



Maximize Your Reach

NYSRA 2025
Sponsorship Opportunities

nysra.org • info@nysra.org • 800-452-5212





2025 SPONSORSHIP OPPORTUNITIES

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Who We Are.

The NYS Restaurant Association (NYSRA) is the voice of the hospitality industry throughout New York State. We provide a platform for statewide collaboration and leadership on advocacy issues, along with valuable resources and support services to members. Founded in 1935, the Association has been working to improve the business climate for the hospitality industry for nearly a century.

Why Sponsor?

Maximize your reach and impact in New York's dynamic hospitality industry. Our extensive network and targeted outreach will enable you to connect directly with restaurant owners and decision makers. Sponsorship is also a great way to show your support for our industry.

NYSRA Sponsors Enjoy

- Brand awareness
- Direct lines of communication to a variety of audiences
- Networking opportunities
- Lead generation



Partnership Opportunities

Corporate Sponsorship

Partner with NYSRA throughout the year on our different programming! Enjoy recognition in a variety of formats and venues, position your business as an essential restaurant resource, and generate targeted leads.

Event Sponsorship

Align your business with a signature event and have a brand presence in a room full of restaurant industry decision-makers. Opportunities include visual, digital, and verbal recognition, as well as options to present.





NYSRA Signature Events



RISE (Restaurant Industry Spotlight on Excellence) Awards

January 28, 2025 at Albany Capital Center

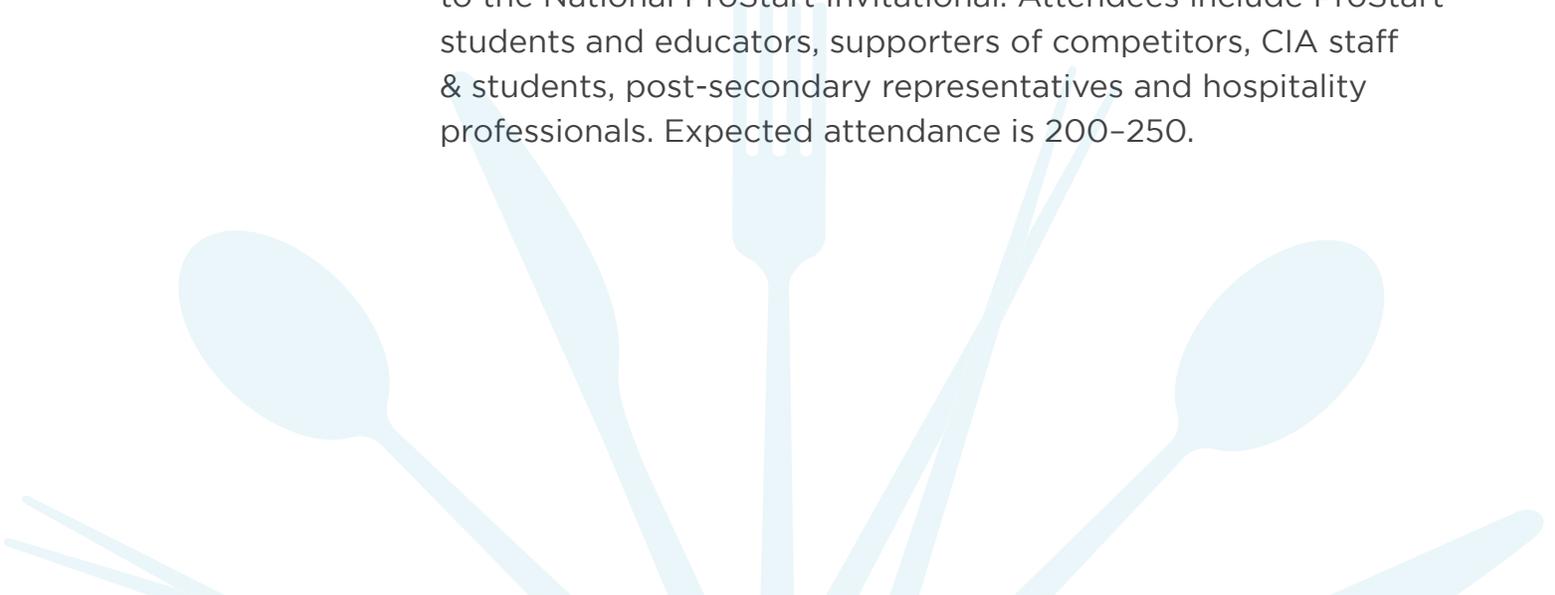
NYSRA hosts the annual RISE (Restaurant Industry Spotlight on Excellence) Awards to celebrate and honor the hard work and dedication of our restaurant industry professionals. Attendees include restaurant owners and staff. The event is open to members and nonmembers. Expected attendance is 150-175+/-.



