

Maximize Your Exposure
to Colorado Restaurants



SPONSORSHIP & PROMOTIONAL OPPORTUNITIES



2022





2022 SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

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Who We Are

The Colorado Restaurant Association (CRA) exists to protect restaurants and help them thrive -- and we take that mission seriously.

Founded in 1933, the CRA is the leading trade organization for the State's dynamic foodservice industry. With a 40+ person board cultivated from our membership, plus eight chapters statewide, we are run by restaurateurs, for *all restaurants*.

The Colorado Restaurant Foundation (CRF) is a 501(c)(3) educational and charitable complement to our 501(c)(6) Association. The CRF is dedicated to enhancing training and education, career development, and overall well-being within the industry.

Both arms of the organization play critical roles in our ability to serve all restaurants in Colorado.

A L M O S T
70%
of **Colorado
Restaurants**
— ARE —
INDEPENDENTLY
**OWNED
& OPERATED**



“ You guys have been so great. Thank you for the updates and unwavering support through all of this. ”

- Colin R., Fort Collins restaurateur



Who We Are

THE ASSOCIATION

- Advocates on behalf of restaurants at the federal, state, and local levels
- Provides resources for restaurants, from step-by-step compliance guidance to free legal counsel
- Offers education, training, tools, and discount programs for owners and operators
- Champions Colorado's restaurant industry to the public, the media, legislators, and key stakeholders
- Offers a place for our industry community to gather, share information, and support one another

THERE ARE
12,400+
EATING &
DRINKING
LOCATIONS
— IN —
Colorado

THE FOUNDATION

- Provides financial support to hospitality workers experiencing hardship
- Manages a workforce development pipeline for restaurants
- Provides scholarships to students pursuing careers in the industry
- Runs food safety, responsible alcohol, allergen, and sexual harassment industry certification courses
- Provides health and wellness programming and support for the hospitality industry



CRA in the Time of COVID

The COVID-19 pandemic has been the gravest challenge the restaurant industry has faced in living memory.



- Colorado restaurants collectively lost billions in revenue -- over \$3 billion in 2020 alone.
- Most local operators are overwhelmed with pandemic-related debt, owing on average more than \$180,000.
- Staffing remains down, with the industry missing approximately 8,000 workers compared to February 2020 levels.
- Thousands of Colorado restaurants have closed permanently -- and one-quarter say they're still under threat of closure.

Restaurants need your help more than ever!

The CRA has been the go-to resource for Colorado restaurants navigating the pandemic. We've advocated for aid at every level of government; offered operational support through educational programming and member resources; provided financial assistance to out-of-work employees and struggling restaurants; and served as the foremost source of COVID-19 information for our industry. Members continue to take advantage of our offerings at some of the highest rates in the history of our organization, and we've grown in prominence among non-members, elected officials, the media, and the public, too.

We need your help to continue our work.

TESTIMONIALS

"Thank you for all of the work you are doing on behalf of restaurant owners. I appreciate the updates as I feel someone is making our voice, our financial struggles, and overall fear of the unknown a little more bearable."

Rick, Winter Park & Denver restaurateur

"We've never considered adding a membership to CRA into our budget until this pandemic. You've literally become indispensable to us as a resource and we're looking hard at how we can afford it. Thank you!!!"

via Facebook, Colorado restaurateur

"The CRA has been our light. We are so thankful for the meetings, posters, updates and assisting to have the PPP extended, thank you, take care, I am sure many of us restaurants could not have reopened without you!"

via Facebook, Telluride restaurateur



2022 CRA Vendor Membership

Benefits & Opportunities

Buyer's Guide Directory

All members receive a free listing and can upgrade through Strategic Value Media, the third party that runs this directory for us. This is a great opportunity to highlight your products and services and is available to all users visiting our website.

Member List

Upon joining the CRA, you will receive a list of our current member restaurants. We are 5,000+ members strong! Our list includes primary contact information, phone number, and address. NOTE: We do not share member email addresses, though there are email advertising opportunities.

Chapter Meetings & Networking Events

The CRA has eight chapters across Colorado – Boulder, Breckenridge, Durango, Mile High, Northern Colorado, Pikes Peak, Steamboat Springs, and the Telluride Section – and each operates differently. Most hold 9+ meetings annually, which are free to attend, along with other ticketed events such as golf tournaments and wine tastings. As a member, you are welcome to attend as many chapter meetings and events as you like (though not all are free to attend). If you have representatives or locations in multiple chapter locations, all are encouraged to attend their local chapter meetings.

Hospitality News – Share Your Products, Services, and Events

Our branded email newsletter is the CRA's premier publication and frequent means of communicating with over 5,000 restaurants, industry leaders, government representatives, and media professionals. The email shares compliance updates, advocacy efforts, grassroots lobbying opportunities, and all current-events topics that matter most to restaurants. Upon joining, you and your associates will be subscribed and subsequently armed with the latest news that impacts Colorado's restaurant industry.

