



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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Contact ORLA’s Director of Business Development

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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 2023, our industry provided over 179,223 jobs to working Oregonians and brought in over \$14 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,
KCreative, 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 Foodservice 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.

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.

AUTUMN / WINTER / SPRING CIRCULATION: 3,000+ Reach 10,000+
SUMMER ISSUE CIRCULATION: 10,000+ Reach 30,000+

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

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

UPCOMING ISSUES:

WINTER 2025 Ad close December 12, 24
 Arrives in mailboxes February 3 - 7, 2025
 ▶ Editorial Focus: **Big Data & AI**

SPRING 2025 Ad close March 6, 25
 Arrives in mailboxes April 28 - May 5, 25
 ▶ Editorial Focus: **Future Workforce**

SUMMER 2025 Ad close June 11, 25
 Arrives in mailboxes July 28 - August 1, 25
 ▶ Editorial Focus: **Grassroots Advocacy**

AUTUMN 2025 Ad close September 2, 25
 Arrives in mailboxes October 27 - 31, 25
 ▶ Editorial Focus: **Compensation**

WINTER 2026 Ad close December 9, 25
 Arrives in mailboxes February 2 - 6, 2026
 ▶ Editorial Focus: **Loyalty**

FULL PAGE PREMIUM PLACEMENT:

*Spreads and back cover must be full page bleed

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

AD RATES:

	1x	2x	3x	4x
FULL PAGE	\$1,874	\$1,687	\$1,602	\$1,522
1/2 PAGE	\$1,255	\$1,130	\$1,073	\$1,019
1/3 PAGE	\$998	\$898	\$853	\$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. 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	\$550
LEADERBOARD	\$850
LEADERBOARD & MEDIUM RECTANGLE	\$1,200



ORLA BLOG

Industry Updates and Articles

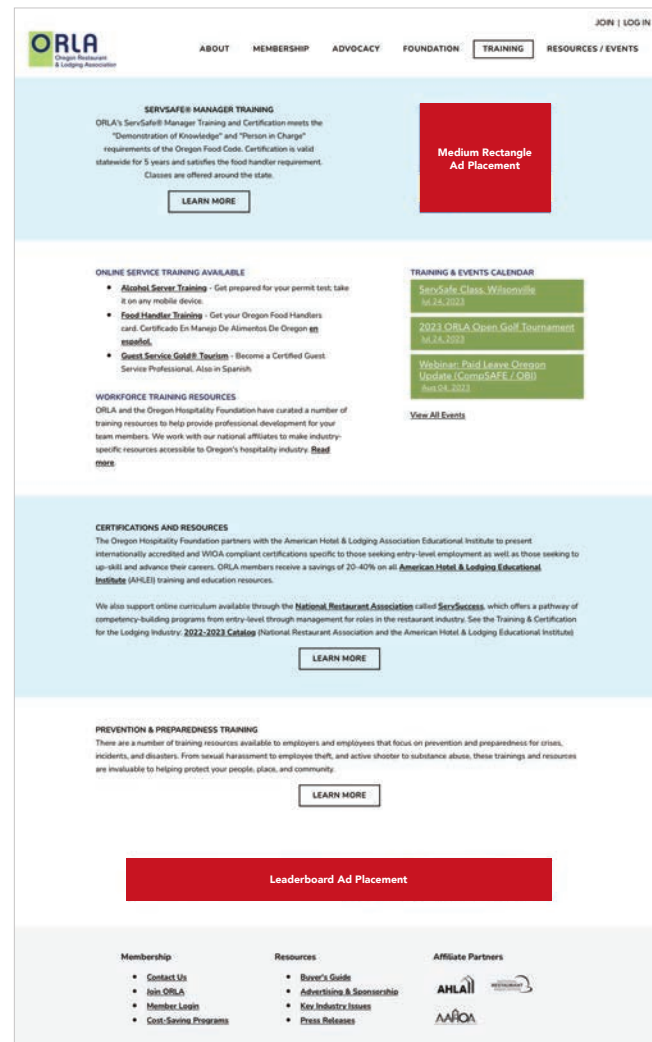
Oregon's hospitality industry visits OregonRLA.org to find resources, information and the perspectives collected on our blog. Provide a blog post for our website and highlight your area of expertise to the industry. Limited availability.

