



# 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 foodservice and lodging establishments across the state, 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

## WEBSITE

- OregonRLA.org..... 6
- ORLA Blog ..... 6
- Training Sites..... 7

## EMAIL

- E-Newsletters and Sponsored Emails..... 8
- Highlighted Monthly Offers ..... 8

## INDUSTRY MEETINGS AND CLASSES

- Reoccurring regional meet-ups ..... 9
- In-person ServSafe Manager Courses..... 10

## EVENT SPONSORSHIP

- Taste Oregon..... 11
- Capitol Day..... 12
- Oregon ProStart Championships ..... 13
- Northwest Food Show..... 14
- One Big Night ORLAPAC Auction..... 15
- ORLA Open Golf Tournament ..... 16
- Women in Hospitality & Tourism ..... 17
- ORLA Hospitality Conference ..... 18
- Oregon Tourism Leadership Academy ..... 19

## ANNUAL DONOR SUPPORT

- Oregon Hospitality Foundation Donor Levels..... 20

*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 2022, our industry provided over 197,000 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.

“Being an Allied member of ORLA has significantly boosted my social media marketing agency’s visibility within the hospitality industry. The opportunities and connections (the top being the annual Golf Tournament and the ORLA Hospitality Conference) provided by ORLA have allowed my business to thrive and become well-known among restaurants and lodging establishments across Oregon.”

- Kara Alicia,  
KC Creative, LLC

“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

“Members of Oregon’s restaurant and lodging community are not just our customers, they are our friends and family. The beverage industry is committed to their success and growth every day. We are truly grateful for the dedication, insight, and expertise of the ORLA staff, who excel in advocating for the needs of their members.”

- Hasina Wittenberg,  
Oregon Beverage Association

“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:

	Supporter* \$450	Enthusiast* \$800	Champion \$1,500	Leader \$3,000	Icon \$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	x
Ability to sponsor ORLA's annual industry events	x	x	x	x	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	x
ORLA Member database of 2,500+ foodservice and lodging establishments for your marketing use		x	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	x
Comprehensive database of 11,000+ Oregon foodservice and lodging establishments for your marketing use			x	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
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	x
Two intro industry letters per year by CEO, COO, or Director of Business Development				x	x
Highlight in one edition (per year) of our monthly ORLA Insider emails: expanded graphic insert with text and link					x
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





# Oregon Restaurant & Lodging Association Magazine

Starting Autumn 2024, ORLA's publication is mailed quarterly to Oregon's foodservice and lodging establishments and vendors who are Association members. This publication covers the most relevant, industry-specific topics of importance to both restaurant and lodging operators.

**CIRCULATION:** 3,000+ Reach 10,000+

**READERSHIP:**

- ▶ Foodservice: bar/tavern, family casual, fast casual, quick service, fine dining, and other foodservice
- ▶ Lodging: bed & breakfast, hotel-motel, resort, RV park, vacation rental
- ▶ Lottery retailers: restaurants with lottery products
- ▶ Purveyors to the industry

**UPCOMING EDITORIAL FOCUS:**

**AUTUMN 2024** (Ad close 09.09.24)

- ▶ The Value of Tourism

**WINTER 2025** (Ad close 12.12.24)

- ▶ Big Data & AI

**SPRING 2025** (Ad close 03.06.25)

- ▶ TBA

**SUMMER 2025** (Ad close 06.11.25)

- ▶ TBA

**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](http://OregonRLA.org/submission-guidelines)

**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>
1/4 PAGE	<b>\$882</b>	<b>\$794</b>	<b>\$754</b>	<b>\$716</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.

**ALSO AVAILABLE:**

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





# Website

## 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
- ▶ Leaderboard - 970 x 90 pixels

#### AD RATES:

MEDIUM RECTANGLE	<b>\$550</b>
LEADERBOARD	<b>\$850</b>
LEADERBOARD & MEDIUM RECTANGLE	<b>\$1,200</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).

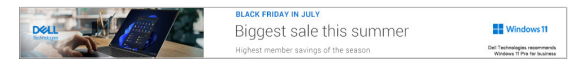
Submissions should cover an issue, product or service of relevance to the Oregon restaurant and lodging industry and follow submission guidelines found at OregonRLA.org/submission-guidelines. The article should be written in an objective fashion (not self-serving).

