



NCRLA IS YOUR PARTNER FOR SUCCESS

Let us put your brand in front of the most influential
foodservice and lodging decision makers in North Carolina's hospitality industry.

The North Carolina Restaurant & Lodging Association is here to assist you in reaching your target audience with the right vehicle and message. From on-site event exposure, advertising in our magazine, newsletter, social media channels, and email campaigns to tiered corporate sponsorships—we help you grow your business with opportunities that meet your needs. We are proud to support a vast network of restaurants, lodging and hotel properties, bars, foodservice suppliers, purveyors, educators, and those with an interest in the hospitality industry.





>> 2023 MARKETING, EVENT, AND SPONSORSHIP OPPORTUNITIES

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NCRLA
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Advertising Opportunities
At Your Service • NCRLA Website • In the Mix •
Social Media • E-Blasts • Webinars/Videos

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Corporate Sponsorships
Silver • Gold • Platinum

4

Event Sponsorship Opportunities
Annual Meetings • Board Meetings • Regional Meetings • Stars of the Industry •
Chef Showdown • Golf Tournaments • Manteo to Murphy PAC Fundraiser

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Allied Membership
Basic • Supporter • Patron • Benefactor



ABOUT NCRLA

NC Restaurant
& Lodging Association

The North Carolina Restaurant & Lodging Association is the uniting force of the North Carolina hospitality industry. We impact legislation and policies, cultivate relationships, and provide valuable resources to help members run their businesses. Our mission is to protect, educate, and promote the state's hospitality industry.



ABOUT NCRLA FOUNDATION

NC Restaurant
& Lodging Association



As the philanthropic arm of the North Carolina Restaurant & Lodging Association, the Foundation exists to enhance the hospitality industry's service to the public through education, community service, community engagement, and promotion of career opportunities. NCRLA Foundation works to attract, develop, support, and retain a career-oriented professional workforce for the hospitality industry.

For more information on getting involved with NCRLA foundation initiatives, contact Kecia Taylor at ktaylor@ncrla.org.





ADVERTISING OPPORTUNITIES

• NCRLA.org • In the Mix • Social Media • E-Blasts • Webinars

At Your Service is NCRLA's premier hospitality magazine that covers the most relevant and industry specific topics of interest. It is published quarterly and distributed to a statewide audience of operators, owners, employees, and peers of both the restaurant and lodging sides of the industry.

AD RATES:	1X	2X	3X	4X
FULL PAGE	\$1000	\$975	\$950	\$900
HALF PAGE	\$800	\$775	\$750	\$700
QUARTER PAGE	\$500	\$475	\$450	\$400

PREMIUM PLACEMENT:	1X	2X	3X	4X
BACK COVER	\$1000	\$975	\$950	\$900
INSIDE FRONT COVER	\$1600	\$1575	\$1550	\$1500
INSIDE BACK COVER	\$1500	\$1475	\$1450	\$1400

AD SPECS:

FULL PAGE BLEED 8.75"W x 11.25"H	FULL PAGE NO-BLEED 7.75"W x 10.25"H	HALF PAGE HORIZONTAL 7.75"W x 5"H
QUARTER PAGE 3.75"W x 5"H	ADVERTORIALS 450 WORDS	HALF PAGE VERTICAL 3.75"W x 10.25"H