Office Depot Discounts

Up to 55%! Our printing discounts are some of the best in the country. There are also 55,000+ products online that are discounted for CRA members. Delivery is often free and most in-stock items are delivered the next day.

Insurance Discounts

If you are not considering joining one of our UnitedHealthcare (UHC) partnership programs, you are most definitely leaving money on the table! We encourage you to reach out to our UHC contact, Alliah Sheta (Alliah.Sheta@optum.com), or ask your broker to do so for you. UHC's Hospitality Legacy Program provides a 5% discount for CRA member employers with more than 100 employees. Teledoc is another great program for health and mental health care costing only \$9 per month per household.

Discounted Advertising

Members receive discounted rates on all marketing and advertising.

MEMBERSHIP DUES LEVELS

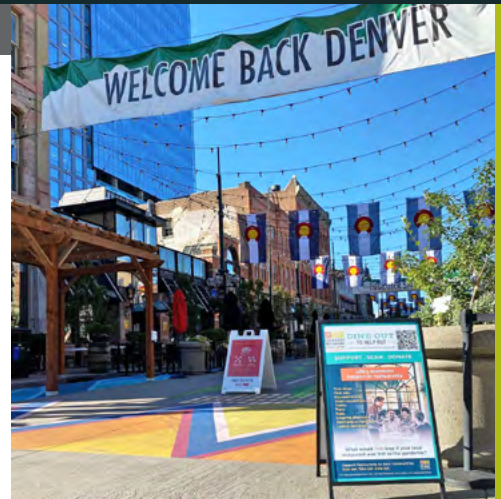
Number of Employees in Colorado	Annual Dues
0-15 Employees	\$740
16-25 Employees	\$845
26-50 Employees	\$1,280
51-100 Employees	\$1,825
101-199 Employees	\$2,755
200+ Employees	\$5,125

CONTACT: Devany McNeill
dmcneill@corerestaurant.org // 303-830-2972 ext. 133

* Dues are based on the total number of employees, including the owner, manager, and office staff employed in the state of Colorado. 95.2% of dues may be deducted as a business (not charitable) expense.

Why Sponsor

When you become a sponsor of the **Colorado Restaurant Association and/or Foundation**, you gain access to the largest network of restaurant owners in the state -- representing half of all Colorado restaurants -- and we help you to communicate with them directly and effectively. No other organization can offer the same volume and caliber of targeting within this fast-paced industry. You also make it possible for the CRA/F to meaningfully support our industry in a variety of ways.



OUR SPONSORS ENJOY

Brand awareness

- Your name, product, and/or service promoted by Colorado's hospitality-industry experts

Direct lines of communication to a variety of audiences

- Your message shared with Colorado's hospitality industry
- Access to our Board of Directors, some of the most influential restaurateurs in their communities
- Access to our chapters and the meetings and events they host across the state
- Access to our extensive database of restaurateurs, industry influencers, and taste-making consumers
- Media engaged with restaurants

Creative advertising

- Direct access to your target market across multiple channels
- Event presence and recognition

Networking opportunities

- Consumer and B2B industry events
- Board of Directors and chapter meetings

“ We cannot properly articulate the degree to which your efforts have aided us. We are incredibly grateful. Thank you for your outstanding leadership! ”

- Bob, Colorado restaurateur



Partnership Opportunities

The COVID-19 pandemic turned the restaurant industry upside down, but with safety at top of mind, we are moving forward with 2022 events and programming. The CRA will assess each event individually as the year unfolds and work with our partners on any adjustments that need to be made.

Corporate Sponsors

Partner with the CRA across programming throughout the year! Enjoy recognition in a variety of formats and venues, position your business as an essential restaurant resource, and receive referrals from our team.

Event Sponsors

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

ASSOCIATION EVENTS

Blue Ribbon Legislative Reception	A must-attend reception for Colorado lawmakers and restaurateurs <i>Attendance: 200+ Direct Reach: 5,000+ January</i>
Colorado Restaurant & Bar Show	The largest foodservice trade show in Colorado <i>Attendance: 1,000+ Direct Reach: 10,000+ March</i>
Lifetime Achievement Awards	A prestigious awards program for lifelong hospitality professionals <i>Attendance: 150+ Direct Reach: 5,000+ October</i>
Board of Directors Orientation	A two-day annual meeting attended by the full Boards of the Association and Foundation <i>Attendance: 80+ October</i>
Industry Spotlight Awards	The only awards ceremony for employees at all levels of the restaurant industry <i>Attendance: 250+ Direct Reach: 5,000+ Fall</i>
Board of Directors Meetings	Quarterly meetings of Association Board members <i>Attendance: 80+ Quarterly</i>
Chapter Board Meetings	Regularly scheduled Board meetings of our eight local chapters <i>Attendance: Varies by Board Monthly or quarterly</i>

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dmcneill@corerestaurant.org // 303-830-2972 ext. 133





“Thank you for being such a great resource to our community during this trying time. Your leadership is a beacon of reason.”

