

FOODSERVICE & HOSPITALITY INDUSTRY

MARKETING PLANNER



CONNECTIONS • SOLUTIONS • DYNAMIC LEADER • INNOVATION



wirestaurant.org
608.270.9950

Membership in Wisconsin Restaurant Association

...Brand new benefits!

When you're a member of WRA, you're communicating to food and beverage professionals that you care about the restaurant and hospitality industry.

WRA represents every size and style of foodservice establishment in Wisconsin. As a supplier member, you'll improve your reach to potential prospects, build stronger relationships in the industry, enhance your image and instantly access key business resources.

Membership tiers are structured as sales and marketing packages that you can choose from that fit your company's business goals as well as budget. Membership tiers range from \$599 - \$5,000 for an annual investment.

In addition to supporting an organization that is helping shape the future of our industry, we also have built benefits that help you make business connections with food and beverage operators as well as build brand recognition in Wisconsin.

For more information: Peter Leuer
pleuer@wirerestaurant.org
608.216.2821

Connections

Expand your reach and put your brand in front of thousands of our dedicated members

Solutions

Our goal is to bring suppliers and restaurateurs together to develop strong business relationships

Dynamic Leader

Partner with an organization that's focused on seeing the industry succeed

Innovation

Use our creative advertising opportunities to do business in a virtual market



WRA Restaurant Member Update Mailing

\$650 + insert for WRA supplier members

\$750 + insert for non-members

Provide an insert that will be included with WRA's annual "update" mailing sent to all of its restaurant members. Every year the Wisconsin Restaurant Association sends to its members important business operation updates and information on new government regulations to ensure that they stay in compliance with various state and federal rules. Include your company information in a mailing that's looked to as a necessary part of their operational needs.

- Provide an insert to be included in this annual mailing
- Limited to four suppliers max
- Sent by USPS in the first quarter of the year
- Sent to 1,300+ primary restaurant members that oversee around 7,000 locations throughout Wisconsin



Member Welcome Package

\$650 + item for WRA supplier members

\$750 + item for non-members

Include your product sample or other branded item in WRA's new member swag bag. These bags will be personally handed out to restaurant owners by WRA staff when welcoming them on as new members. Three membership engagement representatives are actively selling new members across the state all year long.

- Minimum (4) participating companies
- Approximately 300 restaurant members onboard as new members within a 12 month period
- Each company can supply up to (2) items
- Commitment runs a full 12 months



Custom eblasts

Opportunities range from \$750 - \$1,150

Reach your target customer directly with customized emails sent directly to foodservice operators in the Wisconsin and Midwest market. You create the message and the Wisconsin Restaurant Association will deploy your HTML eblast to its carefully maintained list of key contacts that own and operate businesses in our market.

- Custom subject line up to 60 characters (including spaces)
- 2 test emails prior to send
- Include logos, photos and weblinks
- Client customized HTML creative as per the provided WRA email guidelines or high res image with one URL: 600 px wide x 600 px tall
- Deadline: 10 days prior to desired deployment date

Audiences to Choose From:

Option A:

**Wisconsin Restaurant Association
Restaurant Members**

\$750 for WRA supplier members

\$950 for non-members

- Membership list of approximately 2,110+ restaurateurs that own or operate over 7,000 businesses.
- Email list is cleaned daily as it's the primary way that we communicate with our members