ProStart Invitational at Culinary Institute of America

March 7-8, 2025 at Hyde Park

The NYSRA ProStart Invitational is an exciting event where high school students from ProStart programs across New York and Vermont compete in culinary and management team competitions, as well as an individual burger battle competition. Held annually at The Culinary Institute of America, the top teams receive scholarships and prizes, with winners advancing to the National ProStart Invitational. Attendees include ProStart students and educators, supporters of competitors, CIA staff & students, post-secondary representatives and hospitality professionals. Expected attendance is 200-250.





NYSRA 90th Anniversary/NY Restaurant Show Cocktail Party

March 24, 2025 at Porchlight in NYC

This year, we will commemorate our 90th anniversary at our annual NY Restaurant Show Cocktail Party. This exclusive event will bring together industry leaders and hospitality professionals to celebrate nine decades of NYSRA. With exciting giveaways and fun additions to mark this historic milestone, the 90th Anniversary Party promises to be an unforgettable evening. Expected attendance is 150+/-.



Women in Hospitality Conference *in partnership with Google*

June 4, 2025 at Google NYC - St. John's Terminal

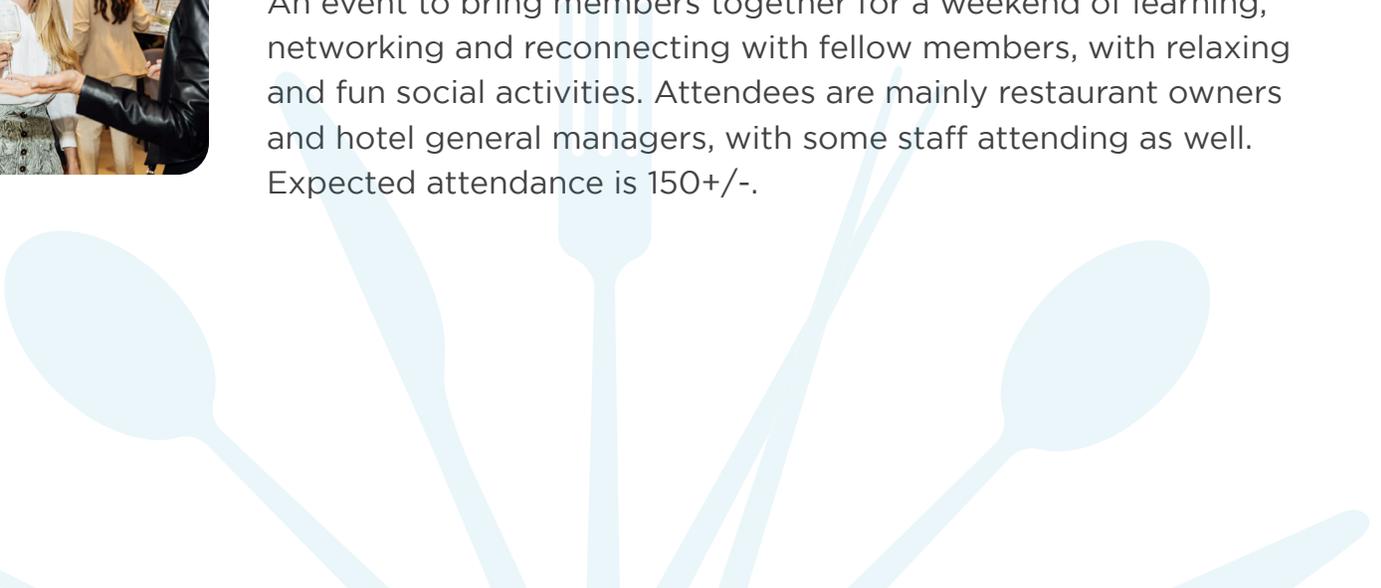
This conference is for owners/operators, staff, any woman working in hospitality or interested in a career in the industry. Attendees include hospitality leaders, women beginning their careers, and professionals at all stages in between. The event is open to members and nonmembers. Expected attendance is: 250-300+/-.