- Patrick, Denver restaurateur

FOUNDATION EVENTS

CO ProStart® Invitational

An electrifying competition among our CO ProStart® high school culinary and management teams as they vie for \$1.2 million in scholarships

Attendance: 400+ | Direct Reach: 10,000+ | February

CO ProStart® Scholarship Event

A family-friendly event honoring college undergraduates and CO ProStart® scholarship recipients, plus instructor, mentor, and students of the year

Attendance: 250+ | Direct Reach: 10,000+ | May

Drink Red, Wear Red

In partnership with the CRA Mile High Chapter, this lively gathering celebrates the Denver restaurant scene while raising funds to support restaurant workers experiencing hardship.

Attendance: 500+ | Direct Reach: 10,000+ | June

Denver Food + Wine Festival

A multi-day, consumer-facing festival celebrating the Denver restaurant and beverage scenes, which benefits the CO ProStart program and Angel Relief Fund

Attendance: 4,500+ | Direct Reach: 400,000+ | September

Marketing & Advertising

Reach your audience through impactful marketing and advertising opportunities with the CRA! Work with us to design a campaign, place ads through our existing channels, or share content and services through our essential member communication and membership resources. Partnerships with the CRA result in enhanced visibility and positioning as a vital industry asset.

Mix & Match

We're happy to create custom sponsorship packages based on what is important to you!

CONTACT: Laura Shunk

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CRA Corporate Sponsorship

Sponsor Levels & Benefits

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Sponsor Benefits	PLATINUM SPONSOR \$20,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$5,000
CRA Membership Credit	100%	50%	
Events Ticket Package <i>Represent your brand at CRA and CRF annual events</i>	All events 2 tickets each (VIP when available)	All events 2 tickets each	2 events 2 tickets each
Colorado Restaurant & Bar Show <i>Largest foodservice trade show in the state</i>	Free booth		
Colorado Restaurant & Bar Show <i>Attendee bag insert</i>			
Colorado Restaurant & Bar Show <i>Onsite show guide ad</i>	Full page	Half page	Quarter page
Company Logo on CRA Homepage <i>Live link on corestaurant.org</i>			
Featured Article/Blog <i>Partner content in Hospitality News and on corestaurant.org</i>	Quarterly	Bi-annually	Annually
Hospitality News Ad <i>Reach over 50% of Colorado restaurants</i>	Quarterly		
Hospitality News Logo Sponsor <i>Brand recognition in 52+ eNewsletters annually</i>			
New Member Packet Insert <i>Share your brand with new members</i>	Monthly	6 times/year	3 times/year
Attend Board of Directors Orientation <i>Network with industry decision-makers</i>			
Presentation to CRA Board of Directors <i>Introduce your brand in five minutes</i>			
Corporate Sponsor Recognition <i>Brand or logo recognition at all events</i>			
CRA "Proud Sponsor" Logo <i>Use our logo on your collateral materials</i>	Platinum Sponsor logo	Gold Sponsor logo	Silver Sponsor logo
Social Media Posts (Facebook) <i>Reach the industry and consumers where they are</i>	Quarterly	Bi-annually	Annually

Blue Ribbon Legislative Reception

January 2022 | History Colorado Center



EVENT SPONSORSHIPS

The Blue Ribbon Legislative Reception (BRR) brings together CRA members and Colorado state lawmakers for the most popular annual reception of the legislative session. This event is always a hot ticket: It's catered by 10+ local restaurants and a brief program includes remarks about sponsors. In addition to strong CRA Board of Director attendance, the BRR draws one of the largest legislator audiences of the legislative season.

Attendance: 250+ | Direct Reach: 5,000+



Sponsor Benefits

	PRESENTING SPONSOR \$2,000	SPONSOR \$1,000	SUPPORTER \$500
Company Logo on All Event Materials* <i>Event signage, invitation, and promotional assets</i>			
Event Tickets	6 tickets	4 tickets	2 tickets
Verbal Recognition During the Event			

* Logo to be included based on when sponsorship is confirmed. To be included on all promotional mailings, sponsorship needs to be confirmed by Nov 19, 2021.

Due to the COVID-19 pandemic, all CRA and CRF events will be assessed individually. If any sponsored event in 2022 must be held virtually or is postponed due to the COVID-19 pandemic or other unforeseen circumstances, event sponsors will be featured prominently during the virtual event or alternate options will be assessed.

CONTACT: SallyAnn Prier

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Colorado Restaurant & Bar Show

March 2022 | Colorado Convention Center

EVENT SPONSORSHIPS



CONTACT: SallyAnn Prier

sprier@corestaurant.org // 303-830-2972 ext. 147

The Colorado Restaurant & Bar (CRB)

Show is the largest foodservice trade show in Colorado, showcasing the cutting edge in products, services, techniques, and ideas that aid restaurateurs and bar owners in running better businesses. The two-day event features educational programming geared toward hospitality decision-makers, networking opportunities, demonstrations, and a show floor featuring 130+ vendors.