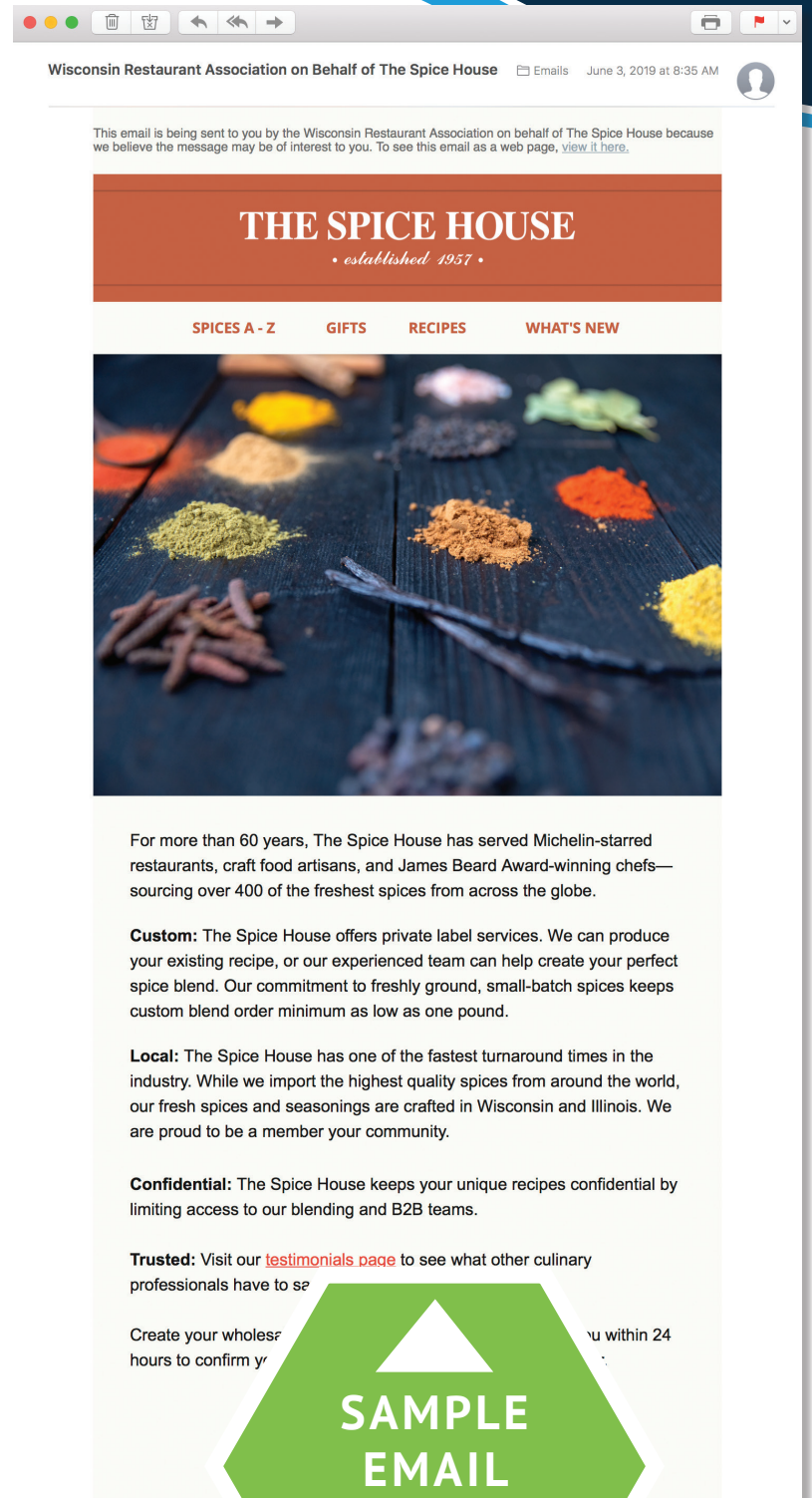
Option B:

**Wisconsin Restaurant Association Members +
Other Active Prospects**

\$950 for WRA supplier members

\$1,150 for non-members

- An audience of over 18,000 foodservice & hospitality owners, managers and other industry professionals
- This audience includes a wide-ranging group of businesses that have attended events like the Midwest Foodservice Expo in recent years.



Weekly Enewsletter

“Your Weekly Special” is an e-newsletter delivered to the inboxes of Wisconsin Restaurant Association members every Wednesday. Content is unique to the Wisconsin foodservice market, all developed and designed to create a seamless experience for the readers to easily consume all of the latest news, trends and information.

- Sent to approximately 2,100 unique email addresses of operators that represent over 7,000 locations throughout the state
- Deploy numbers will constantly change with membership renewals and new sign ups
- All are restaurant members of the Wisconsin Restaurant Association

Options & Rates:

All rates are for a four week run; ad must remain the same for all 4 issues

		Member Rate / Non-Member
Billboard Banner 600 x 90	Premier positioning immediately below the masthead. The billboard ad is one of the first things readers see when they open the newsletter	\$300 / \$600
Editorial Ad Image 600x400 40-character headline and 200 character count	This highly visible news section is ideal for promoting your brand and highlighting valuable resources. You write the copy and we drop it in as an article within the newsletter	\$300 / \$600



Billboard Banner
600x90



Q. Our hosts have been helping with to go orders and are making tips. Do they have to report those tips, even though they are paid above minimum wage?

