

The logo of the Nevada Restaurant Association is a circular emblem. It features a central figure of a person, possibly a chef or a server, holding a tray. The figure is surrounded by a ring of smaller, repeating icons that represent various restaurant-related items. The entire emblem is rendered in a light, semi-transparent yellow and grey color scheme.

**Nevada Restaurant
Association
Corporate Sponsorship
&
Event Sponsorship
Opportunities
2016**

NvRA Mission Statement:

The Association was created in 1982 by and for the Nevada restaurant owners as the means for them to manage industry challenges that would be difficult to deal with alone.

The Restaurant Association is a statewide, non-partisan, trade organization. Our mission is to promote, protect, and educate the foodservice industries in the state and to ensure positive business growth for our members. NvRA strives to represent the best interest of its members on business issues, restaurateur concerns and the protection of Nevada's Quality of Life.

This Strategic Sponsorship between Nevada Restaurant Association and your company has been designed:

- To continue working with NvRA to further strengthen the Restaurant Industry
- To build an ongoing relationship in the Restaurant Industry
- To let the Restaurant Industry know that your company is a leader and supporter of NvRA and its programs.

Restaurants are the cornerstone of Nevada economy:

- The Nevada restaurant industry directly employs over 264,500 great people and nationally is the largest private sector employer making restaurants the cornerstone of careers.
- The Nevada Restaurant Industry generates over \$6.9 billion in sales with most of those revenues reinvested back into our great state making restaurants cornerstone of the economy.
- The Nevada restaurant industry has over 5,300 locations with nine out of ten restaurant operators raising money for charities, and/or donating food or space. Restaurants are the cornerstone of their communities.

Nevada Restaurant Association will give your company the best exposure to create better name recognition with the following:

- Premier industry positioning and access to key operators
- Reaching your customers via year-round recognition in communication vehicles
- High level networking and recognition at key industry events
- Recognition as a community leader for education scholarships, and a champion for our state

Corporate Sponsor Packages



Description of Benefits	Bronze	Silver	Gold	Platinum	Diamond
	\$3,000	\$5,000	\$10,000	\$15,000	\$20,000
Recognition as a Corporate Sponsor on NvRA Website	*	*	*	*	*
Press Release Regarding Sponsorship	*	*	*	*	*
Sponsor Announcement in all Press Releases	*	*	*	*	*
Recognition as a Corporate Sponsor on all Invoices and Mailings		*	*	*	*
Recognition at Culinary Excellence Awards Dinner		*	*	*	*
Recognition at NRA Political Action Committee Luncheons		*	*	*	*
Recognition at Board Member's Meetings		*	*	*	*
Opportunity to Present to Board at a Meeting			*	*	*
Company Logo in Every E-news Issue			*	*	*
Presence at Tradeshow				*	*
Ad Recognition in Monthly Newsletter (In Rotation)				*	*
Company Logo at Culinary Excellence Awards Gala				*	*
Premier Signage at Awards Entrance				*	*
Premier Signage at Las Vegas Epicurean Affair				*	*
Full Page for Company on NvRA Website				*	*
Flyer in New Member Packet				*	*
Featured on NvRA Website with Linking Logo					*
Tickets to Strategic NRA PAC Events *		1	2	2	10
Tickets to Culinary Excellence Awards Gala		2	4	6	10
General Admission Tickets to Las Vegas Epicurean Affair		2	4	10	15
Tickets to a Trade Show *		4	8	12	30
Exclusive For Your Company					
Recognition in National Publications				*	*
Named Co-Sponsor for ServSafe Alcohol Program Promotion				*	*
Up to 2 Classes of ServSafe Food & Alcohol per year					*
Logo Added to ServSafe Materials					*
Logo Will be on NvRA Website and Alcohol Cards for 1 year					*

Nevada Restaurant Association Corporate Sponsor Benefits

Exclusive Diamond \$20,000

As an NvRA Corporate Sponsor, your company will be a *prime sponsor* for the Nevada Restaurant Association for one year and will receive maximum exposure via NvRA publications, programs, and events

Here is what's in it for you!