Attendance: 1,000+ | Direct Reach: 10,000+

Featured Sponsorships	PRESENTING SPONSOR \$10,000	EDUCATION SPONSOR \$5,000	GOLD SPONSOR \$2,500	SILVER SPONSOR \$1,000
Presence in CRA's Hospitality News** <i>No-cost ad in eNewsletter announcing participation</i>	1 Month			
Sponsored Email Announcement** <i>Sponsor-made email sent to members</i>				
Press Release Mention <i>Recognition in media communication</i>				
Session Introductions <i>Opportunity to introduce featured sessions</i>	Keynote Session	Educational Session		
Onscreen Logo Placement* <i>Brand recognition onscreen before featured sessions</i>	Keynote Session	Educational Session		
Promotional Literature Placement** <i>Opportunity to share brand materials</i>	Keynote Room	Educational Session Room		
Discounted Exhibit Space <i>Valuable 10'x10' exhibit booth on tradeshow floor</i>	1 Complimentary Booth	50% Discount	25% Discount	10% Discount
Discounted CRA Advertising <i>Opportunities to promote show participation</i>	75% Discount	50% Discount	25% Discount	10% Discount
Event Tickets <i>Includes access to all education sessions</i>	10 tickets	7 tickets	5 tickets	3 tickets
Logo Placement on Event Materials* <i>Brand recognition on all promotional materials</i>				
Logo Placement on Onsite Guide* <i>Brand recognition in event onsite guide</i>				
Logo Placement on Sponsor Signage* <i>Brand recognition on event sponsor signage</i>				

Colorado Restaurant & Bar Show

March 2022 | Colorado Convention Center



EVENT SPONSORSHIPS

Promotional Sponsorships

ONSITE GUIDE SPONSORSHIP	\$4,000	<p>The CRB Show Onsite Guide offers direct exposure to 1,000+ leading restaurateurs, chefs, and restaurant and bar managers. The Onsite Guide features the complete listing of educational sessions, presenters, networking opportunities, and exhibit activities.</p> <ul style="list-style-type: none"> Full page ad on the internal cover of the Show Onsite Guide, distributed to 1,000+ attendees
ASK THE EXPERT SPONSOR	\$2,000	<p>Be featured as a CRA Expert! Ask the Expert booths on the CRB Show floor provide the opportunity for an hour of one-on-one interactions with attendees.</p> <ul style="list-style-type: none"> Company logo featured on booth counters
SIGNAGE SPONSORSHIP	\$2,000	<p>Maximize your exposure by featuring a company logo in the bottom corner of all Show sponsor and session signage (print and digital).</p>
BAG SPONSOR	\$1,500 ⁺	<p>Every registrant will receive a top-quality show bag for their materials. Make sure your logo is on it! **</p> <ul style="list-style-type: none"> Logo on bags that are distributed to 1,000+ attendees
LANYARD SPONSOR	\$1,500 ⁺	<p>Supplied to every attendee, these lanyards deliver highly visible, eye-level brand recognition. Attendees will wear your name for the duration of the show, ensuring maximum visibility.**</p> <ul style="list-style-type: none"> Logo on lanyards that are distributed to 1,000+ attendees
WATER STATION SPONSOR	\$1,000 ⁺	<p>Branded water stations throughout the meeting provide all-day visibility for your company. The stations will be in the meeting area hallways and exhibit hall.**</p> <ul style="list-style-type: none"> Logo on signage at 6+ water stations around Show floor
BAG INSERT SPONSOR	\$500 ⁺	<p>Include a promotional insert or branded item in the show bag to provide a lasting message to 1,000+ attendees.**</p>
VENDOR DEMO	\$500	<p>Increase your visibility and share products and services through a branded 20-minute presentation on the Center of the Plate demo stage.</p>

Onsite Guide Advertisements

Half-Page Ad	Full-Page Ad
\$525	\$925

⁺ Plus costs of asset production and shipping.

^{*} Included based on when sponsorship is confirmed. To be included in ALL promotional mailings and brochures, sponsorship needs to be confirmed by January 10, 2022. After that date, sponsor will be included in all mailings and brochures still available.

^{**} Subject to CRA approval.

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Lifetime Achievement Awards

October 2022 | The Broadmoor Resort
Colorado Restaurant Association Board of Directors Dinner

EVENT SPONSORSHIPS

The Lifetime Achievement Awards ceremony honors veteran hospitality professionals who have made significant, longstanding contributions to the restaurant industry. The awards program follows a reception and plated dinner; this event always yields strong CRA Board of Directors attendance.

