



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, 2,000+ 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.

ABOUT ORLA & OHF

- ▶ ORLA Mission and Member Testimonials

ORLAPAC

- ▶ Annual Donor Levels

PRINTED PUBLICATION

- ▶ Oregon Restaurant & Lodging Association Magazine

DIGITAL

- ▶ OregonRLA.org
- ▶ ORLA Blog
- ▶ Boiled Down Podcast
- ▶ E-Newsletters and Sponsored Emails
- ▶ Webinars

SPONSORSHIP OPPORTUNITIES

- ▶ Oregon Tourism Leadership Academy
- ▶ ORLA Open
- ▶ Northwest Food Show
- ▶ Play it Fore-Ward for Hospitality
- ▶ ORLA Hospitality Conference
- ▶ Taste Oregon

Note: All information within this document is subject to change.

Contact ORLA's Director of Business Development

- ▶ Marla McColly: MMcColly@OregonRLA.org | 503.428.8694 | OregonRLA.org



ABOUT ORLA & OHF

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. Before COVID-19, our industry provided over 183,190 jobs to working Oregonians and brought in over \$13.8 billion in annual sales for Oregon.

Mission

ORLA serves as the leading industry advocate, striving to protect, improve and promote Oregon Hospitality.

Foundation

Formerly the Oregon Restaurant & Lodging Association Education Foundation (ORLAEF), the Oregon Hospitality Foundation (OHF) formed in 1992 as a 501c3 nonprofit entity to focus on supporting the restaurant and lodging industry's education and training needs. In April 2020, the Foundation expanded its focus to include charitable work, economic relief, and technical assistance for the industry's employees and businesses.

TESTIMONIALS

"Getting involved with ORLA has been one of the best strategic partnership decisions we have made at HR Annie Consulting. This is a wonderful opportunity to be introduced to and engage with new clients, and we have an amazing resource to utilize for our own business."

- HR Annie Consulting

"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."

- McDonald Wholesale Co.

"Year over year we are so thrilled to see our partnership with ORLA flourish & grow. We continue to be so impressed at the sheer amount of resources & energy the ORLA team puts towards the betterment of the restaurant & lodging industry & their members. As a strategic partner of theirs, we can say we feel the same level of support in our partnership as well."

- Megan Shadle Dell Technologies



ORLAPAC

Invest in the future of your business with a contribution to the ORLA's Political Action Committee (ORLAPAC). By supporting ORLAPAC, you're joining hundreds of others in the hospitality industry to amplify your voice with our legislators here in Oregon. The majority of ORLAPAC's donors are small businesses and individuals who give annually because a strong ORLAPAC is critical to defend tourism funding and pushing key legislation in Salem.

Bi-partisan and business minded.

ORLAPAC is a bi-partisan PAC contributing to both legislators who have supported the industry's legislation in Salem and challengers whose election will advance the hospitality industry's legislative agenda. These funds are dedicated to helping elect candidates to office who will work to support the growth of Oregon's hospitality industry.

Strength in numbers.

Owners and operators in the hospitality industry have one of the largest political action committees in the state because industry members understand how important it is to back candidates for office who will work to create a climate for private enterprise to succeed in Oregon. ORLAPAC-endorsed candidates don't think it is enough the hospitality industry survives in Oregon. Our candidates understand when the hospitality industry is growing, Oregon is growing and when our industry succeeds, Oregon succeeds.

Defending the hospitality industry.

ORLAPAC is the only PAC fighting exclusively for hospitality interests in Salem, but we need your support to succeed. Your contribution allows our PAC to remain one of the largest, most strategically effective political action committees in the state - and one of the strongest political investments you will make in the future of your business.

Over the last year, we have worked hard to maintain access to leadership offices in the Oregon capitol, fight off the Portland Metro wage tax (which could have spread across the state), and invest in races to attempt to achieve balance in the legislature between Democrats and Republicans (Republicans gained an additional seat in the House).

