

Enhanced Allied Member Program

MORE EXPOSURE. MAXIMUM ACCESS.

As a **California Restaurant Association (CRA) Enhanced Allied Member**, you have the distinct opportunity to effectively target your most-desired customers. Our Enhanced Allied Member program will allow you to gain even greater exposure, setting your business apart from the competition by providing a richer experience for restaurant owners.

The Enhanced Program benefits are in addition to the already great CRA Allied Member benefits that include:

- Listing within the Buyer's Guide – a directory that lists our Allied Members and the services/products they provide.
- Networking and sponsorship opportunities: By sponsoring regional events and educational seminars, Allied members are able to engage restaurants and demonstrate the right leadership within the food service industry.
- Complimentary admission to the Western Foodservice + Hospitality Expo*. Additional marketing at the show is available, including the opportunity to purchase a booth space, participate in educational seminars or sponsor marketing pieces.

Platinum Allied Member	\$9,000	Gold Allied Member	\$6,000
CRA Membership	\$3,770	CRA Membership	\$1,505
Event Sponsorship Allocate sponsorship funds for events of your choice	\$3,000	Event Sponsorship Allocate sponsorship funds for events of your choice	\$2,000
The Source (E-Newsletter) Other-Section Square Ad (180 X 150) (8 Issues)	\$3,360	The Source (E-Newsletter) Other-Section Square Ad (180 X 150) (8 Issues)	\$3,360
Buyer's Guide (Online) Platinum Enhanced Listing	\$750	Buyer's Guide (Online) Platinum Enhanced Listing	\$750
Enhanced Allied Member Listing Logo Placement With Link	\$2,500	Enhanced Allied Member Listing Logo Placement With Link	\$2,500
Website Advertising Skyscraper Banner Ad With Link For 1 Month (160 X 240)	\$500	Website Advertising Skyscraper Banner Ad With Link For 1 Month (160 X 240)	\$500
Online Calendar: Post Events On Cra's Online Calendar (1 Event Per Month)	\$6,000		
Total Value	\$19,880	Total Value	\$10,615
Savings (over a 54% savings)	\$10,880	Savings (over a 43% savings)	\$4,615

For more information, contact the CRA team at 800.765.2747 or mneider@calrest.org.

*One free complimentary admission to the Western Foodservice & Hospitality Expo for every \$100 in membership dues.

ADVERTORIAL Submission does not guarantee placement in The Restaurant Standard portal, The Source or any other CRA publication, 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.