Attendance: 150+ | Direct Reach: 5,000+



Sponsor Benefits

	SILVER SPONSOR \$2,500	ENTERTAINMENT SPONSOR \$2,000	CENTERPIECE SPONSOR \$1,500
Event Speaking Opportunity <i>Opportunity for brief comments during ceremony</i>			
Logo Placement on Event Materials* <i>Brand recognition on all promotional materials</i>			
Opportunity to Provide Event Entertainment** <i>Plus logo placement on signage near entertainment</i>			
Opportunity to Design Event Centerpieces** <i>Plus brand recognition on each centerpiece</i>			
Event Tickets	2 tickets	2 tickets	1 ticket
Verbal Recognition <i>Mentioned during ceremony remarks</i>			
Logo Placement on Signage* <i>Brand recognition on event sponsor signage</i>			
Logo Placement Onscreen* <i>Brand recognition during cocktail hour</i>			

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* Logo to be included based on when sponsorship is confirmed. To be included on all promotional mailings, sponsorship needs to be confirmed by August 2022 for Lifetime Achievement Awards.

** Subject to CRA approval

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CRA Board Orientation

October 2022 | The Broadmoor Resort



EVENT SPONSORSHIPS

The Colorado Restaurant Association and Colorado Restaurant Foundation Boards of Directors gather annually for a two-day board orientation at The Broadmoor Hotel in Colorado Springs. The Boards include more than 80 influential restaurant leaders and industry service providers from across Colorado.

	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500	BRONZE SPONSOR \$1,000
Brief Presentation <i>Share with the CRA/F Boards during Orientation</i>			
Distribute Promotional Materials** <i>Promote products or services to decision-makers</i>			
Attend Lifetime Achievement Awards <i>Opportunity to network with the CRA/F Boards</i>	2 company representatives	2 company representatives	
Logo on Awards Dinner Menus*			
Logo on All Event Agendas*			
Logo on All Event Sponsor Signage*			
Verbal Recognition			

Due to the COVID-19 pandemic, all CRA and CRF events will be assessed individually. If any sponsored event in 2022 must be held virtually or is postponed due to the COVID-19 pandemic or other unforeseen circumstances, event sponsors will be featured prominently during the virtual event or alternate options will be assessed.

CRA Board Meetings

January, May, August 2022 | TBD

In addition to the Board of Directors Orientation listed above, the CRA Board of Directors meets three times throughout the year. This is your opportunity to make connections with the leaders in our industry.

Attendance: 50-60

CRA Board Meeting Sponsor

\$2,000 per Mtg

- Opportunity for brief presentation during lunch with the CRA Board of Directors
- Opportunity to distribute promotional materials



Industry Spotlight Awards

Fall 2022 | TBD

EVENT SPONSORSHIPS

The Industry Spotlight Awards is the only awards program in the state that honors employees at all levels of the restaurant industry for outstanding contributions to the field. The event includes a reception and awards ceremony.

Attendance: 250+ | Direct Reach: 5,000+



Featured Sponsorships

	PLATINUM SPONSOR \$10,000	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500	BRONZE SPONSOR \$1,000
Award Announcement <i>Opportunity to announce an award on stage</i>				
Promotional Slides** <i>Scrolling slides presented during cocktail hour</i>	4 slides			
Press Release Mention <i>Recognition in media communication</i>				
Event Tickets <i>Includes options for a reserved table</i>	Premier table + 10 tickets	Reserved table + 6 tickets	4 tickets	2 tickets
Logo Placement on Signage* <i>Brand recognition on event signage</i>	Prominent	Standard	Standard	Standard
Logo Placement on Screen* <i>Brand recognition during cocktail hour</i>				
Verbal Recognition <i>Mentioned during ceremony remarks</i>				
Logo Placement on Event Materials* <i>Brand recognition on all promotional materials</i>				

Due to the COVID-19 pandemic, all CRA and CRF events will be assessed individually. If any sponsored event in 2022 must be held virtually or is postponed due to the COVID-19 pandemic or other unforeseen circumstances, event sponsors will be featured prominently during the virtual event or alternate options will be assessed.



Industry Spotlight Awards

Fall 2022 | TBD



EVENT SPONSORSHIPS

Promotional Sponsorships

AWARD SPONSOR

\$1,500[†]

Opportunity to provide a gift to each award winner, presented off stage**

- Logo on signage at the event
- 2 tickets to the event
- Verbal recognition during event presentation
- Logo recognition on screen during cocktail hour

CENTERPIECE SPONSOR

\$1,500[†]

Opportunity to provide the featured table centerpieces for the event**

- Logo recognition on each centerpiece
- Logo on signage at the event
- 2 tickets to the event
- Verbal recognition during event presentation
- Logo recognition on screen during cocktail hour

DESSERT SPONSOR

\$1,500[†]

Opportunity to provide the dessert course for the event**

- Logo recognition at each dessert station
- Logo on signage at the event
- 2 tickets to the event
- Verbal recognition during event presentation
- Logo recognition on screen during cocktail hour

ENTERTAINMENT SPONSOR

\$1,000[†]

Opportunity to provide the featured entertainment for the event**

- Logo recognition on signage near entertainment
- Logo on signage at the event
- 2 tickets to the event
- Verbal recognition during event presentation
- Logo recognition on screen during cocktail hour

PRODUCT DONATION

Opportunity to provide product for a featured course

- Name on program at the event
- Verbal recognition during event presentation

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[†] Plus costs of asset production and shipping.