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:

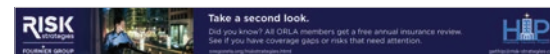
ONE BLOG POST	\$350
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Medium Rectangle Ad Sample



Leaderboard Ad Sample





Training Sites

OregonAlcoholServer.com

Provides state mandated training to serve alcohol in Oregon

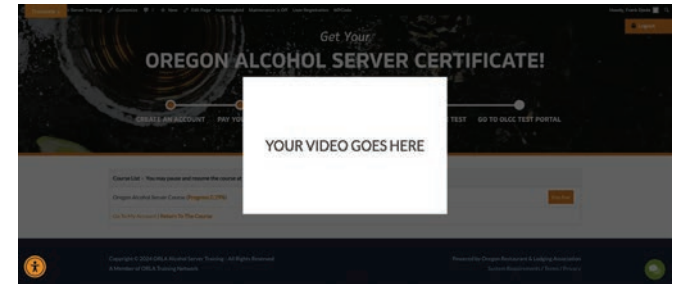
ORLA's alcohol server training website offers three advertising opportunities. Rotating medium rectangle or leaderboard ad placements for a 30-day duration with run of site (ROS) or a 20-second video shown at the start of training sequence. Limited availability. Metrics include average number of page 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	\$650
LEADERBOARD	\$950
VIDEO	\$2,100



Leaderboard Ad Sample



OregonFoodHandler.com

Provides mandated training and testing to serve food in Oregon

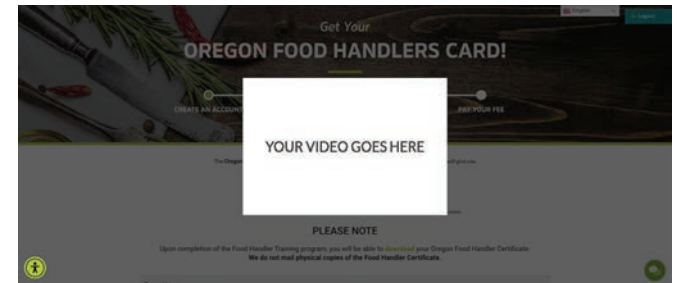
ORLA's food handler training and certification website offers three advertising opportunities. Rotating medium rectangle or leaderboard ad placements for a 30-day duration with run of site (ROS) or a 20-second video shown at the start of training sequence. Limited availability. Metrics include average 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

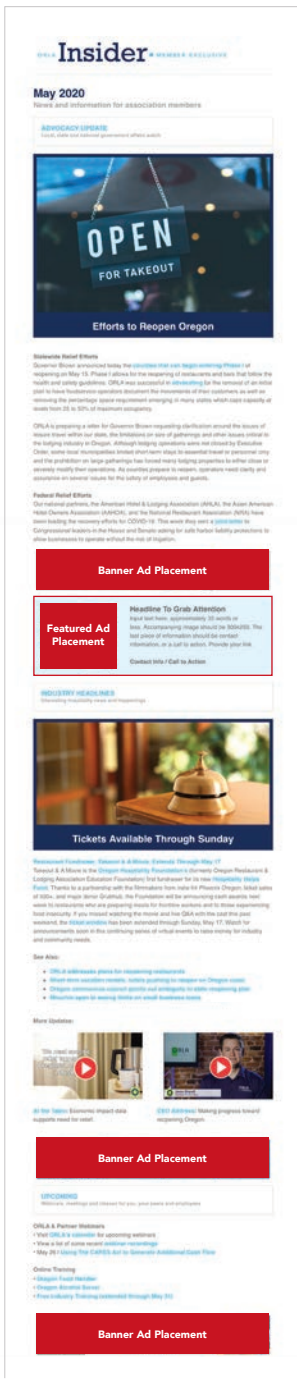
AD RATES:

MEDIUM RECTANGLE	\$350
LEADERBOARD	\$650
VIDEO	\$1,500



Leaderboard Ad Sample





Email

AD & EMAIL PACKAGES AND HIGHLIGHTED OFFERS

Multiple exposures prove effective in building awareness. ORLA's monthly member-only e-newsletter (Insider) has over 2,350 subscribers and an open rate average of 36%. Sponsored emails and Highlighted Monthly Offers are sent industry-wide to over 5,100 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.



