

Allied Membership

APPLICATION



COMPANY INFORMATION

COMPANY NAME/dba: _____

TAX ID#: _____

COMPANY ADDRESS: _____

PHONE: _____

FAX: _____

WEBSITE: _____

EMAIL: _____

DIRECTORY CATEGORIES:* Standard: 1 listing, Enhanced: 2 listings, Premium: 3 listings, Gold: 4 listings

_____/_____/_____
_____/_____/_____

*example listings: insurance / linen services / consultant

PRIMARY CONTACT

FIRST AND LAST NAME: _____

MR. MS. MRS. CHEF

JOB TITLE: _____

PHONE: _____

EMAIL: _____

ADDRESS (if different from main address): _____

HOW DID YOU HEAR ABOUT THE CRA? _____

SOCIAL MEDIA



MEMBERSHIP LISTING DESCRIPTION

Please describe the products, services and/or support that you provide to CRA members.
Optional: e-mail summary to membership@calrest.org.

ANNUAL MEMBERSHIP DUES

Membership dues are based on the membership level you select. Benefits must be used in the 12-months of the membership. Check out the different types of memberships below:

MEMBERSHIP TYPE

ANNUAL DUES

- STANDARD ALLIED MEMBERSHIP..... \$600
- ENHANCED ALLIED MEMBERSHIP.....\$1,500
- PREMIUM ALLIED MEMBERSHIP\$3,000
- GOLD ALLIED MEMBERSHIP.....\$4,500

	BENEFIT	STANDARD	ENHANCED	PREMIUM	GOLD
STANDARD BENEFITS	À LA CARTE EVENT SPONSORSHIP	●	●	●	●
	ACCESS TO MOST RESTAURANT MEMBER BENEFITS	●	●	●	●
	ACCESS TO CRA EVENTS (exclusions apply)	●	●	●	●
	SHOUT-OUT IN THE SOURCE	●	●	●	●
	USE OF MEMBER LOGO (by usage guide standards)	●	●	●	●
	REFERRALS VIA MEMBER HELPLINE	●	●	●	●
	DISCOUNTED PRICING FOR ADVERTISING SPOTS	●	●	●	●
	COMPANY LISTING ON BUYERS GUIDE	1	2	3	4
	BUYERS GUIDE CONTACT US EMAIL	●	●	●	●
ADDED BUYERS GUIDE BENEFITS	BUYERS GUIDE PLACEMENT	STANDARD	SECONDARY (\$500 VALUE)	SECONDARY (\$500 VALUE)	TOP (\$750 VALUE)
	BUYERS GUIDE PHOTO GALLERY		●	●	●
	BUYERS GUIDE COMPANY LOGO		●	●	●
	BUYERS GUIDE VIDEO GALLERY		●	●	●
ADDED BENEFITS	WESTERN FOOD SHOW TICKETS	6	15	30	45
	CRA PER-EVENT ATTENDANCE	1	2	3	4
	THE SOURCE AD SPACE	1 (\$600 VALUE)	2 (\$1200 VALUE)	3 (\$1800 VALUE)	4 (\$2400 VALUE)
	THE SOURCE SPOTLIGHT		1 (\$600 VALUE)	1 (\$600 VALUE)	1 (\$600 VALUE)
	CRA HOMEPAGE COMPANY LOGO BANNER		●	●	●
	EVENT LISTING VIA CALREST.ORG			1 (\$500 VALUE)	2 (\$1,000 VALUE)
	EVENT SPONSORSHIP FUNDS ALLOCATION			\$500	\$1,000
MEMBERSHIP INVESTMENT COST		\$600	\$1,500	\$3,000	\$4,500

METHOD OF PAYMENT

MAKE PAYABLE TO:

California Restaurant Association
621 Capitol Mall, Ste. 2000 / Sacramento, CA 95814
T: 800.765.4842 / F: 916.431.2760

CREDIT CARD: MASTERCARD VISA AMEX DISCOVER

CARD NO.: _____ CVV NUMBER: _____

NAME ON CARD: _____ EXP DATE: _____

CHECKING ACCT:

BANK : _____

BRANCH: _____

ABA ROUTING NO.: _____

ACCOUNT NO.: _____

I (we) wish to affiliate with other California foodservice industry leaders and become a member of the CRA. By becoming a member, I (we) authorize the CRA and CRAF to send information on products and services by phone, fax or e-mail under U.S.C. 47sec.227. As part of my (our) CRA membership I (we) understand the CRA will share specific personal information with the CRA Partners to provide me (us) with valuable discounts, programs and services. I (we) certify that the foregoing information is correct and authorize the CRA to process my (our) chosen method of payment and activate membership. I (we) understand CRA memberships are non-transferable and non-refundable.

SIGNATURE: _____ DATE: _____

Dues payment, contributions or gifts to the CRA or CRA's Political Action Committee (PAC) and/or Issues Political Action Committee (IPAC) are voluntary and not tax-deductible as charitable contributions for state or federal income tax purposes. Dues payments to the CRA may be deductible as ordinary and necessary business expenses to the extent they are not used for specific state or federal lobbying expenditures (IRC 162). The CRA has estimated 82 percent of your membership dues will be used for lobbying expenditures and therefore will be non-deductible for federal or state income tax purposes (CRA federal Tax ID #95-1241045). Voluntary contributions: 6.5 percent of your membership dues investment will be contributed to the CRA PAC or IPAC. Contributions to CRA's PAC and/or IPAC are not deductible for any tax purposes and are voluntary (CRA PAC ID #890231/CRA IPAC #901032). one percent of your membership dues investment will be contributed to the CRA Foundation. This contribution is tax-deductible (CRAF Tax ID #95-376630). If you do not want to make one of the above contributions, please check the appropriate box and your entire dues investment will be applied to CRA operations. Your dues investment amount will not change.

Allied Membership

Our Allied Membership option is designed for companies that supply products, services or support services to the restaurant industry. With more than 22,000 members, the CRA offers you a direct line to your target customer base. Resources such as the online Member Directory and Buyer's Guide, sponsorship and advertising opportunities offer high visibility that will give your business a leg up on the competition.

MARKETING OPPORTUNITIES

- Company listing in the online Buyer's Guide
- Advertising opportunities
- Event sponsorship opportunities
- Referrals to target customer base

DISCOUNTED PRODUCTS + SERVICES

- ServSafe® Food Protection Manager Certification
- Complete state and federal compliance posters, Industrial Welfare Commission
- Online Sexual Harassment prevention training
- Credit card and payroll processing

NETWORKING OPPORTUNITIES

- State and local networking opportunities
- Complimentary admission to the Western Foodservice & Hospitality Expo
- Chapter meetings and events

PROFESSIONAL EXPERTISE

- CRA Member Helpline
- Legal Center
- Industry Insights white papers
- Industry forms
- Industry-related links
- Information services and referrals

PUBLICATIONS + ELECTRONIC NEWS SOURCES

- calrest.org
- The Source e-newsletter

PUBLIC RELATIONS OPPORTUNITIES

- Participate in Grateful Table events
- Foundation/non-profit sponsorships