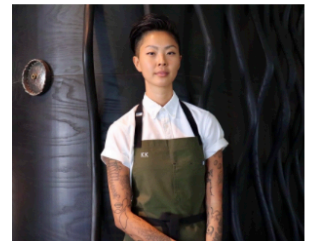
A. Employees who receive \$20 or more in tips per month must report 100% of their tips and pay taxes on them, even when they are being paid full minimum wage or more.

More Q & As

Editorial Ad
600x400

Top Chef is Coming to Wisconsin!

Bravo recently announced that the 21st season of its hit show “Top Chef” will be filmed in Wisconsin, including a focus on Milwaukee.



Renowned chef and season 10 winner Kristen Kish (pictured) has been named the host of “Top Chef” and will join head judge, Tom Colicchio and perennial judge, Gail Simmons at the judges’ table for the new season.

Many Wisconsin tourism partners worked together to bring to reality this incredible opportunity for our state including Paul Bartolotta, VISIT Milwaukee

If you are interested in Milwaukee by completion, but they v

e contact VISIT
nown at the

**SAMPLE
PLACEMENTS**

Custom Intro Video

\$1,250 for WRA Supplier Members

\$1,450 for non-members

With face to face business introductions a challenge these days, we've developed a video introduction package that helps you make personal connections virtually with foodservice operators. It's an open canvas in regards to what you can focus on. It could be a company introduction. You could share some tips. Or you could highlight specific products or services.

- 60-90 second supplier intro video
- One video/week placed in WRA's weekly newsletter for one month. Newsletter is sent to 2,100+ foodservice operators
- Advertiser produced; Videos can be different or re-run.
- Videos posted to WRA's social channels
- Placed on dedicated page at www.wirerestaurant.org for six months
- Tips provided by WRA on how to shoot a successful promo video



4 Week Promo Package

\$1,250 for WRA supplier members

\$1,750 for non-members

- Billboard ad in "Your Weekly Special", an eNewsletter sent every Wednesday to an audience of 2,100+ WRA restaurant members (ad will run in 4 consecutive issues)
- One custom eblast sent to past Expo attendees and WRA members with an audience of other 18,000 foodservice industry professionals
- 2 Instagram posts on both of WRA's pages
- 2 Facebook posts on both of WRA's pages



Monthly “Foodservice Forum” Advertorial eSeries \$1,900 for WRA Supplier Members \$2,100 for non members

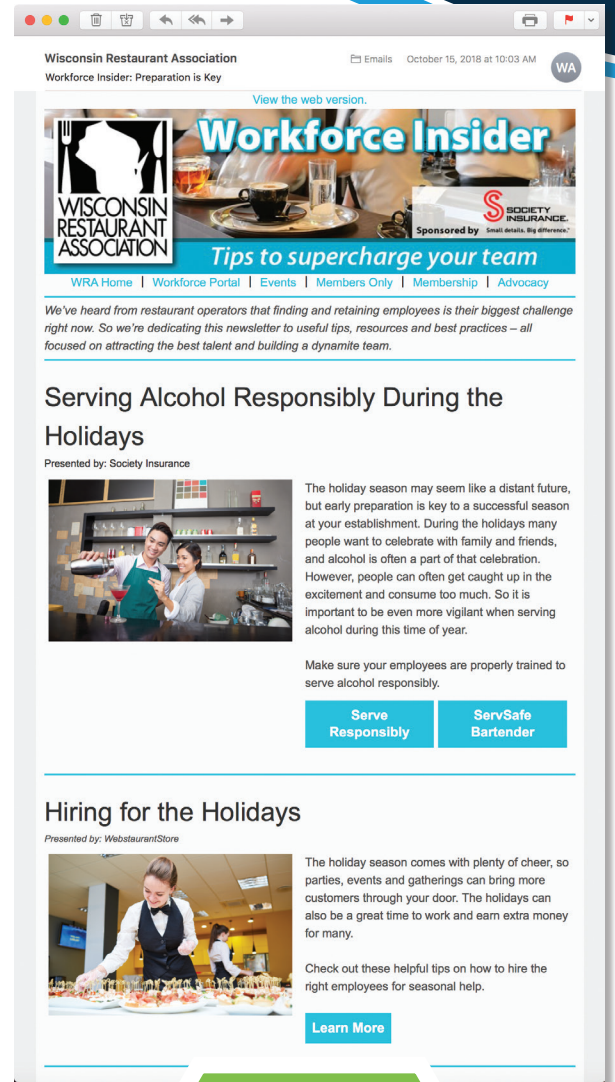
This unique opportunity is for industry suppliers to share their expertise with foodservice operators throughout the state. This is an excellent opportunity to position your company as a go-to resource by keeping our members on top of trends, consumer behaviors, innovations, business-building ideas and other things that are relevant to the times.