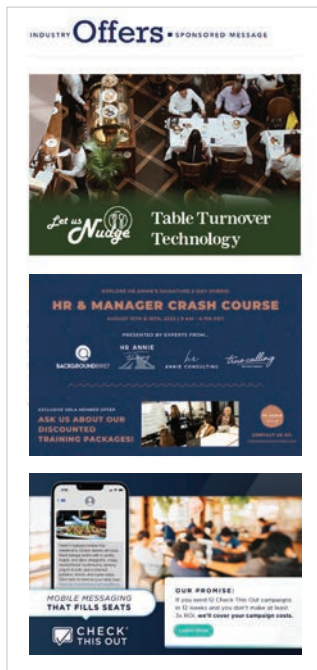
Sponsored Email Sample

EMAIL PACKAGE RATES:

BANNER AD + EMAIL	\$1,200
FEATURED AD + EMAIL	\$1,500
ADDITIONAL EMAIL	\$500

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	\$300
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SPECIFICATIONS: (File size 5MG)

- ▶ 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: 50 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 & Portland Kitchen Cabinet

Volunteer-led sub-chapter of ORLA's Portland hoteliers and restaurateurs

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 **\$7,500**



ORLA on the Road Meetings

Intimate discussions on local business issues

ORLA hosts a set of regional meetings across the state each Spring and Fall. These meetings provide restaurants and hotels an opportunity to share and discuss issues impacting their business with ORLA and other operators in their area. For upcoming meeting dates and locations visit OregonRLA.org/meet.

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	\$5,000
ALL FALL MEETINGS	\$5,000
SINGLE MEETING	\$500





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 (select pages only)	12 Months	6 Months	3 Months
Video (2 min max) shown in during course:	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 | Willamette Heritage Center; Dye House

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 \$3,000 Limit one	Major \$1,500 Limit two	Supporter \$500
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 speaker	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 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. This day-long experience includes a Hospitality Showcase where students and educators will connect with industry professionals and learn about career pathways.

Championship Attendance Goal: 200+ | Program Participation: 48 schools, 7,700 students

OPPORTUNITIES	Presenting \$10,000	Champion \$5,000	Star \$3,000	School \$2,500	Supporter \$2,000	Hospitality Showcase \$250
attendee registrations	4	2	2	2	2	2
recognition: website / ads / email program / signage	logo	logo	logo	name	name	name
sponsor specific	logo on culinary competition chef coats and management competition item		opportunity to present scholarship to a 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 provide professional chef judge	X	X	X	X	X	X
table in Hospitality Showcase	X	X				X
opportunity to visit ProStart classrooms to promote your organization's career opportunities	X	X				
electronic promotion to schools	X	X				
half page ad in ORLA's publication (pending editor approval)	X	X				
speaking at podium opportunity	3 min					



northwest FOOD SHOW

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



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 2025 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 21, 2025 | Langdon Farms Golf Club, 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 2025 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											





SYMPOSIUM

Women in Tourism & Hospitality September 13, 2025 | Seaside

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, junior executives and industry professionals

OPPORTUNITIES	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		
vendor table	X	X	
opportunity to give a toast		X	
print ad in the ORLA magazine	half page	third page	
website banner ad (select pages only)	12 months	6 months	3 months





ORLA Hospitality Conference September 13-15, 2025 | Seaside Convention Center

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 \$1,300
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 2025 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: Awards include: • Lodging Operator of the Year • Restaurateur of the Year • Team Leader of the Year • Employee of the Year • Workforce Engagement Champion • Allied Partner of the Year	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. Visit OregonRLA.org/foundation to learn more.

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 48 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.

CHOOSE YOUR COMMITMENT

Make a difference in our industry. Choose an annual donation level for you or your organization. Your name/business will be listed in text as a donor on OregonRLA.org/foundation.

YOUR DONATION HELPS OHF ACHIEVE THE FOLLOWING OUTCOMES

- Empowerment of future industry employees
- Enhanced training for educators
- Amplification of job and career fairs to both industry employers and educational partners
- Informing our communities about the hospitality industry

FOUNDATION DONOR LEVELS:



WORKFORCE SUSTAINER – \$7,500

The Oregon Hospitality Foundation's Workforce Sustainers will be making the ultimate statement in prioritizing workforce development efforts for the industry.



SUPPORTING DONOR – \$5,000

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



CONTRIBUTING DONOR – \$2,500

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