#### AD RATES:

ONE BLOG POST	<b>\$350</b>
---------------	--------------

The screenshot shows the ORLA website homepage with a navigation bar (ABOUT, MEMBERSHIP, ADVOCACY, FOUNDATION, TRAINING, RESOURCES / EVENTS) and a 'JOIN | LOG IN' link. The main content area features several sections: 'SERVSAFE® MANAGER TRAINING' with a 'LEARN MORE' button and a red 'Medium Rectangle Ad Placement' box; 'ONLINE SERVICE TRAINING AVAILABLE' listing courses like Alcohol Server Training, Food Handler Training, and Guest Service Gold® Tourism; 'TRAINING & EVENTS CALENDAR' with dates for ServSafe Class, ORLA Open Golf Tournament, and a Webinar; 'WORKFORCE TRAINING RESOURCES' with a 'LEARN MORE' button; 'CERTIFICATIONS AND RESOURCES' with a 'LEARN MORE' button; and 'PREVENTION & PREPAREDNESS TRAINING' with a 'LEARN MORE' button. A red 'Leaderboard Ad Placement' box is also visible at the bottom of the main content area. The footer contains links for Membership, Resources, and Affiliate Partners.

Medium Rectangle Ad Sample



Leaderboard Ad Sample





# Training Sites

## OregonAlcoholServer.com

**Provides state mandated training to serve alcohol in Oregon**

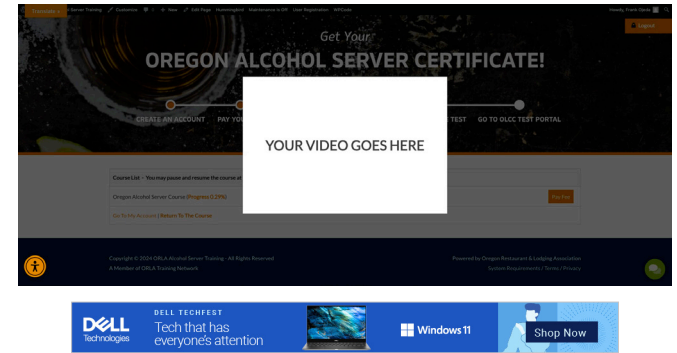
ORLA's alcohol server training website offers three advertising opportunities. Rotating medium rectangle or leaderboard ad placements for a 30-day duration with run of site (ROS) or a 20-second video shown at the start of training sequence. Limited availability. Metrics include average number of page views, impressions, and banner clicks. Page views average over 148,000 per month.

### AD SPECIFICATIONS:

- ▶ Medium Rectangle - 300 x 250 pixels
- ▶ Leaderboard - 970 x 90 pixels
- ▶ Video - 15-20 Seconds, .mp4, standard 16:9 dimensions

### AD RATES:

MEDIUM RECTANGLE	<b>\$850</b>
LEADERBOARD	<b>\$1,150</b>
VIDEO	<b>\$2,300</b>



Leaderboard Ad Sample



## OregonFoodHandler.com

**Provides mandated training and testing to serve food in Oregon**

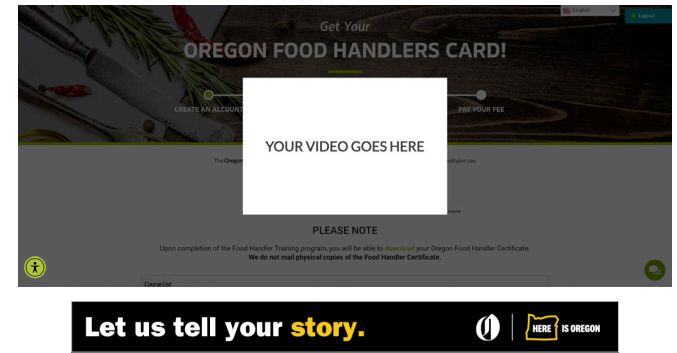
ORLA's food handler training and certification website offers three advertising opportunities. Rotating medium rectangle or leaderboard ad placements for a 30-day duration with run of site (ROS) or a 20-second video shown at the start of training sequence. Limited availability. Metrics include average number of page views, impressions, and banner clicks. Page views average over 37,000 in English and 1,800 in Spanish per month.