Buyers want to connect with suppliers that they believe are there to help them succeed. This topic-based e-newsletter will provide learning points on things that are impacting the foodservice world. With your company authoring the content that goes into each newsletter edition, you get to demonstrate your expertise and ability to be a great supplier partner.

This Series will be distributed as an eblast, designed to be strictly educational in nature to keep readers interested. Your content will be placed in a templated email that carries the “Foodservice Forum” banner. Your content must be informative, factual and non-salesy.

What’s Included:

- Content authored by you.
- Two emails in the month giving info of value on a specific subject; each email should contain different content around the same subject matter. Series topics could be things like: Improving your social media presence, to go menus that help your bottom line, food safety tips, menu add-ons that help upsell, etc.
- Only one company permitted per month.
- Email deployed to restaurant members of the WRA; approximately 2,110 buyers that own or operate over 7,000 businesses.
- Your Advertorial eSeries will be archived with others on WRA’s website for up to 12 months
- Positioning statement for your company with links and contact info included
- Logos and photos of your choice included within emails
- Provide copy via Word doc and WRA will design



**SAMPLE
NEWSLETTER**
2 deployed within
a month

Wisconsin ProStart Invitational Sponsorship

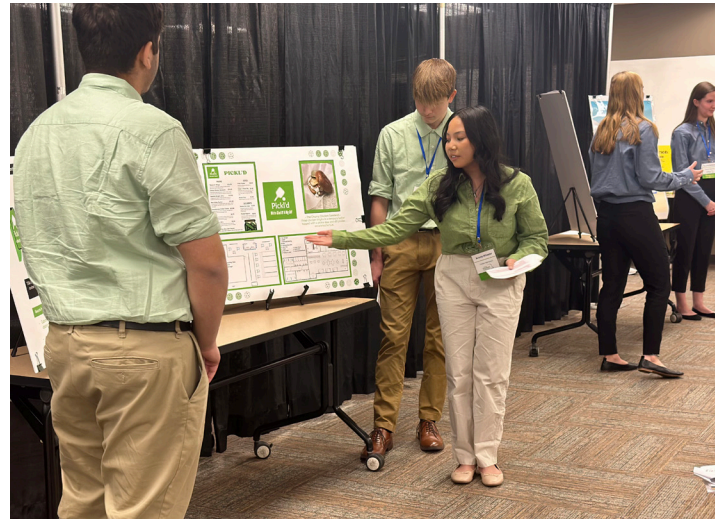
Each year, the WRA Education Foundation hosts the popular ProStart Invitational where more than 100 high school students showcase their skills and knowledge, competing for the right to be named state champions and to represent Wisconsin at the National ProStart Invitational. The competition pits 20+ high school ProStart student teams against each other for bragging rights of top culinary arts and management teams in the state.

For culinary the culinary competition, students create a three-course meal all in 60 minutes and only utilizing 2 butane burners. Industry professionals score them on knife skills, communication, teamwork, safety & sanitation, menu costing, presentation and taste. For the management competition, students design a complete restaurant concept & written proposal – and present it live in front of a panel of industry judges. They are scored on concept, menu & costing, layout & staffing, marketing and critical thinking.



Sponsorship options include:

- Best Use of ___” Award to the team that creatively incorporates a key ingredient into one of their menu items
- Branded tasting lounge where students can enjoy a fun & engaging experience before and after competing
- Team Spirit” Award to the team that represents their school with sportsmanship and pride



	Amount	Sponsorship Benefits
Event Sponsor	\$3,000	<ul style="list-style-type: none"> • Event website • Event emails to teachers • Event signage • Awards Ceremony slide deck and verbal mention • Opportunity to present “Best Use of...” award • Opportunity for employee to judge the competition • Prominently displayed brand lounge for you to decorate

For more information: Alex Vernon • 608.216.2802 • avernon@wirerestaurant.org

ProStart Career & Industry Expo Sponsorship

The Foundation hosts 2 ProStart Career & Industry Expos each year where 600 hundred ProStart students have the opportunity to meet and learn from industry professionals. The goals of the event are to: (1) Introduce ProStart students to the foodservice industry and the diverse career opportunities available to them, (2) Connect students with potential employers and postsecondary institutions, and (3) Provide a fun, engaging and educational experience for students.