Our team here at ORLA is continuing to work with legislators through our Government Affairs Committee and ORLA Unemployment Insurance Tax Task Force to address priorities for the Legislative Session. Local mandates and our commitment to safety have limited our ability to hold fundraising events in 2021. Your contributions to the industry PAC are key to advocacy for the hospitality industry.

PAC DONOR LEVELS

Choose an annual commitment level for you or your organization



CONTRIBUTING DONOR - \$1,500

- Name recognition on the ORLA website (Oregonrla.org/ORLAPAC)
- Name recognition in a dedicated print promotion in the ORLA Magazine
- Name recognition as a contributing donor for the ORLA Open
- Subscription access to text alerts and special industry alerts
- Access to Government Affairs Committee Meetings
- Early access to Bids for A Better Industry ORLAPAC Online Auction



SUPPORTING DONOR - \$3,000

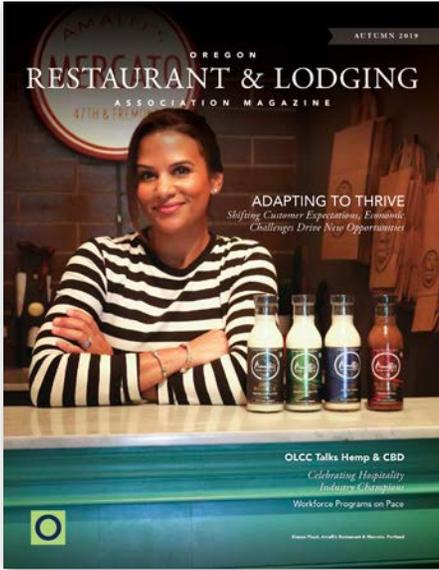
- Logo recognition on the ORLA website (Oregonrla.org/ORLAPAC)
- Logo recognition in a dedicated print promotion in the ORLA Magazine
- Logo recognition as a supporting donor for the ORLA Open
- Subscription access to text alerts and special industry alerts
- Access to Government Affairs Committee Meetings
- Early access to Bids for A Better Industry ORLAPAC Online Auction



MAJOR DONOR - \$6,000

- Logo recognition on the ORLA website (Oregonrla.org/ORLAPAC)
- Logo recognition in a dedicated print promotion in the ORLA Magazine
- Logo recognition as a major donor for the ORLA Open
- Subscription access to text alerts and special industry alerts
- Access to Government Affairs Committee Meetings
- Early access to Bids for A Better Industry ORLAPAC Online Auction
- Golf team at ORLA Open with custom gifts for your players
- Scheduled monthly calls with ORLA Director of Government Affairs





Oregon Restaurant & Lodging Association Magazine

ORLA's publication is mailed quarterly to over 10,000 Oregon foodservice and lodging establishments and vendors dedicated to servicing the hospitality industry. This publication covers the most relevant, industry-specific topics of importance to both restaurant and lodging operators.

CIRCULATION: 10,000+ Reach 30,000+

READERSHIP: Every restaurant and lodging facility in Oregon, including:

- ▶ 7,300+ establishments serving alcohol
- ▶ 2,200+ restaurants with lottery products
- ▶ Businesses responsible for more than \$10.8 billion in annual food and beverage sales
- ▶ Foodservice: bar/tavern, family casual, fast casual, quick service, fine dining, and other foodservice
- ▶ Lodging: bed & breakfast, hotel-motel, resort, RV park, vacation rental
- ▶ Purveyors to the industry

UPCOMING EDITORIAL FOCUS:

SPRING 2021 (Ad close 02.10.21)

- ▶ **Rebuilding Consumer Confidence**

SUMMER 2021 (Ad close 05.11.21)

- ▶ **The Future of Hospitality**
- ▶ **Special Section: Buyer's Guide**

AUTUMN 2021 (Ad Close 08.04.21)

- ▶ **The Beverage Issue**

WINTER 2022 (Ad close 11.08.21)

- ▶ **Bundle Up / Packages & Partnerships**

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/blog/article-submission-guidelines

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. 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.