- ✓ Your company will be featured on NvRA's homepage, www.nvrestaurants.com, under the Corporate Sponsor section (your logo will have a link on your company website)
- ✓ Press Release to all members regarding your Corporate Sponsorship
- ✓ Announcement as a sponsor in all event press releases
- ✓ Receive recognition at Culinary Excellence Awards Dinner
- ✓ Receive recognition at NRA Political Action Committee Luncheons
- ✓ Receive recognition at Board Member's Meetings
- ✓ Ten (10) tickets to the Culinary Excellence Awards Gala
- ✓ Ten (10) Tickets to Strategic National Restaurant Association Political Action Committee events
- ✓ Your company logo will be on all e-news "What's on the Table?" for one year (e-news goes out twice a month)
- ✓ Company logo on Culinary Excellence Awards Gala program
- ✓ Premier signage at Culinary Excellence Awards Gala program
- ✓ Your Company will be provided with a full page on the NvRA website which you can use for promotions, advertising, events and any information about your company for one year.
- ✓ Lifetime membership
- ✓ Presence at Tradeshow and 30 tickets
- ✓ Fifteen (15) GA tickets to Las Vegas Epicurean Affair

Exclusive for your Company (if applies)

- ✓ Recognition as a Corporate Sponsor on all invoices and mailing issued to members
- ✓ Recognition in a nationally circulated press release regarding co-sponsorship (National Publications)
- ✓ Named co-sponsor for online ServSafe Alcohol Safety program
- ✓ NvRA will train up to 2 classes per year of ServSafe Food Safety and 2 ServSafe Alcohol Safety at no cost to your company
- ✓ Logo will be added to all ServSafe Food Safety PowerPoint training and registration materials
- ✓ ServSafe® Alcohol: Company logo will be on Alcohol Cards for one year

Platinum \$15,000

- ✓ Full page on NvRA website to use for promotions, advertising, events or any information about your company for a year
- ✓ Premier signage at awards entrance
- ✓ Logo will be at the Culinary Excellence Awards Gala
- ✓ Sponsors will receive "recognition (in rotation) in the NvRA's bi-weekly e-newsletter
- ✓ Six (6) tickets to Culinary Excellence Awards Gala
- ✓ Two (2) tickets to Strategic NRA-PAC events
- ✓ Six (6) GA tickets to Las Vegas Epicurean Affair
- ✓ Receive recognitions at Board Member's Meetings
- ✓ Receive recognition at NRA Political Action Committee Luncheon
- ✓ Receive recognition at Culinary Excellence Awards Dinner
- ✓ Recognition as a Corporate Sponsor on NvRA website for twelve months
- ✓ Press Release announcing your Corporate Sponsorship
- ✓ Announcement as sponsor in all event press releases
- ✓ Opportunity to present to board at a meeting
- ✓ 12 Tickets to a Trade show



Gold \$10,000

- ✓ Logo will be on Culinary Excellence Awards Gala plaques
- ✓ Sponsors will receive "recognition (in rotation) in the NvRA's bi-weekly e-newsletter
- ✓ Four (4) tickets to Culinary Excellence Awards Gala
- ✓ Two (2) tickets to Strategic NRA-PAC events
- ✓ Four (4) GA tickets to Las Vegas Epicurean Affair
- ✓ Receive recognition at Board Member's Meetings
- ✓ Receive recognition at NRA Political Action Committee Luncheons
- ✓ Receive recognition at Culinary Excellence Awards Dinner
- ✓ Recognition as a Corporate Sponsor on NvRA website for twelve months
- ✓ Press Release announcing your Corporate Sponsorship
- ✓ Announcement as sponsor in all event press releases
- ✓ 8 Tickets to a trade show