The biggest benefit to your organization? You would have the opportunity to promote your products and interact directly with potential customers/employees and future foodservice leaders. Opportunities include tabling at the Career Exploration Pavilion, leading an educational session and being the snack sponsor.

ProStart Career & Industry EXPO



	Amount	Sponsorship Benefits
Session Sponsor	\$500	<ul style="list-style-type: none"> • Event materials and on event webpage • Signage at the event • Emcee announcement and presentation slides • Opportunity to participate on Humans of Hospitality industry panel and in Career Exploration Pavilion • Opportunity to lead a hands-on demonstration

ProStart Skills Challenge Sponsorship

We know teens have talent! And now, there's a fun opportunity for high school students to show off those skills and put their knowledge to the test! The Wisconsin Restaurant Association Education Foundation is hosting our first-ever at home ProStart Skills Challenge, a series of 10 interactive mini competitions focusing on core culinary skills & hospitality management concepts. At stake are cool prizes and bragging rights for the winners!

These virtual mini competitions will feature a variety of challenges and formats, including videos, photos and print. Challenges will run January through May and are free for schools.

Previous Contests

Culinary: TikTok Cook-Off • Know Your Knife Cuts? • Themed Recipe Submission Competitions • Plate it Up: Plating Design Challenge • Serve It Up Safely Trivia Contest

Management: Knowledge Bowl • Master the Menu Design Contest • Introduce Yourself Challenge • Snapchat Filter Showdown

How You Can Get Involved

To help offset the cost of the challenges, we're offering exclusive sponsorship opportunities for individual contests. Ideally, your business would be matched with a contest that aligns with your core service/mission. It's a great way to promote what you do AND reach 6,000+ Wisconsin students and future leaders of the industry.



	Amount	Sponsorship Benefits
Session Sponsor	\$1,000	<ul style="list-style-type: none">• Recognition as individual contest sponsor• Promoted in contest email to teachers• Promoted on website• Promoted in contest flyer• Promoted in social media posts• Opportunity to judge submissions for that contest• Opportunity to provide branded prize/giveaway to winner(s)



Agreement

Please check the boxes below for the opportunities that you'd like to commit to:

	WRA Supplier Member Rate	Non Member Rate
Restaurant Member Update Mailing	<input type="checkbox"/> \$650	<input type="checkbox"/> \$750
Member Welcome Package	<input type="checkbox"/> \$650	<input type="checkbox"/> \$750
Custom Eblast Ideal Deploy Date: _____	<input type="checkbox"/> Option A: \$750 <input type="checkbox"/> Option B: \$950	<input type="checkbox"/> Option A: \$950 <input type="checkbox"/> Option B: \$1,150
Weekly Enewsletter	<input type="checkbox"/> Billboard: \$300 <input type="checkbox"/> Skyscraper: \$190 <input type="checkbox"/> Editorial Ad: \$300	<input type="checkbox"/> Billboard: \$600 <input type="checkbox"/> Skyscraper: \$380 <input type="checkbox"/> Editorial Ad: \$600
Custom Intro Video	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,450
4 Week Promo Package	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,750
Monthly "Foodservice Forum" eSeries	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$2,100
ProStart Invitational Sponsor	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,000
ProStart Career & Industry Expo Sponsor	<input type="checkbox"/> \$500	<input type="checkbox"/> \$500
ProStart Skills Challenge Sponsor	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,000

INFORMATION

Company: _____
 Contact Person: _____
 Address: _____
 City/State/Zip: _____
 Telephone: () _____
 Email Address: _____
 Web Address: _____
 Date Submitted: _____

PAYMENT

Charge \$ _____ to my: Visa MC Am Ex Disc
 Credit Card # _____
 Name on Card _____ CVC# _____
 Exp. Date _____ Phone () _____
 Billing Address if different from above:
 Address: _____
 City/State/Zip: _____
 -OR- Send Invoice for \$ _____

I understand that this is a non-refundable agreement unless WRA should see a need to cancel. If WRA must cancel for any reason, the money received, minus any deliverables that was already extended to the advertiser, will be returned within 30 days.