

*The restaurant industry is responsible for 14% of all workers in the State of Hawaii, and HRA’s mission is to “provide exceptional value through membership benefits, industry advocacy, community involvement, educational resources, and networking opportunities” to assist industry professionals in maintaining a thriving business, and to serve as contributing members in the unique and diverse communities in Hawaii.*

CORPORATE PARTNER BENEFITS	SIGNATURE PARTNER	LEGACY PARTNER	ELITE PARTNER	DIAMOND PARTNER	PREMIER PARTNER
<b>ANNUAL SPONSORSHIP COST</b>	\$15,000.00	\$10,000.00	\$7,500.00	\$5,000.00	\$2,500.00
<b>SPONSORSHIP ENTITLEMENT</b>					
Corporate messaging in media appearances	✓				
Large logo placement at HRA events	✓	✓	✓		
Recognition as a Corporate Sponsor on invoices and mailings	✓				
Promotional message in member communications	✓				
Annual membership with the Hawaii Restaurant Association	✓	✓	✓	✓	✓
Logo displayed on HRA website	✓	✓	✓	✓	✓
Logo displayed in all monthly newsletters (grouped by level)	✓	✓	✓	✓	✓
Exclusive email blast to HRA members	1 per quarter	1 per quarter	1 per year	1 per year	1 per year
Logo included in marketing, advertising, and social media	✓	✓	✓	✓	✓
<b>HRA HALL OF FAME GALA</b>					
Event VIP seating	Platinum Table (10)	Gold Table (10)	Silver Table (4)	5 Seats	2 seats
Company logo on printed and online materials	✓	✓	✓	✓	✓
Company logo on event signage and/or banner	✓	✓	✓	✓	✓
Verbal sponsorship recognition at event	✓	✓	✓	✓	✓
<b>HRA GOLF TOURNAMENT</b>					
Teams/players	Platinum Team	Gold Team	Silver Team	One Team	2 Players
Company banner displayed at event	✓	✓	✓	✓	✓
Company logo on event signage and/or banner	✓	✓	✓	✓	✓
Verbal sponsorship recognition at event	✓	✓	✓	✓	✓
<b>SPECIAL EVENTS</b>					
Event VIP seating	8 tickets	6 tickets	5 tickets	4 tickets	2 tickets
Company logo on printed and online materials	✓	✓	✓	✓	✓
Company logo on event signage	✓	✓	✓	✓	✓
Verbal sponsorship recognition at event	✓	✓	✓	✓	✓
<b>HRA INDUSTRY WORKSHOPS, SEMINARS &amp; EVENTS</b>					
Two tickets per event	✓	✓	✓	✓	✓
Company banner displayed at event	✓	✓	✓	✓	✓
Company logo on printed and online materials	✓	✓	✓	✓	✓
Verbal sponsorship recognition at event	✓	✓	✓	✓	✓

**LEGISLATIVE ADVOCACY** - Public policy directly affects restaurant industry performance and costs. Hawaii Restaurant Association (HRA) tracks and advocates policy issues that impact Hawaii’s food service industry at federal, state and local levels as one combined voice representing the fourth largest employer group in the state.

**NETWORKING & COMMUNITY ENGAGEMENT** - HRA is the forum for all to come together and be engaged in Hawaii’s food service community. We also recognize and reward the industry ambassadors who make a difference in the communities they serve.

**EDUCATION & FUTURE EMPLOYEE DEVELOPMENT** - HRA offers top-shelf programs that encourage peer-to-peer communication, sharing of exclusive best practice content, and development of the next generation of industry leaders.

ANNUAL EVENT SPONSORSHIP BENEFITS	PLATINUM EXCLUSIVE “PRESENTED BY” NAMING RIGHTS	GOLD	SILVER	OTHER
<b>SIGNATURE EVENTS</b>				
Hall of Fame	\$15,000	\$10,000	\$5,000	
Golf Tournament	\$10,000	\$5,000	\$2,500	
Special Events	\$3,000	\$2,000	\$1,000	
<b>BENEFITS</b>				
Category exclusivity per sponsored event	✓			
Corporate messaging in media appearances	✓			
Exclusive event large logo placement	✓	✓	✓	
<b>HALL OF FAME GALA</b>				
Event VIP seating	Platinum Table (10)	Gold Table (10)	Silver Table (10)	
Two minute speech at event	✓			
Sponsor Designation in Press Release	✓			
Company logo on printed and online materials	✓	✓	✓	
Company logo on event signage and/or banner	✓	✓	✓	
Verbal sponsorship recognition at event	✓	✓	✓	
<b>GOLF TOURNAMENT</b>				
VIP Team	Platinum Team	Gold Team	Silver Team	
Two minute speech at event	✓			
Company banner displayed at event	✓	✓	✓	
Company logo on printed and online materials	✓	✓	✓	
Company logo on event signage	✓	✓	✓	
Verbal sponsorship recognition at event	✓	✓	✓	
<b>SPECIAL EVENTS</b>				
Event VIP seating	6 Tickets	4 Tickets	2 Tickets	
One minute speech at event	✓			
Company banner displayed at event	✓	✓	✓	
Company logo on printed and online materials	✓	✓	✓	
Company logo on event signage	✓	✓	✓	
Verbal sponsorship recognition at event	✓	✓	✓	
<b>HRA INDUSTRY EVENTS, WORKSHOPS &amp; SEMINARS</b>				
Networking Events				\$1,000
Dine Around				\$1,000
Industry Workshops				\$1,000
Education Events				\$1,000
Other Events				\$1,000
<b>Benefits Per Event</b>				
Four Tickets per event				✓
One minute speech at event				✓
Company banner displayed at event				✓
Company logo on printed and online materials				✓
Company logo on event signage				✓
Verbal sponsorship recognition at event				✓

**NEWS, RESOURCES, & SUPPORT** - HRA sources industry news from around the U.S. and the world to ensure that members are kept up to date with the latest developments.

**SPECIAL MEMBERSHIP ONLY DISCOUNTS** - Special offers and savings from vendors providing specialty services to the Hawaii food service industry.

**DUAL MEMBERSHIP TO THE NATIONAL RESTAURANT ASSOCIATION** - HRA restaurant members receive an included membership with the National Restaurant Association (NRA). The NRA is an invaluable resource for anyone in the industry. Their website provides articles, tools, information, and education needed to run your restaurant.

# STATE OF THE INDUSTRY

- \$800 billion in national restaurant industry sales
- 1 million+ restaurant locations in the United States
  - 14.7 million restaurant industry employees
- 1.6 million new restaurant jobs created by the year 2027
- Restaurant workforce is 10% as part of the overall U.S. workforce
  - 9 in 10 restaurant managers started at entry-level
- 8 in 10 restaurant owners started their industry careers in entry-level positions
  - 9 in 10 restaurants have fewer than 50 employees
  - 7 in 10 restaurants are single-unit operations

The Hawaii Restaurant Association (HRA) is a 501(c)6 non-profit trade association dedicated to representing, educating, and promoting the restaurant, foodservice, hospitality, and tourism industries.



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## CORPORATE SPONSORSHIPS

## EVENT SPONSORSHIPS