^{*} Logo to be included based on when sponsorship is confirmed. To be included on all promotional mailings, sponsorship needs to be confirmed by June 2022 for Industry Spotlight Awards.

^{**} Subject to CRA approval.



CRA Chapter Events & Board Meetings

EVENT SPONSORSHIPS

There are eight **CRA member chapters** across the state that host meetings and produce events through the year. This is your opportunity to get in front of restaurateurs at the local level to show your support and showcase your business.

Meetings and events vary in size from 10 people to 150+. Opportunities and meeting dates vary.

Events include:

- Local restaurant weeks
- Food festivals
- Golf tournaments
- Industry networking events
- Education sessions

Chapter Board of Directors Meetings

\$500 per Mtg

- *Opportunity for brief presentation during a CRA Chapter Board of Directors meeting*
- *Opportunity to distribute promotional materials*

Chapter Events

Chapter events are open to varying levels of sponsorship and exposure. Contact us for more information!

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2022 PAC Events

There are additional sponsorship opportunities for various summer events that raise money for the Colorado Restaurant Foundation, the National Restaurant Association Restaurant Political Action Committee (PAC), and the National Restaurant Association Restaurant Advocacy Fund.

If you are interested in these opportunities, get in touch and we'll gladly share more information.



National Restaurant Association
& Colorado Restaurant Association
Annual Rocky Mountain Golf Classic



National Restaurant Association
& Colorado Restaurant Association
Annual Political Dinner for Restaurant PAC

Advertising & Promotion



CONTACT: Devany McNeill

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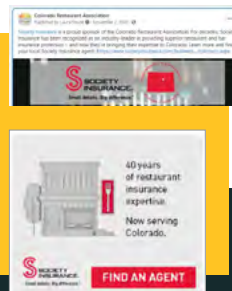
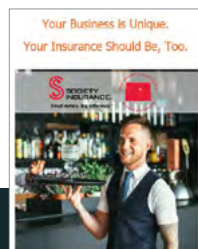
Email Advertising

Email is one of our most robust channels of communication with CRA members. Advertise in one of our regular weekly eNewsletters or create a dedicated piece.

Direct reach: 5,000+

Dedicated Email**	\$800 Member	\$1,200 Non-Member
On The Fly Video Newsletter Sponsor <i>INCLUDES MENTION IN VIDEO</i>	\$800 Member	\$1,200 Non-Member
Sponsored Content in <i>Hospitality News</i> eNewsletter**	\$500 Member	\$1,000 Non-Member
Banner Ads**	For details, contact salesinquiries@multiview.com	
Logo in <i>CRA Today</i>	For details, contact salesinquiries@multiview.com	
Multiview <i>CRA Today</i> Newsbrief	For details, contact salesinquiries@multiview.com	

** Subject to CRA approval



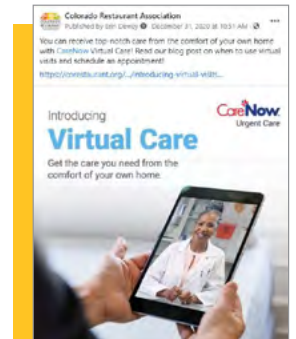
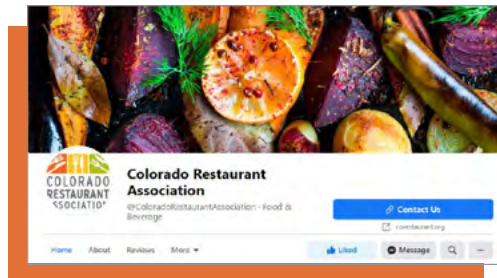


Advertising & Promotion

Online Advertising

The CRA website is our communication hub. Members come to find tools and resources, and non- members come to learn about what we do. You can sponsor content for our blog, promote information and events in our *Hospitality News* eNewsletter and on social media, or purchase advertising to capture visitors across our website.

Direct reach: 55,000+



Dedicated Blog Post**

INCLUDES LINKS ON SOCIAL MEDIA
AND IN CRA eNEWSLETTER

\$500
Member

\$1,200
Non-Member

Multiview Banner Ads

For details, contact
salesinquiries@multiview.com

Social Media Advertising

Our social media channels reach 9,000+ restaurateurs and counting. Connect with our Facebook and Instagram followers through an ad on our platform or work with us to sponsor native content.