Contact ORLA's Director of Business Development
Marla McColly: MMcColly@OregonRLA.org | 503.428.8694
OregonRLA.org | 03.04.21





Digital

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 41,000 per month.

AD SPECIFICATIONS: *(File size 15k, 72 dpi)*

jpeg, gif, flash or shockwave

- ▶ Medium Rectangle - 300 x 250 pixels
- ▶ Super Leaderboard - 970 x 90 pixels

AD RATES:

MEDIUM RECTANGLE	\$550
SUPER LEADERBOARD	\$850
SUPER LEADERBOARD & MEDIUM RECTANGLE	\$1,200

BOILED DOWN PODCAST

Monthly Podcast Discussion on Industry Issues

Podcast advertising opportunities include the option to provide an audio file, be recorded, or we record your ad spots for you. Two 30-second ad spots will run in two consecutive podcasts (for a total of four total ad placements). Monthly downloads average over 150.

AD SPECIFICATIONS:

- ▶ Two 30-second audio files

AD RATE:

FOUR TOTAL PODCAST ADS	\$150
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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. The article should be written in an objective fashion (not self-serving).

AD RATES:

ONE BLOG POST	\$350
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Digital

EMAIL PACKAGES - ORLA INSIDER ADS & SPONSORED EMAIL

Multiple exposures prove effective in building awareness. ORLA's monthly member-only e-newsletter (Insider) has over 2,100 subscribers and an open rate average of 30.44%. Sponsored emails are sent industry-wide to over 3,272 subscribers.

Insider - Banner Ad Package

Includes a banner 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.

SPECIFICATIONS: (File size 5MG)

- ▶ jpeg, gif, flash or shockwave files
- ▶ Banner Ad - 600 x 100 pixels
- ▶ Sponsored Email
 - Graphic - 600 x 400 pixels
 - Copy: 150 words or less

RATE:

BANNER AD + EMAIL	\$1,020
ADDITIONAL EMAIL	\$500

Insider - Featured Ad Package

Includes a larger and more detailed featured ad highlighted in ORLA's monthly e-newsletter for two consecutive issues. In addition, 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.

SPECIFICATIONS: (File size 5MG)

- ▶ jpeg, gif, flash or shockwave files
- ▶ Featured Ad:
 - Image: 300x250 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

- Graphic - 600 x 400 pixels
- Copy: 150 words or less

RATE:

BANNER AD + EMAIL	\$1,400
ADDITIONAL EMAIL	\$500



Sponsored Email Sample





Digital

WEBINARS

Online presentations on a variety of informational and educational topics.

Webinar – Hosted by the Oregon Restaurant & Lodging Association

Introduce featured webinars curated by ORLA to address industry hot topics, rules/regulations, and government affairs. Webinars are produced and hosted by ORLA. Your sponsorship includes logo placement on the registration page and all promotional outreach. Your investment also includes 60-90 sec. mic time, and placement with your logo and up to 50 words in a post-webinar email. Your sponsorship includes a choice of featured content, based on availability.

RATE:

ORLA HOSTED WEBINAR **\$700**

Webinar – Hosted by the Oregon Hospitality Foundation

Sponsor an industry webinar focused on best practices, techniques, and technical support. Webinars are produced and hosted by the Oregon Hospitality Foundation. Your sponsorship includes logo placement on the registration page and all promotional outreach. Your investment also includes 60-90 sec. mic time, and placement with your logo and up to 50 words in a post-webinar email.

RATE:

OHF HOSTED WEBINAR **\$700**

Webinar Listing

ORLA will post your free industry webinars on our digital event calendar for no charge if the topic is educational/informational and relevant to the hospitality industry. Please submit your digital event listing at <http://bit.ly/ORLAwebcal> for consideration.





