo video played during the lunch break	✓							
Logo projected on wall for entirety of conference	✓							
Company mentioned in post-event social media post	✓	✓	✓	✓	✓	✓	✓	



RISE AWARDS • TURNING STONE CASINO & RESORT • VERONA, NY • DECEMBER 4, 2023

Sponsorship Opportunities and Benefits	Platinum \$10,000	Gold \$7,500	Silver \$5,000	After Party \$5,000	Bronze \$2,500	Cocktail Reception \$2,500	DJ \$2,000	Champagne Toast \$2,000	Photo Booth \$1,500	Restaurateur \$800
Event Tickets	Ten (10)	Eight (8)	Five (5)	Five (5)	Four (4)	Four (4)	Two (2)	Two (2)	Two (2)	Ten (10)
Company ad in program	Full Page	Full Page	1/2 Page	1/2 Page	1/4 Page	1/4 Page	1/4 Page	1/4 Page	1/4 Page	
Company logo featured on website	Top Level	Mid Level	Mid Level	★	Mid Level	★	★	★	★	
Company logo incorporated on stage	★	★	★	On signage	★	On signage	On signage	On signage	On signage	
Short company promo video played during awards	★									
Logo featured in event marketing emails	★	Three (3)	Two (2)	Two (2)	Two (2)	Two (2)	Two (2)	Two (2)	Two (2)	
Logo featured on official event invitation	★	★	★	★	★	★	★	★	★	
Recognition from podium	★	★	★							
Recognition in pre-event social media	★	★								
Recognition in thank you social media post	★	★	★	★	★	★	★	★	★	

To become a sponsor, please contact Sarah Higgins at sarahh@nysra.org or 800.452.5212 ext. 215.

2023 NYSRA Workforce Development Sponsorship Opportunities



THE 2023 PROSTART INVITATIONAL

Sponsorship Opportunities and Benefits	Key Event Sponsor (Culinary, Management, Burger Battle) \$10,000	National Team Sponsor (2 NY, 2 Vermont) \$5,000/team	Judges/VIP Dinner Sponsor \$5,000	Event Sponsor \$2,500
Complimentary Informational Booth	✓	✓	✓	
Company recognition on prominent signage throughout the event	✓	✓	✓	✓
Ad in event program	Full Page	Half Page	Half Page	Half Page
Company marketing materials placed inside all gift bags	✓	✓		
Recognition at specified ceremony/event	Opening Ceremony	Closing Ceremony	Recognized at dinner, ability to address the dinner attendees	Visual ONLY
Recognition on NYSRA social media channels	✓	✓	✓	✓
Logo included on website and event marketing/collateral materials	Website, all event signage, all event specific collateral materials	Website, event specific collateral materials, winning team checks, and Logo on sponsored team's national uniform	Website	Website

THE 2023 NYSRA PROSTART EDUCATOR CONFERENCE: NYS AND VERMONT EDUCATORS

Sponsorship Opportunities and Benefits	Key Event Sponsor \$5,000	Networking Dinner Sponsor \$2,500	Event Sponsor \$2,000	Supporter \$500-\$1,000
Complimentary Informational Booth	✓	✓ (at Networking Dinner)		
Company recognition on prominent signage throughout the event	✓	✓	✓	✓
Opportunity to address attendees	✓	Dinner ONLY	At sponsorship specific portion	
Company marketing materials and swag placed inside all gift bags	✓	During Dinner	✓	
Recognition at specified event	Conference Kick-Off	Networking Dinner	At sponsorship specific portion	
Recognition on NYSRA social media channels	✓	✓	✓	✓
Logo included on website and event marketing/collateral materials	Website, all event signage, all event specific collateral materials	Website and Nametags for dinner	Website	Website



THE 2023 NYSRA PROSTART/RESTAURANT READY BOOT CAMP

Sponsorship Opportunities and Benefits	Key Event Sponsor \$4,000	Luncheon Sponsor \$2,000	Event Sponsor \$1,000
Complimentary Informational Booth	✓	✓	
Company recognition on prominent signage throughout the event	✓	✓	
Opportunity to address attendees	✓		
Company marketing materials and swag placed inside all gift bags	✓	✓	✓
Recognition at specified event	✓	✓	
Recognition on NYSRA social media channels	✓	✓	✓
Logo included on website, and event marketing/collateral materials	Website, all event signage, all event specific collateral materials	Website	Website



WORKFORCE DEVELOPMENT A LA CARTE SPONSORSHIPS

Contact Elizabeth Fordley at elizabeths@nysra.org for more information.

ProStart Educator of Excellence: \$2,500 per state

- NYS or Vermont

ProStart Virtual Challenges: \$2,500 per challenge

- Approximately 3 challenges per school year
 - Gingerbread House
 - Garmache
 - Cake Decorating

Virtual Educational Events (ProStart & Restaurant Ready): \$500-\$1,000

- Dependent on company interests, length of virtual event, subject to be discussed

A LA CARTE SPONSORSHIP OPPORTUNITIES

Contact Sarah Higgins at sarahh@nysra.org for more information.

Webinars

Website and NYSRA App

Social/Networking Events



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