Editorial Calendar

Issue	Ads Due
Spring	Feb. 17
Summer	May 12
Fall	Aug. 11
Winter	Nov. 3

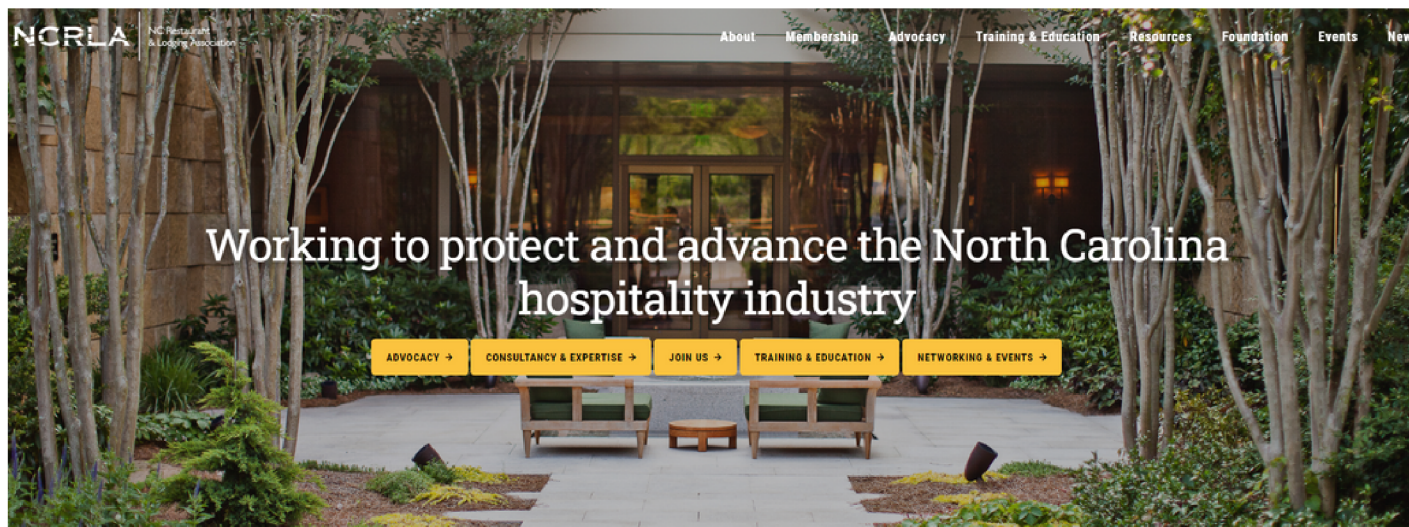


ADVERTISING OPPORTUNITIES

*At Your Service • **NCRLA.org** • In the Mix • Social Media • E-Blasts • Webinars*

NCRLA's website is a one-stop shop provides 24/7 access to all of the resources and information NCRLA has to offer, including news and information, resources for legal help and training, advocacy, events, and more. The website's rotating slideshow banner ads on the homepage are reserved for corporate sponsors, which start at \$5,000.

Block ads can be purchased in monthly increments for \$500 per month. These are available on designed pages of our website. Multiple page discounts may apply.



OUR PARTNERS





ADVERTISING OPPORTUNITIES

At Your Service • NCRLA.org • *In the Mix* • Social Media • E-Blasts • Webinars

Our weekly e-newsletter, *In the Mix*, is distributed weekly on Wednesdays to a statewide audience of nearly 5,000 key industry professionals. This digital communication tool provides breaking news, trends, and customized content to target specific audiences: restaurants, lodging, and vendors/purveyors. There are three types of ads available in *In the Mix*:

Advertisement Type	Specs/Dimensions	1X	4X	8X
Headline Ad Exclusive top placement in the newsletter, first piece of content readers see	600px x 100px	\$300	\$270	\$255
Block Ad Eye-catching vertical ad placed in the <i>Support Our Sponsors</i> section	750px x 1250px	\$200	\$190	\$185
Sponsored Content An opportunity for you to share your expertise as a subject matter expert	Title: ~8 Words Copy: ~40 Words Graphic: 600px x 400px	\$350	\$335	\$325

**Additional Charge of \$125 if ad is designed in-house*

Ads must be submitted with link to corresponding landing page

Block Ad Examples



Headline Ad Examples





ADVERTISING OPPORTUNITIES

*At Your Service • NCRLA.org • In the Mix • **Social Media** • E-Blasts • Webinars*

NCRLA uses Facebook, Instagram, Twitter, and LinkedIn to connect with our members and the global hospitality community. Our channels are consistently gaining followers and are a fantastic way for our partners to engage with our online community. We strive for a subtle messaging approach. We will incorporate your branding through authentic content that will resonate with our followers.