### AD SPECIFICATIONS:

- ▶ Medium Rectangle - 300 x 250 pixels
- ▶ Leaderboard - 970 x 90 pixels
- ▶ Video - 15-20 Seconds, .mp4, standard 16:9 dimensions

### AD RATES:

MEDIUM RECTANGLE	<b>\$550</b>
LEADERBOARD	<b>\$850</b>
VIDEO	<b>\$1,700</b>



Leaderboard Ad Sample



May 2020

News and information for association members

ADVOCACY UPDATE

Local, state and national government efforts



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 reopening requirements and learn that about the health and safety guidelines. ORLA was successful in advocating for the removal of an initial plan to have businesses operate throughout the requirements of their customers as well as removing the percentage space requirement emerging in many states which caps capacity at levels from 25 to 50% of maximum occupancy.

ORLA is preparing a letter for Governor Brown regarding identification around the issues of where to have outdoor dining, the limitations on use of gathering and other issues critical to the lodging industry in Oregon. Although lodging operations were not closed by Executive Order, some local municipalities imposed their own restrictions on outdoor dining and the prohibition on large gatherings has forced many lodging properties to either close or severely modify their operations. An ongoing program to require operators need daily and assurance on several issues for the safety of employees and guests.

Federal Relief Efforts

Our national partners, the American Hotel & Lodging Association (AHLA), the Asian American Hotel Owners Association (AAHOA), 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 safe harbor liability protections to allow businesses to operate without the risk of litigation.

Banner Ad Placement

Featured Ad Placement

**Headline To Grab Attention**  
Head line here, approximately 20 words or less. Accompanying image should be 300x500. The last point of information should be contact information, or a call to action. Provide your link.  
Contact Info / Call to Action

INDUSTRY HEADLINES

Interesting hospitality news and happenings



Tickets Available Through Sunday

**Restaurant Fundraiser, Tailout & A Movie, Extends Through May 17**  
Tailout & A Movie is the Oregon Hospitality Foundation's annual Oregon Restaurant & Lodging Association Education Foundation's first fundraiser for its new Hospitality Help Fund. Thanks to a partnership with the Beaverton Inn and the Phoenix Oregon, local sales of 50%, and major donor (GrubHub), the Foundation will be announcing cash awards next week to restaurants who are preparing meals for frontline workers and to those supporting food recovery. If you missed watching the movie and the Q&A with the cast the past weekend, the ticket window has been extended through Sunday, May 17. Watch for announcements soon in the coming series of email newsletters to raise money for industry and community needs.

See Also:

- ORLA addresses plans for reopening restaurants
- Oregoners vacation rental, voting pointing to reopen on Oregon coast
- Oregon coronavirus council points out inequality in state reopening plan
- Restaurants open to eating limits on small business loans

More Updates:



At the Table: Economic impact data supports need for relief.

COVID address: training progress towards reopening Oregon.

Banner Ad Placement

UPCOMING

Webinars, meetings 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 18 Using The CARES Act to Generate Additional Cash Flow

Online Training

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

Banner Ad Placement

# Email

## AD & EMAIL PACKAGES AND HIGHLIGHTED OFFERS

Multiple exposures prove effective in building awareness. ORLA's monthly member-only e-newsletter (Insider) has over 2,000 subscribers and an open rate average of 52%. Sponsored emails and Highlighted Monthly Offers are sent industry-wide to over 3,000 subscribers with a 38% open rate.

### 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.



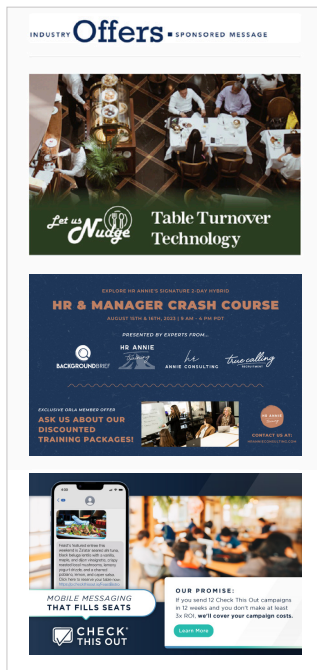
### Sponsored Email Sample

### EMAIL PACKAGE RATES:

BANNER AD + EMAIL	<b>\$1,200</b>
FEATURED AD + EMAIL	<b>\$1,500</b>
ADDITIONAL EMAIL	<b>\$500</b>

### Highlighted Monthly Offers

Include your visual message and link as one of ORLA's highlighted monthly offers email. Your offer will be combined with other advertisers and sent to subscribers looking for industry vendors.