Hospitality Summit

October 26-28, 2025 at The Otesaga Resort Hotel

An event to bring members together for a weekend of learning, networking and reconnecting with fellow members, with relaxing and fun social activities. Attendees are mainly restaurant owners and hotel general managers, with some staff attending as well. Expected attendance is 150+/-.





Corporate Sponsorship

PLATINUM SPONSOR	\$50,000 (Value: \$60,000)	<ul style="list-style-type: none">• Top line sponsorship at all NYSRA Signature Events (5 events total)• Premier branding as lead sponsor• One customized, regional Happy Hour or Cultivation Dinner — date and location TBD by NYSRA and Sponsor Company. Sponsor Company will be the singular sponsor of this event• Opportunity to collaborate on educational content, introductory speeches, promo videos, or custom content/activations, where applicable• Access to attendee lists• 8-12 complimentary tickets, depending on event• Custom branding opportunities• Verbal acknowledgment in opening remarks
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GOLD SPONSOR	\$30,000 (Value: \$40,000)	<ul style="list-style-type: none">• Prominent branding on Signature event materials, website, and social media• Opportunity to collaborate on educational content and introductory speeches, where applicable• Access to attendee list• 4-8 complimentary tickets, depending on event• Branded signage in key event areas• Verbal acknowledgement in opening remarks
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SILVER SPONSOR	\$20,000 (Value: \$30,000)	<ul style="list-style-type: none">• Logo on event materials, website, and social media• Access to attendee list• 2-4 complimentary tickets, depending on event• Verbal acknowledgment in opening remarks
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Event Sponsorship



January 28, 2025
at Albany Capital Center

PLATINUM \$10,000

- 10 event tickets
- Full page company ad in program
- Company logo featured on website - top level
- Company logo featured on stage at event
- Short company promo video played during awards
- Logo featured in all event marketing emails
- Logo featured on official event invitation
- Recognition from podium
- Recognition in pre-event social media
- Recognition in thank you social media post
- Receipt of attendee information post-event



GOLD

\$7,500

- 8 event tickets
 - Full page company ad in program
 - Company logo featured on website - mid level
 - Company logo featured on stage at event
 - Logo featured in 3 event marketing emails
 - Logo featured on official event invitation
 - Recognition from podium
 - Recognition in pre-event social media
 - Recognition in thank you social media post
 - Receipt of attendee information post-event
-

SILVER

\$5,000

- 5 event tickets
 - Half page company ad in program
 - Company logo featured on website - mid level
 - Company logo featured on stage at event
 - Logo featured in 2 event marketing emails
 - Logo featured on official event invitation
 - Recognition from podium
 - Recognition in thank you social media post
 - Receipt of attendee information post-event
-

AFTER PARTY

\$5,000

- Half page company ad in program
- Company logo featured on website
- Company logo featured on signage at event
- Logo featured in 2 event marketing emails
- Logo featured on official event invitation
- Recognition in thank you social media post
- Receipt of attendee information post-event

BRONZE

\$2,500

- 4 event tickets
 - Quarter page company ad in program
 - Company logo featured on website - mid level
 - Company logo featured on stage at event
 - Logo featured in 2 event marketing emails
 - Logo featured on official event invitation
 - Recognition in thank you social media post
 - Receipt of attendee information post-event
-

**COCKTAIL
RECEPTION**

\$2,500

- 4 event tickets
- Quarter page company ad in program
- Company logo featured on website
- Company logo featured on signage at event
- Logo featured in 2 event marketing emails
- Logo featured on official event invitation
- Recognition in thank you social media post
- Receipt of attendee information post-event



ProStart Invitational

March 7-8, 2025
at CIA in Hyde Park



SPONSORSHIP OPPORTUNITIES

- Invitational Main Sponsor
- Individual Competition Sponsor
- National Team Sponsor
- Judge/VIP Reception Sponsor
- Competitor Celebration Sponsor
- Competitor Lounge Sponsor
- Supporting Event Sponsor
- Informational/Swag Booth

Please contact Elizabeth Fordley at elizabeths@nysra.org for more information and to become a sponsor.