Sponsored Social Media Post

\$250

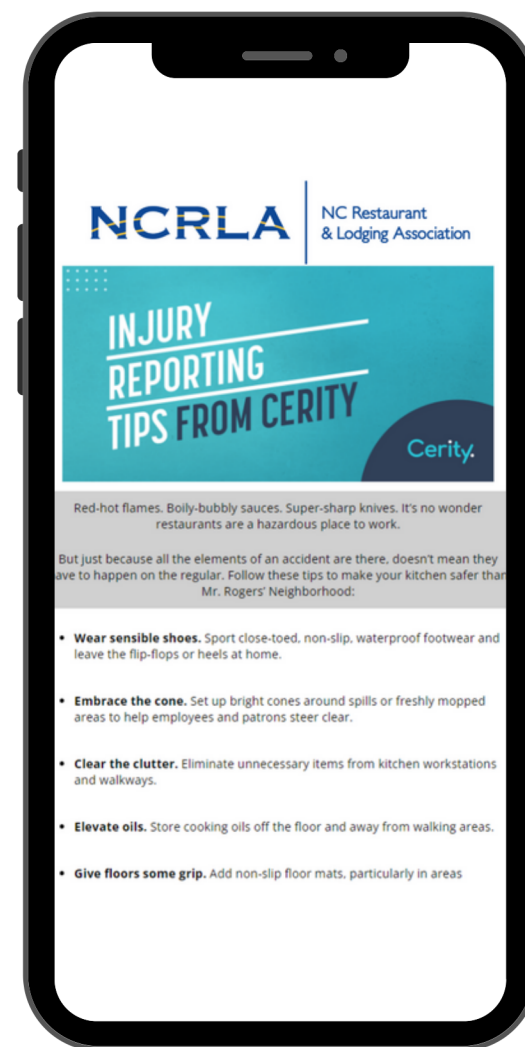




ADVERTISING OPPORTUNITIES

At Your Service • NCRLA.org • In the Mix • Social Media • E-Blasts • Webinars

E-blasts are reserved for members at the Corporate Sponsor level. Corporate sponsorships start at \$5,000 annually. NCRLA sends your message directly and exclusively to our membership list. Corporate sponsors can choose from a full subscriber list, or segment between regional markets and/or restaurant/ lodging members.





ADVERTISING OPPORTUNITIES

At Your Service • NCRLA.org • In the Mix • Social Media • E-Blasts • Webinars

Video

NCRLA offers the opportunity for our allied members to sponsor highly-produced videos. NCRLA creates videos as needed to educate members about critical matters that affect their business and to promote our industry's influence and image. Videos are shared through social media, e-newsletters, e-mail communications, and are recorded and placed on our website and YouTube channel. Depending on the content, our videos may be presented at association meetings. As a sponsor, your logo will be prominently featured in the video and your company will be credited as the video sponsor.

Video Sponsorship: Varies, Starting at \$3,500



Webinars

Webinars have become an increasingly popular alternative in our industry to face-to-face meetings and are a great way to reach out entire membership base with just one presentation. Webinars are promoted via social media, our online event calendar, e-newsletters, and email communications. They are recorded and placed on our website for access at any time. We encourage sponsors to supply their own webinar content (must be approved by NCRLA) and utilize their own software.

Webinar sponsorship: \$1,500



>> CORPORATE SPONSORSHIP OPPORTUNITIES

NCRLA offers unique opportunities for businesses to reach their target audiences through corporate sponsorship. This opportunity has a tiered benefit structure that bundles opportunities to maximize your marketing investment. As an NCRLA Corporate Sponsor, your company will gain valuable visibility in North Carolina's thriving hospitality industry. NCRLA Staff are able to connect you with senior-level decision makers in our vast network of restaurant and lodging owners and operators. Your high-level commitment will ensure your business is top of mind when our members seek resources. Corporate sponsorships start at \$5,000 and run for one calendar year.

General Benefits

	Silver \$5,000	Gold \$10,000	Platinum \$15,000
NCRLA Annual Membership	✓	✓	✓
Access to the NCRLA Membership Database	✓	✓	✓
Weekly Report on Restaurant Openings and Expansions in NC	✓	✓	✓
Subscription to <i>At Your Service</i> Magazine, <i>In the Mix</i> , and <i>View from Jones Street</i> E-Newsletters and Additional Briefs	✓	✓	✓
Recognition and Signage as a Corporate Partner at all NCRLA Board of Directors Meetings	✓	✓	✓

Advertising Benefits

Corporate Partner Recognition in each edition of <i>At Your Service</i>	✓	✓	✓
Advertisements in <i>At Your Service</i>	1/2 Page Ad, 1 Issue	Full Page Ad, 1 Issue	Full Page Ad, 2 Issues
Advertisements in <i>In the Mix</i> E-Newsletter	2	4	6
Headline Sponsorship in Two Issues of <i>In the Mix</i>		✓	✓
Logo Linking to Your Website on NCRLA Homepage and Corporate Partner Page	✓	✓	✓
Mentions on NCRLA Social Media Channels	✓	✓	✓

Events Benefits

Corporate Partner Signage at Rally in Raleigh, Stars of the Industry, and All Regional Meetings	✓	✓	✓
Tickets to Stars of the Industry Awards Gala	2	2	4
Tickets to Chef Showdown	2	2	4
Corporate Partner Signage at Charlotte Chapter Golf Classic and NC Future of Hospitality Golf Classic	✓	✓	✓
Hole Sponsorship at Charlotte Chapter Golf Classic and NC Future of Hospitality Golf Classic			✓

>> EVENT SPONSORSHIP OPPORTUNITIES

NCRLA hosts many events throughout the year for members, allied partners, corporate sponsors, and sometimes the general public to interact and network. Each event has a unique sponsorship opportunity, all with the goal of getting your brand in front of the hospitality industry in a fun and productive setting. The best way to stay up-to-date on any added NCRLA Events or Regional Meetings is to check our website's [Events page](#). Events include:

NCRLA Board Meetings

As a sponsor of the Board of Directors meeting, you receive the opportunity to speak and present with the group of key hospitality leaders. These meetings occur three times a year—*January 30, June 6, and October 23*.