### Highlighted Monthly Offers Sample

### HIGHLIGHTED OFFER:

ONE PLACEMENT	<b>\$300</b>
---------------	--------------

### SPECIFICATIONS: (File size 5MG)

jpeg, png, gif, flash or shockwave files

#### ► Banner Ad:

- Image: 600 x 100 pixels
- Hyperlink: where clicks will direct to

#### ► 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

#### ► Highlighted Monthly Offers:

- Graphic: 600 x 400 pixels
- Hyperlink: where clicks will direct to







# Industry Meetings

## Portland Lodging Alliance

**Volunteer-led sub-chapter of ORLA's Portland hoteliers**

Meetings of 25 - 40 members occur approximately every six weeks to discuss local issues as well as strategies to move forward on initiatives that support Portland area businesses. The leadership team meets with policymakers, opinion leaders, community leaders and partner organizations on issues of importance and to collaborate on city-wide initiatives impacting our industry.

### MEETING SPONSORSHIP INCLUDES:

- ▶ Logo recognition on the website, email, and signage/agenda
- ▶ Opportunity to speak for 3 minutes at each sponsored meeting

### RATES:

ANNUAL	<b>\$5,000</b>
SINGLE MEETING	<b>\$500</b>



## Portland Kitchen Cabinet

**Portland restaurateurs civic engagement group**

Meetings of 10 - 40 Portland restaurant professionals occur approximately every six weeks to engage with government officials, non-profits, community leaders and partner organizations to ensure that restaurants remain a strong pillar in our economy and continue to create opportunities for all. With over 175 members, the Portland Kitchen Cabinet is a proud partner of the National Restaurant Association.

### MEETING SPONSORSHIP INCLUDES:

- ▶ Logo recognition on the website, email, and signage/agenda
- ▶ Opportunity to speak for 3 minutes at each sponsored meeting

### RATES:

ANNUAL	<b>\$7,500</b>
--------	----------------

## ORLA on the Road Meetings

**Intimate discussions on local business issues**

ORLA hosts a series of regional meetings across the state each spring and fall..

### MEETING SPONSORSHIP INCLUDES:

- ▶ Logo recognition on the website, email, and signage/agenda
- ▶ Opportunity to speak for 3 minutes at each sponsored meeting

### RATES:

ALL SPRING MEETINGS	<b>\$5,000</b>
SINGLE MEETING	<b>\$500</b>





## ServSafe Manager Courses

Managers and supervisors learn to implement essential food safety practices and create a culture of food safety. Each course has approximately 10-25 industry professionals. Between two to four courses each month.

Annual attendance Goal: 400

	Presenting \$4,000	Supporter \$3,000	Contributor \$1,000
OPPORTUNITIES ▶			
website recognition:	logo	logo	name
registration email recognition:	logo		
website banner ad:	12 Months	6 Months	3 Months
Opportunity to show your video (2 min. max) in class:	Quarterly		





## Taste Oregon Legislative Reception February 18, 2025 | 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.

Attendance Goal: 200+

	Presenting \$5,000	Supporter \$2,500	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 2025 event		product featured at bar with signage





## Capitol Day Assembly February 19, 2025 | Salem Convention Center

Industry members will engage in a discussion on ORLA's Legislative Agenda and review talking points on key issues. Invited speakers include the Governor, Directors of key state agencies and Legislative leadership.

