

THE OHIO RESTAURANT ASSOCIATION

# VENDOR PROGRAM

			PREFERRED PROGRAM	PREFERRED PROGRAM	PREFERRED PROGRAM
Benefits	Core	Enhanced	Featured	Strategic	Premier
Use of ORA Member logo in By-use Agreement	●	●	●	●	●
Discounted advertising opportunities	●	●	●	●	●
Company Listing in online ORA Buyers' Guide	2	3	4	5	6
Complimentary tickets to the Mid-America Restaurant Expo & Conference	7	30	50	75	100
Access to ORA online Membership Directory	●	●	●	●	●
Entry to networking + educational events (exclusions apply)	●	●	●	●	●
Entry into localized city group events - Local Restaurant Alliances	●	●	●	●	●
Membership mailing list labels		1x	2x	N/A	N/A
Helpline referrals from the ASK ORA information line		●	●	●	●
Ability to provide materials for the ORA online content library		4	8	12	16
Ability to help start educational community discussions in ORA Facebook Group - CONNECT		1x	2x	3x	4x
Bi-weekly e-newsletter banner ad(s) per year - NewsBites		1x	2x	3x	4x
Ability to provide editorial content for bi-weekly e-newsletter, per year - NewsBites		1	2	3	4
Elevated promotion in Buyers' Guide e-blast		1	1	3	4
Educational events or webinars on online calendar		1	3	5	10
Enhanced company listing in ORA online Buyers' Guide			●	●	●
Preferred Vendor of the Quarter spotlight			●	●	●
Elevated mention in bi-weekly e-newsletter, per year - NewsBites			2x	3x	4x
Enhanced listing in ORA print publication - à la carte			●	●	●
Dedicated web page on ORA website			●	●	●
Access to full member list in Excel format				●	●
New Member Monthly Campaign Partner				●	●
Featured editorial in ORA print publication - à la carte				●	●
Marketing materials promoted to new and renewing members				●	●
Ability to join or accompany ORA Staff on member calls or visits				1x	3x
Presenting Vendor feature in bi-weekly e-newsletter, per year - NewsBites				2x	4x
Spotlight in ORA social media posts				2x	4x
Social media "takeover" with ORA Staff					●
ORA website "takeover" with ORA Staff					●
Ability to co-host educational event with ORA					●
<b>Annual Investment</b>	<b>\$750</b>	<b>\$2,500</b>	<b>\$5,000</b>	<b>\$7,500</b>	<b>\$10,000</b>