NYSRA 90th Anniversary/NY Restaurant Show Cocktail Party

March 24, 2025
at Porchlight in NYC

SPONSOR | \$5,000

- 5 complimentary tickets
- Recognition on signage & website
- Opportunity to address audience



NYSRA 2025 WOMEN IN HOSPITALITY CONFERENCE

Presented in partnership with 

June 4, 2025
at Google NYC – St. John's Terminal

THE INNOVATOR

\$10,000

- Premier logo placement on website, signage, and program
- Full-page ad in event program
- 6 complimentary tickets
- Recognition announcement of company at event
- Dedicated social media post recognizing company as sponsor
- Company promo video played during break
- Opportunity to collaborate on event content, session introduction, or other custom content

THE INSPIRER

\$5,000

- Prominent logo placement on website, signage, and program
- Half-page ad in event program
- 4 complimentary tickets
- Recognition announcement of company at event
- Opportunity to collaborate on event content, session introduction, or other custom content



THE ACHIEVER

\$2,500

- Prominent logo placement on website, signage, and program
 - Half-page ad in event program
 - 2 complimentary tickets
 - Your company's marketing materials (brochures, product sampling, giveaways) placed inside all gift bags
 - Receipt of attendee info post-event
-

THE SUPPORTER

\$1,500

- Prominent logo placement on website and program
- 1 complimentary tickets
- Your company's marketing materials (brochures, product sampling, giveaways) placed inside all gift bags
- Receipt of attendee info post-event



NYSRA  **NYSHTA**
HOSPITALITY SUMMIT

October 26-28, 2025
at The Otesaga Resort Hotel

EVENT SPONSOR	\$7,500
DINNER RECEPTION SPONSOR	\$5,000
WELCOME RECEPTION SPONSOR	\$3,500
LUNCHEON SPONSOR	\$2,500
BREAKFAST SPONSOR	\$2,000
REGISTRATION SPONSOR	\$1,500
COFFEE BREAK SPONSOR	\$1,500
VENDOR SPONSOR	\$1,000





Event Activation Sponsorships

All event activation sponsorships include 1 attendee ticket, logo in the program & website, and exhibitor table.

REFUEL & REHYDRATE STATION

\$1,500

Sponsor the break station. (Only 2 sold)

HAPPY HOUR

\$2,500

Sponsor the closing event of the Conference. (Only 3 sold)

PHOTO STATION

\$2,500

Put your brand on the social media moments. (Only 2 sold)

WELCOME STATION SPONSOR

\$1,500

Sponsor welcome goodies & beverages. (Only 2 sold)

LUNCHEON SPONSOR

\$2,500

Recognition and signage during lunch. (Only 3 sold)

Have a custom activation in mind? Let's talk!
Contact Sarah Higgins, sarahh@nysra.org.



Program Sponsorship Opportunities

NYSRA has developed a range of member programs, including:

- **Mentorship Program** — To provide mentorship, assistance, guidance and business support to members with 1-2 dining establishments and sales under \$2M. Partnering with industry leaders to showcase best in class initiatives, resources and tools that are not readily available to small businesses.
- **Member Kits** — A host of exclusive discounts/samples/trainings and other offerings from sponsors to help drive sales and awareness or products while enticing members to join NYSRA with tangible immediate discounts and savings.
- **Emerging Leaders** — Be part of the connective tissue in helping develop this new group within NYSRA. These are the future leaders of the industry, and we are looking to create a community for them filled with events, education and networking opportunities.
- **Cultivation Dinners** — Through engaging conversations and shared experience, sponsors gain valuable insights into the needs and preferences of NYSRA member, particularly in relation to their product or service, while helping to cultivate leads and new client opportunities.

For more information about these programs, and to learn about other member programs, please contact Gina Zimmer at ginaz@nysra.org.



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