NCRLA Annual Meeting

NCRLA President & CEO Lynn Minges presents an association progress report and reviews the priorities and initiatives for 2023 on January 30, 2023.



Charlotte Regional Meetings

An exclusive gathering of Charlotte-area members. As a regional meeting sponsor, you have the opportunity to present to the Charlotte market members. Charlotte Regional Meetings occur three times a year.



Asheville Regional Meetings

An exclusive gathering of western North Carolina members. As a regional meeting sponsor, you have the opportunity to present to the Asheville market members. Asheville Regional Meetings occur three times a year.



EVENT SPONSORSHIP OPPORTUNITIES

FEB.
27

Stars of the Industry

An annual hospitality awards gala to celebrate the best and brightest of our workforce. This event brings together 300+ hospitality leaders from across NC.



📍 *Sheraton Imperial, Durham*

APRIL
10

Charlotte Golf Classic

Spend a day chipping in for education with restaurants, hotels, industry partners, and friends of the industry—all for a cause. Proceeds benefit the NCRLA Foundation which provides scholarships and educational programs in hospitality and tourism to establish a workforce pipeline.



📍 *Rocky River Golf Club, Concord*

JUNE
6

Rally in Raleigh

A gathering of legislators, policy makers, and hospitality leaders. This event helps set the course for important legislative discussions about laws that impact you, your business, and your workforce.



📍 *Merrimon-Wynne House, Raleigh*

AUG
7

NCRLA Chef Showdown

Now in its seventh season, this prestigious culinary and cocktail competition is the only statewide contest in which NCRLA names its Best Chef, Pastry Chef, Bartender, and Distiller of the Year. The grand finale attracts more than 500 attendees.



📍 *Angus Barn Pavilion, Raleigh*

AUG
28

Future of Hospitality Golf Classic

An annual golf tournament that brings together hospitality leaders from across the state to support the NCRLA Foundation and hospitality education in NC. The money raised goes to support student scholarships, ProStart programs, and other hospitality education initiatives.



📍 *Prestonwood Country Club, Cary*

OCT
23

Manteo to Murphy PAC Fundraiser

This event is vital to sustaining NCRLA's advocacy efforts across federal, state, and local levels. Bringing together the strongest movers and shakers in the hospitality industry. NCRLA is proud to continue to support the policy makers and leaders that support our industry.



📍 *Angus Barn Pavilion, Raleigh*

>> ALLIED MEMBERSHIP BENEFITS

Investing in your business with an NCRLA Allied Membership gives you exclusive access to a variety of resources. Take advantage of targeted marketing opportunities within the hospitality industry, discounted products and services, networking events with industry leaders, and more. We offer four levels of membership to help you achieve your goals.

Deliverables that Offset Your Annual Investment and Give You Visibility and Exclusive Member-Only Access:

	Basic \$500	Supporter \$750	Patron \$1,250	Benefactor \$2,500
Access to the NCRLA Membership Database	✓	✓	✓	✓
Weekly Lead Reports on Restaurant Openings and Expansions	✓	✓	✓	✓
Opportunity to Sponsor Events and Chapter Meetings	✓	✓	✓	✓
Subscription to <i>At Your Service</i> Magazine, <i>In the Mix</i> and <i>View from Jones Street</i> E-Newsletters and Additional Briefs	✓	✓	✓	✓
Discounts on Advertising with NCRLA	✓	✓	✓	✓
Use of the NCRLA Logo for your Marketing	✓	✓	✓	✓
Access to Healthcare Insurance, Credit Card Processing, and Payroll Processing	✓	✓	✓	✓
Networking opportunities at the Chef Showdown, Stars of the Industry Awards Gala, Golf Tournaments and More	✓	✓	✓	✓
Statewide Advocacy on Critical Issues, Including: Taxes, Labor Regulations, Food Safety, Sanitation, and Alcohol Beverage Service	✓	✓	✓	✓
Advertisement in Two Issues of <i>In the Mix</i> E-Newsletter		✓	✓	✓
Headline Sponsorship in One Issue of <i>In the Mix</i> E-Newsletter		✓	✓	✓
Two Tickets to the Stars of the Industry Awards Gala			✓	✓
Advertisement in Four Issues of <i>In the Mix</i> E-Newsletter			✓	✓
Hole Sponsorship at the Raleigh or Charlotte Golf Classic			✓	✓
Two Complimentary Tickets to the Chef Showdown				✓
Advertisement in Eight Issues of <i>In the Mix</i> E-Newsletter				✓
Sponsorship at the NCRLA Annual Meeting				✓