



JOIN US!

Supplier membership levels allow you to choose what's right for your budget & goals.



WISCONSIN
RESTAURANT
ASSOCIATION

WIRESTAURANT.ORG

YOUR INDUSTRY. YOUR COMMUNITY. YOUR ASSOCIATION.

The Wisconsin Restaurant Association is the state's top organization that actively supports and advocates for the foodservice & hospitality industry.

WRA represents every size and style of foodservice establishment all across our great state. And we value our supplier member partners from across the country that sell to and service our industry.

Our mission is simple. We're 100% focused on helping our members be strong, educated and relevant in today's changing market. We give our industry a collective voice and platform to be great operators.

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

Our membership tiers are structured as sales and marketing packages to choose from that fit your business goals as well as budget.

WRA is here to help get you in front of buyers for thousands of eating and drinking establishments!



SUPPLIER MEMBERSHIP PROGRAM	Level 1	Level 2	Level 3	Level 4	Level 5
Annual Investment	\$599	\$760	\$1,199	\$1,699	\$5,000
Partner Marketing Kit Includes WRA logo use with guidelines and tips on how to message your partnership to the restaurant community	X	X	X	X	X
"Shout Out" in "Your Weekly Special" eNewsletter Sent every Wednesday to restaurant members. Your company can be featured once/year.	X	X	X	X	X
Preferred Member Pricing on Classes, Events & Marketing Opportunities Saves you hundreds of dollars!	X	X	X	X	X
Business Referrals Staff provides supplier member referrals to restaurateurs seeking new vendors	X	X	X	X	X
Quarterly Membership List of Restaurant Members Digital doc that includes key contact, address, phone, business demographics (no email address)	X	X	X	X	X
Access to AskWRA A team of experts that help with industry questions	X	X	X	X	X
Weekly Newsletter A digital newsletter that provides timely info on what's happening in the Wisconsin restaurant world	X	X	X	X	X
Access to Members Only Special web portal with valuable industry info only accessible to supplier members	X	X	X	X	X
Preferred Pricing with a Suite of Suppliers Save on business with vendors like Constant Contact, Office Depot, UPS, Lenovo and others	X	X	X	X	X
Industry Updates Keeping you on top of important news	X	X	X	X	X
Featured in Quarterly Update Email to Restaurants A digital showcase of supplier members that have product launches, special pricing and company news		Featured in 1 quarter	Featured in 2 quarters	Featured in 3 quarters	Featured in 4 quarters with preferred placement
Editorial Ad in Weekly eNewsletter You write the copy and we drop it in as an article for restaurant members to read		1/year	2/year	3/year	4/year
Custom Eblast WRA deploys your email to 2,100+ unique email addresses of restaurant members that represent over 7,000 locations				1/year	2/year
Elite Supporter Logo with logo link to your website on WRA's homepage					X
Promotion of your Preferred Pricing to Restaurant Members Promotion extended on WRA website, new member onboarding materials and periodic member reminders					X
Social Media Promo Package Preference given to your company on posts that are appropriate for WRA's social channels					X
Business Flyer Included in HERO This valuable operations handbook for new restaurant members is a great way to introduce your company					X
Digital Buyers Guide Listing Alpha and product category listing on WRA's website	X	X	X	X	X
Staff Contacts Included Assign who you want to receive unique log-in to members only and electronic communications	2	3	4	5	unlimited
Thank you given at every WRA board meeting Three held/year					X
Annual Meeting Notice "Elite Supporter" member logo on statewide mailing to all members					X

MEMBER EXCLUSIVE BENEFITS

Advocacy

We're your watchdog, working for positive change and alerting you to things that government is working on

Access to Buyers

Lean on WRA as your promotional partner to make business connections

Marketing Support

Your annual package has brand promotion benefits to help with your business growth

Be in the Know

Receive exclusive notice of market news and best practices, making you an industry insider

Discounts

Our negotiated group rates can save you big bucks on normal business costs

Shape Your Community

Your investment helps WRA continue to build the best environment for our industry

Membership means community.

WE ARE FOODSERVICE

Restaurant Members

Wisconsin based businesses that are eating and drinking establishments.

Supplier Members

Businesses across the country that sell to and service the foodservice industry.

- Fine Dining
- Supper Clubs
- Family/Casual
- Bars/Taverns/Lounges
- Sporting & Entertainment Venues
- Event Facilities/Caterers
- And all of the other great niche markets
- Quick Service
- Drive-thrus
- Hotels/Motels/Resorts
- Bakeries

- Food & Beverage
- Business Services
- Food Safety & Sanitation
- Furniture & Decor
- Paper Products & Disposables
- Marketing & Social Media
- And hundreds of other products and services
- Equipment & Supplies
- Technology & POS
- Sustainability



Explore some benefits waiting for you

Examples of Just Some of WRA's Amazing Benefits

Quarterly membership list of eating and drinking establishments

Membership pays for itself.

Depending on which membership level you choose, you'll get the opportunity to connect with restaurant owners/operators in a variety of ways, showcase your brand and be top of mind when Wisconsin buyers are making their purchasing decisions.

Business referrals

Invaluable industry updates

Online Buyers Guide

Partner Marketing Kit

Eblasts promoting your company

An Investment In Your Industry's Future.

Every dollar of membership dues is reinvested in the restaurant and hospitality industry to ensure a strong future for both eating & drinking places as well as their suppliers.

Successful restaurants make for a strong industry. The Wisconsin Restaurant Association supports individual restaurants with the information and services they need to run successful businesses. And the Association helps keep the restaurant industry strong through advocacy, education and communication.

By supporting the Wisconsin Restaurant Association, you are helping to support the entire restaurant industry in Wisconsin, keeping it strong and vibrant.



Membership makes sense.

1. Check out the **membership benefits chart** to choose the level that's best for you.
2. Complete your **membership application** and submit with payment.
3. After your application is processed, **membership onboarding materials** will begin being sent to you.

Wisconsin Restaurant Association
direct: 608.270.9950
wra@wirerestaurant.org



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