Attendance Goal: 70+

	Presenting \$3,500 Limit one	Major \$1,500 Limit two	Supporter \$500
OPPORTUNITIES			
recognition: website with links / ads / email program / signage	logo	logo	name
invitations to VIP reception on Feb 18, 2025	5	2	
speaking at podium opportunity	2 min	2 min	
opportunity to introduce keynote	X		
logo branding on Capitol Day takeaway materials	X		
sponsor specific	logo used in conjunction with event logo		





## Oregon ProStart Championships March 17, 2025 | Salem

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. This day-long experience includes a Hospitality Showcase where students can connect with industry professionals and learn more about career pathways.

Championship Attendance Goal: 200+ | Program Participation: 46 schools, 7,700 thousand students

OPPORTUNITIES	Presenting \$15,000	Major \$7,500	Champion \$5,000	Star \$4,000	School \$2,500	Supporter \$2,000	Hospitality Showcase \$250
attendee registrations	4	2	2	2	2	2	2
recognition: website / ads / email program / signage	logo	logo	logo	logo	name	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 Hospitality Showcase	X	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**  
**April 13-14, 2025 | Portland Expo Center**

Industry members flock to the region’s largest foodservice and beverage show for ideas, information and new tools for success.

Attendance Goal: 5,000+

OPPORTUNITIES	Presenting \$12,000	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	name	logo	name
sponsor specific	logo used near the Show logo when possible	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
social media coverage	X	X	X	X	X				
website ad 250x300	Static	Rotating	Rotating	Rotating	Rotating				
booth space	20x20	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)



# ONE Big NIGHT

A BENEFIT *for* HOSPITALITY

## ORLA PAC Auction June 4, 2025 | DoubleTree By Hilton Portland

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 \$8,000	Silent \$6,000	Live \$6,000	Payment \$6,000	Wheel \$6,000	Major \$5,000	Supporting \$3,000	Libations \$2,000 <small>+product</small>	Contributor \$1,500
number of tickets	20	10	10	10	10	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 2024 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 Monday July 22, 2024 | 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	Tee Prize \$2,500 +prizes	Beverage \$2,500	Hole-In-One \$2,500	Range \$2,500	Putting \$2,500	KP \$1,400	Long Drive \$1,400	Hole \$900
foursomes allotted	2	2	1	1	1	1	1	1	1	1	1	
recognition: website / ads email / program / signage	logo	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 2024 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	opportunity to brand the tee prize for all golfers to receive at registration	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	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 registration		at reserved hole	at driving range	at practice green			
speaking at podium opportunity	4 min											





# WIH&T

WOMEN IN  
HOSPITALITY & TOURISM

## Women in Hospitality & Tourism September 21, 2024 | Riverhouse on the Deschutes, Bend

Professional development and networking event highlighting Oregon’s women in hospitality and tourism. Attendees will explore empowerment through connection, intentional mentor-mentee relationships, and inspiration through cultivating a network at this memorable symposium. Help support the growth of women in the industry by sponsoring this development program.

Attendance Goal: 70 influential women executives and junior executives

	Rainmaker \$4,000	Cultivator \$2,000	Seed Sower \$500
attendee registrations	8	4	2
recognition: website / email / signage	logo	logo	name
post event attendee list names / businesses	X	X	X
opportunity to contribute to event swag	X	X	X
opportunity to give a welcome	X		
opportunity to give a toast		X	
print ad in the ORLA magazine	half page	third page	
website banner ad	12 months	6 months	3 months





## ORLA Hospitality Conference September 22 - 23, 2024 | Riverhouse on the Deschutes, Bend

Industry leaders, owners and operators gather for this multi-day event of illuminating keynotes, informative seminars and breakout sessions and networking including the Oregon Hospitality Industry Awards dinner and reception.

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 2024 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)
<b>OPPORTUNITIES</b> ▶			
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](https://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 46 ProStart schools, their teachers, and approximately 7,700 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](https://OregonHospitalityFoundation.org)



### SUPPORTING DONOR – \$7,500

Your support helps the Foundation fund scholarships to support skill-building and career awareness training tools for students and/or the workforce to access.

- Your name/business logo listed as a donor on [OregonHospitalityFoundation.org](https://OregonHospitalityFoundation.org)
- 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](https://OregonHospitalityFoundation.org)
- Access to ORLA's Business Liaison Office which provides specialized support for your organization's workforce priorities
- Access to ORLA's CEO Office