Oregon Tourism Leadership Academy Quarterly 2022

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 \$6,000 (limit 2)	Supporting Sponsor \$4,000 (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 speak	give toast	give toast	welcome
opportunity to give welcome	X	X	





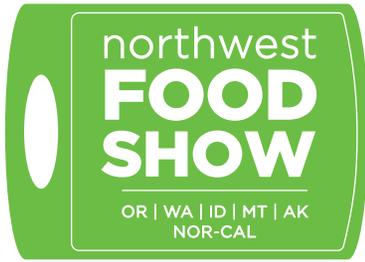
ORLA Open Golf Tournament July 26, 2021 | Langdon Farms, Aurora

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	Beverage \$2,500	Hole-In-One \$2,500	Range \$2,500	Putting \$2,500	KP \$1,200	Long Drive \$1,200	Hole \$700
foursomes allotted	2	2	1	1	1	1	1	1	1	1	
recognition: website / ads / email program / signage	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 2020 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	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
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 reserved hole	at driving range	at practice green			
speaking at podium opportunity	4 min										





Northwest Food Show August 1-2, 2021 | Portland Expo Center

Foodservice 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	Tasting Pavilion \$6,000	Cooking Stage \$6,000	Charging Station \$5,000	Water Station \$3,000 +product	Show Bag \$3,000 +bag cost	Lanyard \$3,000 +lanyard cost	Aisle \$1,000 per aisle
recognition: website / ads / email program / signage	logo	logo	logo	logo	logo	logo	logo	
sponsor specific	logo on cover of Show Guide, entry display and aisle signs	banner in Tasting Pavilion	banner in the Cooking Stage area	logo at two charging stations on the Show floor	logo at two water stations on the Show floor	logo on the official Show bag	logo and name on the official Show lanyard	company identification on Show floor at the top of each aisle
social media coverage	X	X	X	X	X	X	X	
show guide ad	full page	1/2 page	1/2 page	1/2 page	1/2 page	1/2 page	1/2 page	
booth space	20x20	10x10	10x10	10x10	10x10	10x10	10x10	
pipe & drape, carpet, electrical, tables, chairs	X	X	X	X	X	X	X	

Vendor Spaces starting at \$875

Learn more about exhibiting at the Northwest Food Show at NWFoodShow.com



Play it Fore-ward for Hospitality | A Topgolf Event From ORLA
August, 24 2021 | Topgolf, Hillsboro

No golf experience required. Whether you're an aspiring golf pro or picking up a club for the first time, Topgolf is everyone's game. Industry allies will host small groups of operators in outdoor heated and covered hitting bays, where they will enjoy hosted food and beverage and game play. Four operators will be paired with two sponsors in each bay. Fun for all skill levels.

Attendance Goal: 200+

OPPORTUNITIES	Presenting \$5,000	Raffle \$3,000	Bay \$1,250
participants allowed	6	4	2
recognition: website / ads / email program / signage	logo	logo	logo
sponsor specific signage	logo appears with event logo in all pre-, on-site, and post occurrences connected to the 2021 event	logo on raffle tickets and on-site signage	logo on sponsored hitting bay and on-site signage
post event attendee list names / businesses	X	X	X
merchandising opportunity	X	X	





ORLA Hospitality Conference September 19-20, 2021

Industry leaders, owners and operators gather for this multi-day event of illuminating keynotes, informative seminars and breakout sessions and networking.

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 2020 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





Taste Oregon Legislative Reception February 2022 | 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	Supporter	Registration	Libations
OPPORTUNITIES	\$3,500	\$2,000	\$1,500	\$1,500 +product
recognition: website / ads / email program / signage	logo	logo	logo	logo
sponsor specific	logo appears alongside event logo in all pre-, on-site, and post occurrences connected to the 2021 event			product featured at bar with signage