Direct reach: 9,000+ | Boosted reach: 40,000+

Facebook Story**

\$300
Member

\$600
Non-Member

Native Content**

\$500
Member

\$800
Non-Member

CRA Job Board Advertising

The CRA Job Board – found at corerestaurantjobs.com – is a hospitality industry connector and workforce development resource, bringing together job seekers and employers across Colorado. Sponsored job posts and companies can be featured in a variety of ways, while advertising can capture visitors from across the site.

** Subject to CRA approval

CONTACT: Devany McNeill

dmcneill@corerestaurant.org // 303-830-2972 ext. 133

Colorado Restaurant Foundation Sponsorship



CRF program partners support the Angel Relief Fund, health and wellness outreach (including mental health), workforce development programs (including Colorado ProStart and Restaurant Youth Registered Apprenticeship), scholarships for students pursuing hospitality careers, and continuing industry education. Customized and program-specific sponsorships are available.

CONTACT: Laura Shunk

lshunk@corestaurant.org // 303-830-2972 ext. 127



Sponsor Benefits	PLATINUM SPONSOR \$20,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$5,000
Logo Placement on CRF Homepage			
Logo Placement on Coloradoprostart.com			
Partner Feature in CRA eNewsletter**	Quarterly	Bi-annually	Annually
Logo in CRF Donor Newsletter	Quarterly	Bi-annually	Annually
Partner Feature in CRF Donor Newsletter**	Annually		
Logo Placement Onscreen and on Signage at Workshops and Events			
Verbal Recognition at Scholarship Event and ProStart Invitational			
Logo on Promotional Material for Workshops and Events			
Opportunity to Present to CRF Board			
Tickets to Scholarship Event	6 tickets	4 tickets	2 tickets
Tickets to Drink Red, Wear Red	6 tickets	4 tickets	2 tickets
Invitation to Participate in Colorado ProStart Invitational			
VIP Tickets to Denver Food + Wine Festival	6 tickets	4 tickets	2 tickets

** Subject to CRF approval



Colorado ProStart® Invitational

Feb. 23-24, 2022 – Gaylord Rockies
Resort & Convention Center

EVENT SPONSORSHIPS



The Colorado ProStart® Invitational is an exciting showcase of our talented ProStart® students and programs across the state. Two separate competitions - Culinary and Management - allow students from dozens of high schools to go head-to-head for scholarships and a chance to compete at the National ProStart® Student Invitational in Washington, D.C., in May. This is the premiere opportunity to meet and support Colorado's next generation of talent in the hospitality industry.

Attendance: 200+ | Direct Reach: 1,300+

Event Details

In addition to the main event, the two-day Invitational features numerous hands-on learning opportunities for students and teachers; a Culinary & Hospitality Exploration Floor spotlighting employers and local postsecondary hospitality programs; tastings; and celebrations of the Colorado ProStart® program, including a Champions Dinner and Ice Cream Social.



DETAILS

WHEN:

Feb. 23, 2022, 1 p.m. - 7 p.m.

Feb. 24, 2022, 7 a.m. - 5 p.m.

WHERE:

Gaylord Rockies Resort & Convention Center
6700 Gaylord Rockies Blvd, Aurora
720-452-6900

OTHER DATES:

National ProStart® Student Invitational:
May 6-8, 2022

CO ProStart® Wrap-Up Celebration:
May 2022

CONTACT: Laura Shunk

lshunk@corerestaurant.org // 303-830-2972 ext. 127

Colorado ProStart® Invitational

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EVENT SPONSORSHIPS

Sponsor Benefits	CHAMPION \$10,000	MENTOR \$7,500	SUPPORTER \$5,000	CHEER LEADER \$2,500	FRIEND \$1,000
Logo on all Pre-Event Communication*					
Dedicated Facebook Posts	3 posts	2 posts	1 post		
Dedicated Instagram Posts	2 Posts + 2 Stories	1 Post + 2 Stories	2 Stories	1 Story	
Press Release Mention					
Logo on Event Signage					
Opportunity to Present to Attendees					
Opportunity to Provide Gift to Attendees or Winners**					
Activation Opportunity on Culinary & Hospitality Exploration Floor***					
Tickets to CO ProStart® Wrap-Up Celebration in May	Table (10 Tickets)				

Customized Partnership Opportunities

Many sponsorship opportunities are customizable and will include recognition at the event, a chance to present directly to participants, inclusion in marketing and collateral, and all benefits conferred to Champion Sponsors. Customized Partnership Opportunities begin at \$10,000.

Examples of opportunities: Title Sponsor, Award Sponsor, Culinary & Hospitality Exploration Floor Title Sponsor, Ice Cream Social Sponsor, Champions Dinner Sponsor, Transportation Sponsor, Education Sponsor, Educator Sponsor, and Media Sponsor.

* From date of sponsor commitment to date of event.