Silver \$5,000

- ✓ Sponsors will receive "recognition (in rotation) in the NvRA's bi-weekly e-newsletter
- ✓ Two (2) tickets to Culinary Excellence Awards Gala
- ✓ One (1) Ticket to a Strategic NRA-PAC event
- ✓ Two (2) GA tickets to Las Vegas Epicurean Affair
- ✓ Receive recognition at Board Member's Meetings
- ✓ Receive recognition at NRA Political Action Committee Luncheon
- ✓ Receive recognition at Culinary Excellence Awards Dinner
- ✓ Recognition as a Corporate Sponsor on NvRA website twelve months
- ✓ Press Release announcing your Corporate Sponsorship
- ✓ Announcement as sponsor in all event press releases
- ✓ Recognition as a Corporate Sponsor on all Invoices and Mailings
- ✓ 4 Tickets to a trade show

Bronze \$3,000

- ✓ Recognition as a Corporate Sponsor on NvRA website for twelve months
- ✓ Press Release announcing your Corporate Sponsorship
- ✓ Announcement as sponsor in all event press releases

Political Action Committee (NRA-PAC) Events

Throughout the year, the NvRA holds events and luncheons to support the National Restaurant Association and State Political Action Committees. The primary purpose of the PAC is to support candidates for national, state and local political offices whose election would be beneficial to the Nevada Restaurant Association. The PAC is the only fund that aggressively pursues the election and re-election of candidates for federal office who will stand up and support the restaurant industry position on key issues.

\$2,000 Sponsorship Benefits

- ✓ Company name and logo to appear on Save the Date flyer broadcasted to members
- ✓ Company name and logo on the welcome board at registration table
- ✓ Opportunity to speak to the attendees for 2-3 minutes promoting your company
- ✓ Your printed promotional materials may be distributed to guest and displayed at registration
- ✓ Company logo posted on our website
- ✓ Your sponsorship prominently listed in a pre and post event press release
- ✓ Includes two tickets to the event

Board of Director Meetings Sponsor

Nevada Restaurant Association's Board of Directors meets formally six times a year to discuss association issues, to vote on new member benefits and initiatives, and to host a range of guest speakers. Held at alternating member and allied properties throughout the state, board meetings follow up on issues discussed at the Strategic Planning Session and address current member concerns and opportunities for the association.

\$500 Sponsorship Benefits

- ✓ Logo on Agenda and Board Packets sent out to each Board Member
- ✓ Opportunity to speak in front of the board for 10 minutes promoting your company
- ✓ Ability to provide product samples at meeting
- ✓ Ability to serve breakfast, lunch, snack, or drinks
- ✓ Announced as sponsor in board bullets and invitation

Monthly Mixer Sponsor

Mixers are held in Reno and Las Vegas to provide an opportunity for operators, chefs, and vendors to network in a casual setting to exchange ideas and stay current.

\$500 Mixer Sponsor Benefits

- ✓ Opportunity to speak for 10 minutes promoting your company
- ✓ Ability to provide product samples at meeting
- ✓ Ability to serve breakfast, lunch, snack, or drinks
- ✓ Company name and logo to appear on Save the Date flyer broadcasted to members
- ✓ Logo on website events page

Culinary Excellence Awards

The Nevada Restaurant Association's Culinary Excellence Awards celebrates industry leaders who shine brighter than anyone else. The awards recognize the most deserving restaurant employees in the state, all of whom have been selected by a committee of peers. Awards are given out to Restaurateur of the Year, Pastry Chef of the Year, Bartender of the Year, and Culinarian of the Year.

Culinary Excellence Award Gala Sponsorship

Sponsorship levels	Copper \$500	Pewter \$800	Bronze \$1500	Silver \$2500	Gold \$5000
Tickets to the Gala	2	4	6	8	10
Company mention during Award ceremony	*	*	*	*	*
Company mention in the newsletter	*	*	*	*	*
Company logo on the event page		*	*	*	*
Company mention in the press release			*	*	*
Company logo on all invitations				*	*
Company logo on event signs					*
Company logo on NvRA website					*

