

California Restaurant Association Marketplace

MORE EXPOSURE. MAXIMUM ACCESS.

The **California Restaurant Association (CRA) Marketplace** serves as the main forum for service providers to access the needs from restaurants across California. More than 22,000 member foodservice establishments in California look to the CRA as a resource for advice and guidance. By participating in the CRA Marketplace, providers to the industry have opportunities to engage with the CRA membership and the restaurant industry. The mutually beneficial relationship ensures that California's restaurants are represented and provides members vendor recommendations to fulfill the individual needs quickly while simultaneously benefiting the industry at large.

Marketplace Partner membership with the California Restaurant Association includes:

- Participation in the CRA Marketplace with description, logo and link to the company's website and social media links.
- Referrals through the member helpline, on a rotating basis.
- Host events (live or virtual) to bring together restaurateurs and company clients. Events will to be co-promoted by the CRA and posted in calendar on calrest.org and within The Source.
- Opportunity to author articles and educational content that provide restaurant owners operational tips and guidelines to help better run their business.
- Complimentary admission to the Western Foodservice & Hospitality Expo. Additional opportunities are available at the show including speaking sessions, event sponsorship and Partner Booth space adjacent to the CRA VIP booth.
- Access to the online CRA member directory and annual membership list.

Exclusive Marketplace Partner Starting at \$30,000 Annually

Participation in the CRA Marketplace as an Exclusive Provider

Exclusive ability to host two co-branded seminars or webinar and added to the CRA online calendar

Ability to host monthly webinars to be added to the CRA online calendar and included amongst "Upcoming Events" in The Source

Quarterly sponsored banner ad inclusion in CRA's electronic newsletter, The Source

Featured banner ads in the News You Need to Know legislative update emails, on a rotating basis

One banner ad in a promotional Marketplace email

Social Media post to announce the partnership and on a rotating basis to promote education content

First right of refusal for speaking events, member presentations, webinars, and articles

Logo inclusion in all new and renewal packet membership packets

Static posting within the marketplace and logo inclusion in all promotional emails

Opportunity to provide white papers and articles for CRA member education to be used on the CRA website, in emails and on social media

Provide a discount to CRA members and a revenue share back to the association

Marketplace Partner Starting at \$6,000 Annually

Participation in the CRA Marketplace as a Preferred Provider

Exclusive ability to participate in a co-branded seminar or webinar and added to the CRA online calendar

Ability to host two webinars to be added to the CRA online calendar and included amongst "Upcoming Events" in The Source

Five sponsored ads in CRA's electronic newsletter, The Source with 2 banner and 3 square ads

One featured banner ad within a News You Need to Know legislative update email

One square ad in a promotional Marketplace email

Social Media post on the Marketplace with a tag to partner's profile

Shout out in The Source to announce new partnership

Logo inclusion on CRA home page for a month

Opportunity to provide white papers and articles for CRA member education to be used on the CRA website and member communications

Provide a discount to CRA members and a revenue share back to the association

For more information, contact the CRA team at 800.765.4842 or membership@calrest.org

***Quantity of complimentary admission passes to the Western Foodservice & Hospitality Expo based on membership and royalty amounts.**

ADVERTORIAL Submission does not guarantee placement in The Source, any other CRA publication or social media, and content is subject to The CRA's approval. Upon submission, the CRA Communications department will review relevance of article. The CRA and CRA partner organizations do not prohibit or prevent any companies to obtain or place paid advertising in The CRA's publications whether such advertising be in print, electronic or other form. The CRA retains the right, in its sole discretion, to decline advertising relationships with any company that promotes goods or services that are inappropriate, inconsistent or that would reflect negatively upon the association, partnered organizations or other businesses.