**CRF must approve swag in advance of event. Sponsor responsible for production costs.

***Table-top only display. Pop-up marketing allowed behind or next to table. CRF provides 8-foot draped table, 2 chairs, and a trash can. Contact CRF for

WiFi and power needs – there may be additional costs.

CRF is a 501(c) 3 organization; therefore, your donation is fully tax-deductible by laws governing non-profit organizations.





Scholarship Event








May 2022

EVENT SPONSORSHIPS

The Scholarship Event honors college undergraduates and Colorado ProStart® scholarship recipients, as well as the instructor, mentor, and students of the year.

Attendance: 250+ | Direct Reach: 10,000+

Sponsor Benefits

	PLATINUM SPONSOR \$10,000	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500
\$2,000 Name Scholarship Award			
\$1,000 Name Scholarship Award			
Event Tickets	10 tickets	6 tickets	4 tickets
Logo Placement on Event Materials*	Prominent	Standard	Name
Logo Placement On Screen*	Prominent	Standard	Name
Logo Placement on Event Website*	Prominent	Standard	Name
Verbal Recognition at Event			
Recognition in CRF Donor Newsletter			

* Logo to be included based on when sponsorship is confirmed. To be included on all promotional mailings, sponsorship needs to be confirmed by March 2022.

Due to the COVID-19 pandemic, all CRA and CRF events will be assessed individually. If any sponsored event in 2022 must be held virtually or is postponed due to the COVID-19 pandemic or other unforeseen circumstances, event sponsors will be featured prominently during the virtual event or alternate options will be assessed.



Denver Food + Wine Festival

September | TBD



EVENT SPONSORSHIPS



The Denver Food + Wine Festival (DF+WF) is a multi-day consumer-facing and industry trade festival celebrating the Denver restaurant, wine, and spirits scenes. In 2022, events will include chef-headlined, multi-course dinners; educational seminars; tastings; and interactive experiences, showcasing dozens of restaurants and hundreds of wines and spirits. Sponsors enjoy visibility at the festival and in the marketing campaign that supports it.

Attendance: 4,500+ | Direct Reach: 400,000+

Anticipated 2022 Attendance: 2,000

About the Primary Beneficiary

Proceeds from the DF+WF benefit the Colorado Restaurant Foundation, a 501(c)(3) education and charitable non-profit serving the Colorado restaurant community. In 2021, the CRF granted more than \$4 million to restaurant employees and restaurants negatively impacted by the COVID-19 pandemic. The CRF also supports the restaurant community through its Colorado ProStart Program (teaching management and culinary skills to juniors and seniors in more than 40 Colorado high schools), Angel Relief Fund (emergency assistance grants for restaurant employees across Colorado), and mental health and wellness programs for the industry.

Conference Attendees:

- 64.6% Female, 35.3% Male
- Average Age: 40-42
- 65.6% Live in or within 25 miles of Denver
- Income: 46% have an annual income of more than \$100,000

**Note: Based on 2018 survey of DF+WF attendees*

CONTACT: Laura Shunk

lshunk@corerestaurant.org // 303-830-2972 ext. 127





Denver Food + Wine Festival

September | TBD

EVENT SPONSORSHIPS

Sponsor Benefits	PLATINUM SPONSOR \$15,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$7,500	BRONZE SPONSOR \$5,000
Logo Placement in DF+WF Marketing* <i>Online, email, media, press releases</i>				Online + Email
Dedicated Facebook Posts**	2 posts	1 post		
Dedicated Instagram Posts**	2 Posts + 2 Stories	1 Post + 2 Stories	2 Stories	1 Story
Logo Placement in Onsite Program				
Ad in Onsite Program	1/2-page ad	1/4-page ad	1/8-page ad	
Dedicated Email to DF+WF Email List**				
Logo Placement on Menu*				
Logo Placement on Event Signage*	Prominent	Prominent	Standard	Name
Grand Tasting Booth	10' x 20' pad site	10' x 20' pad site		
Dinner Tickets	4 tickets	2 tickets	1 ticket	
Grand Tasting Tickets	6 VIP + 6 First Taste	4 VIP + 4 First Taste	2 VIP + 4 First Taste	2 VIP + 2 First Taste

Customized Partnership Opportunities

Partnership opportunities range from \$20,000 - \$100,000. Packages are customized based on your company's promotional goals and mission.



* Logo to be included based on when sponsorship is confirmed. To be included on all promotional mailings, sponsorship needs to be confirmed by June 2022.

** Subject to CRF approval.

Due to the COVID-19 pandemic, all CRA and CRF events will be assessed individually. If any sponsored event in 2022 must be held virtually or is postponed due to the COVID-19 pandemic or other unforeseen circumstances, event sponsors will be featured prominently during the virtual event or alternate options will be assessed.



430 E. 7th Avenue
Denver, CO 80203
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CORESTAURANT.ORG