Las Vegas Epicurean Affair

Description of Benefits	Copper	Pewter	Bronze	Silver	Gold	Platinum
	\$1,000	\$2,000	\$5,000	\$10,000	\$15,000	\$25,000
Logo on Epicurean Affair website as sponsor	*	*	*	*	*	*
Logo on NvRA website as a sponsor			*	*	*	*
Logo on event signs			*	*	*	*
Logo on event signs and invites					*	*
Logo in promotional advertising, wristbands, invites, banners, and signs					*	*
One year membership with the Nevada Restaurant Association					*	*
Provided with full page on NvRA website					*	*
Logo on Epicurean Affair's homepage with a direct link to your company's website for one year					*	*
Prominent mention in all event press releases and e-news articles						*
One exclusive banner for your company to be posted at the event						*
Logo ad in 8 e-news issues during a one-year period						*
Receive recognition at Culinary Excellence Awards Dinner as a corporate sponsor						*
Receive recognition at NRA Political Action Committee luncheons						*
General Admission Tickets to Las Vegas Epicurean Affair	2	6	8	10	10	20
Early Admission Tickets to Las Vegas Epicurean Affair				4	10	14

EVENT SPONSORSHIP PACKAGES

Platinum \$25,000

- ✓ Logo in promotional advertising, wristbands, invites, banners, and signs
- ✓ Prominent mention in all event press releases and e-news articles
- ✓ Las Vegas Epicurean Affair showcase space at the event with first choice of location (17-20 booths*)
- ✓ Max of 8 booths at main pool # 5
- ✓ Twenty (20) General Admission tickets to Las Vegas Epicurean Affair
- ✓ Fourteen (14) Early Admission tickets to Las Vegas Epicurean Affair
- ✓ One exclusive banner for your company to be posted at the event
- ✓ Logo ad in 8 e-news issues during a one-year period
- ✓ Provided with full page on NvRA website
- ✓ Logo on NvRA's homepage as a sponsor
- ✓ Receive recognition at Culinary Excellence Awards Dinner as a corporate sponsor
- ✓ Receive recognition at NRA Political Action Committee luncheons
- ✓ One year membership with the Nevada Restaurant Association (NvRA)

Gold \$15,000

- ✓ Logo in promotional advertising, wristbands, invites, banners, and signs
- ✓ Logo on NvRA's homepage as a sponsor
- ✓ Provided with full page on NvRA website
- ✓ Logo on Epicurean Affair's homepage with a direct link to your company's website for one year
- ✓ Las Vegas Epicurean Affair showcase space at the event with choice of location (15 booths*)
- ✓ Max of 8 booths at main pool # 5
- ✓ Ten (10) General Admission tickets to Las Vegas Epicurean Affair
- ✓ Ten (10) Early Admission tickets to Las Vegas Epicurean Affair
- ✓ One year membership with the Nevada Restaurant Association

Silver \$10,000

- ✓ Logo on NvRA website as event sponsor
- ✓ Logo on Epicurean Affair website as sponsor
- ✓ Logo on event signs and invites
- ✓ Las Vegas Epicurean Affair showcase space at the event with choice of location (10 booths*)
- ✓ Max of 8 booths at main pool # 5
- ✓ Ten (10) General Admission tickets to Las Vegas Epicurean Affair
- ✓ Four (4) Early Admission tickets to Las Vegas Epicurean Affair
- ✓ One year membership with the Nevada Restaurant Association

Bronze \$5,000

- ✓ Logo on Epicurean Affair website as sponsor
- ✓ Las Vegas Epicurean Affair showcase space at the event with choice of location (5 booths*)
- ✓ Max of 2 booths at main pool # 5
- ✓ Six (6) General Admission tickets to Las Vegas Epicurean Affair

Pewter \$2,000

- ✓ Logo on Epicurean Affair website as sponsor
- ✓ Las Vegas Epicurean Affair showcase space at the event (2 booths*)
- ✓ Four (4) General Admission tickets to Las Vegas Epicurean Affair

Copper \$1,000

- ✓ Logo on Epicurean Affair website as sponsor
- ✓ Las Vegas Epicurean Affair showcase space at the event (1 booth)

For questions about these sponsorship packages, please contact Sophie Ayache at 702-878-2313 ext. 1000 or email sayache@nvrestaurants.com