



ADVERTISING &  
SPONSORSHIP

## 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 10,200+ foodservice establishments, 2,000+ lodging properties, an employment base of 179,059, 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 digital advertising, print, e-newsletters, to event on-site signage and collateral. Our dedicated business development team can assist you in reaching your target audience through a strategic multi-channel approach.

### PRINTED PUBLICATION

- ▶ Oregon Restaurant & Lodging Association Magazine

### DIGITAL

- ▶ OregonRLA.org
- ▶ E-Newsletters and Sponsored Emails
- ▶ Boiled Down Podcast
- ▶ Video

### SPONSORSHIP OPPORTUNITIES

- ▶ Taste Oregon Legislative Reception
- ▶ ORLAEF's ProStart Invitational
- ▶ Northwest Food Show
- ▶ One Big Night Dinner & Auction
- ▶ ORLA Open Golf Tournament
- ▶ ORLA Hospitality Conference
- ▶ Chairwoman's Getaway
- ▶ Oregon Tourism Leadership Academy

*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) | 503.428.8694 | [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 represents approximately 2,600 members, and advocates for over the foodservice and lodging industry, responsible for 179,059 jobs and over \$13.8 billion in annual food and beverage sales.

### Mission

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

### Education Foundation

ORLAEF is a nonprofit philanthropic foundation. We support and promote diverse career, educational, training, and public service opportunities within the hospitality and tourism segments to create a vibrant industry that contributes to Oregon's economic livelihood and its citizens' quality of life.

## 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.

*"We've been involved in several large associations and many business networking organizations, and none of them have provided the opportunities for quality interaction with customers, prospective customers and industry leaders like we've experienced at ORLA. The ORLA team went out of their way to help us establish new connections with members and help us assimilate successfully into the group."*

- Summit Cleaning and Restoration





# 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 2020** (Ad close 02.10.20)

- ▶ **Power of Tourism**

**SUMMER 2020** (Ad close 05.11.20)

- ▶ **Technology**
- ▶ **Special Section: Buyer's Guide**

**AUTUMN 2020** (Ad Close 08.05.20)

- ▶ **TBA**

**WINTER 2021** (Ad close 11.08.20)

- ▶ **TBA**

## 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>

## 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.

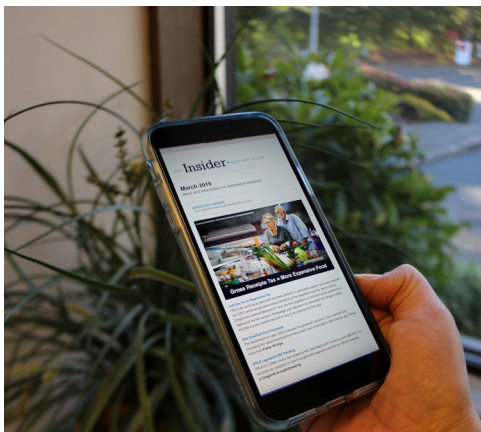
## ALSO AVAILABLE:

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

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Marla McColly: [MMcColly@OregonRLA.org](mailto:MMcColly@OregonRLA.org) | 503.428.8694  
[OregonRLA.org](http://OregonRLA.org) | 12.09.19







# 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. Homepage views average at 14,100 per month.

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

jpeg, gif, flash or shockwave

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

#### AD RATES:

SUPER LEADERBOARD	<b>\$850</b>
MEDIUM RECTANGLE	<b>\$550</b>

## 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).

#### AD SPECIFICATIONS:

- ▶ Two 30-second audio files

#### AD RATES:

FOUR TOTAL PODCAST ADS	<b>\$150</b>
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## ORLA INSIDER ADS & SPONSORED EMAILS

### Monthly e-Newsletter and Sponsored Emails

Multiple exposures prove effective in building awareness. Include a banner ad in one of ORLA's monthly e-newsletters for two consecutive issues (e-newsletter open rate average of 27%). PLUS, we'll send a sponsored email to all-industry with your 150-word copy and graphic. Submission deadline for e-newsletters 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

#### AD RATES:

BANNER AD + EMAIL	<b>\$1,020</b>
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#### AD SUBMISSIONS:

Please submit all digital ads to Marla McColly at [MMcColly@OregonRLA.org](mailto:MMcColly@OregonRLA.org) or 503.428.8694.

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OregonRLA.org | 12.09.19





## Taste Oregon Legislative Reception Wednesday, February 12, 2020 | Salem Convention Center

The industry's unique opportunity to meet several of Oregon's top policy makers while enjoying food and beverages from member restaurants, wineries and breweries.

Attendance Goal: 200+

OPPORTUNITIES	Presenting \$3,500	Supporter \$2,000	Registration \$1,500	Libations \$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 2020 event			product featured at bar with signage





## ORLAEF ProStart Invitational Monday, March 2, 2020 | 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 as a capstone project with the annual state competition.

Program Participation Goal: 33 schools, 3 thousand students  
Championship Attendance Goal: 200+

OPPORTUNITIES	Title \$15,000	Presenting \$10,000	Major \$7,500	Champion \$5,000	Star \$4,000	School \$2,500	Supporter \$2,000
attendee registrations	4	4	2	2	2	2	2
recognition: website / ads / email program / signage	logo	logo	logo	logo	logo	name	name
sponsor specific	logo on student chef coats opportunity to present category awards	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	X			
electronic promotion to schools	X	X	X	X			
quarter page ad in ORLA's publication (pending editor approval)	X			X			
speaking at podium opportunity	3 min	3 min	2 min				
opportunity to provide professional chef judge	X	X	X				
table at exhibit fair	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 19-20, 2020 | 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](http://NWFoodShow.com)





A BENEFIT *for* HOSPITALITY

## One Big Night Thursday, May 7, 2020 | DoubleTree by Hilton Hotel 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	Silent	Live	Payment	Wheel	Major	Supporting	Libations	Valet	Contributor
		\$8,000	\$6,000	\$6,000	\$6,000	\$5,000	\$4,500	\$2,500	\$2,000 +product	\$2,000	\$1,500
number of tickets		20	10	10	10	5	10	2	2	2	
recognition: website / ads / email program / signage		logo	logo	logo	logo	logo	logo	name	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 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	branding opportunity at valet	
speaking at podium opportunity		4 min									
post event attendee list names / businesses		X	X	X	X	X	X				







## ORLA Open Monday, July 27, 2020 | Langdon Farms, Aurora

Annual golf tournament with awards luncheon. 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 \$1,200
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	name	name	name
sponsor specific signage	logo appears with event logo in all pre-, on-site, and post occurrences connected to the 2019 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										





## ORLA Hospitality Conference September 28-29, 2020 | Ashland

Industry leaders, owners and operators gather at the annual ORLA Hospitality Conference, formerly known as Convention.

Attendance Goal: 350+

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 2019 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



# Chair's G•E•T•A•W•A•Y

## Chair's Getaway Autumn 2020

Decadent culinary experience and private gathering among industry leadership. Proceeds (including sponsorship revenues) go directly to ORLA's Political Action Committee.

Attendance Goal: 75+

OPPORTUNITIES			
	Presenting \$4,000	Supporting \$2,000	Contributor \$1,000
number of tickets	4	2	2
recognition: website / ads / email signage	logo	logo	name
sponsor specific	logo appears alongside event logo in all pre-, on-site, and post occurrences connected to the 2019 event		
opportunity to give toast	X		
attendee list names / businesses	X	X	





## Oregon Tourism Leadership Academy Quarterly 2020

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

	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	

