



**New Hampshire
Lodging & Restaurant
Association**

**Strategic Partnerships &
Sponsorship Opportunities**

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**All sponsorship opportunities are subject to change after date of publication.*

Dear Strategic Partner,

On behalf of the NHLRA staff and our board of directors, thank you for considering an investment in the New Hampshire Lodging & Restaurant Association.

For hundreds of years, New Hampshire's hospitality industry has been warmly welcoming guests by offering flavorful food, relaxing retreats, and exciting experiences. Hospitality has come to assert itself as the cornerstone of our economy; generating billions of dollars in revenue and creating tens of thousands of jobs. New Hampshire is the perfect spot to connect with people in the restaurant, lodging, and recreation industries, and the NHLRA is just the place for your company to get started.

Through various programs, events, and services, we can provide your organization with visibility, marketing opportunities, networking, and exposure to key decision makers that will help your business grow and thrive. Sponsoring the NHLRA not only helps you build connections, but allows you to demonstrate your commitment to hospitality businesses and your active involvement in advancing this ever-progressive and expansive industry.

We look forward to working with you on fulfilling your sponsorship goals, and we thank you again for being a part of our mission to promote, protect, and educate New Hampshire's hospitality industry.

Mike Somers

President & CEO
New Hampshire Lodging &
Restaurant Association

President's Message



About NHLRA



About Us

In 1919, a group of hotel owners in New Hampshire banded together to create an association to protect their interests, share their knowledge, and speak with authority on issues affecting their industry. For over 100 years, the New Hampshire Lodging & Restaurant Association has carried on this mission by working behind the scenes to shape the hospitality industry in New Hampshire. From prohibition to today's booming craft beer scene, we've protected and advanced the restaurants and hotels that are the cornerstone of communities across the state.

Our Mission & Vision

Mission Statement

We serve our industry by advancing and protecting New Hampshire's lodging, foodservice, and tourism industry.

Vision Statement

We lead New Hampshire's lodging, foodservice, and tourism industry by elevating its prosperity, prominence, and participation, enhancing the quality of life for all we serve.

Introduction

The New Hampshire Lodging & Restaurant Association offers you a golden opportunity to connect with people in the businesses of hospitality. Through a variety of programs, events, and services, we can provide your organization with visibility, marketing opportunities, networking, and exposure to key decision makers. Sponsorships also demonstrate your commitment to hospitality businesses and your involvement in activities designed to advance the industry.

In the pages that follow, you'll find numerous ways to reach New Hampshire's leading companies - from yearly association sponsorships to networking receptions and golf tournaments. We're sure you'll find something suited to your interests and needs and look forward to working with you to make your involvement with NHLRA enjoyable and beneficial.



Strategic Sponsorship Opportunities

The Following Sponsorships Include:

Logo/link on the NHLRA homepage and Strategic Partners page
A complete list of NHLRA members
Logo on event signage
Programs and email blasts for Stars of the Industry and the Annual Golf Tournament

An announcement of your sponsorship via email blast and on social media
A feature in our Buyer's Guide and our members-only Business Connection Directory on the NHLRA website with star notation
Cross-promotion on our social media channels

One Star | \$2,500

Three half-page advertisements in *The Dish*
Quarter-page program advertisement, networking reception display table, and two dinner tickets at Annual Stars of the Industry Reception
Two golf registrations with cart and lunch and one tee/green sponsorship with signage at Annual Golf Tournament

Three Star | \$10,000

Nine full-page advertisements in *The Dish*
Half-page program advertisement, networking reception display table, and eight dinner tickets at Annual Stars of the Industry Reception
Four golf registrations with cart and lunch and three tee/green sponsorship with signage at Annual Golf Tournament

Two Star | \$5,000

Six half-page advertisements in *The Dish*
Quarter-page program advertisement, networking reception display table, and four dinner tickets at Annual Stars of the Industry Reception
Two golf registrations with cart and lunch and two tee/green sponsorship with signage at Annual Golf Tournament

Four Star | \$15,000

Twelve full-page advertisements in *The Dish*
Full-page program advertisement, networking reception display table, and 10 dinner tickets at Annual Stars of the Industry Reception
Eight golf registrations with cart and lunch and four tee/green sponsorship with signage at Annual Golf Tournament

Stars of the Industry



The Stars of the Industry awards dinner is the NHLRA's signature celebration of the outstanding businesses and individuals of New Hampshire's hospitality industry. Our November event begins with a networking reception that gives association members the opportunity to meet with vendors and explore the industry's top technologies, products, and services. Immediately following the networking reception, the Stars of the Industry Awards Dinner recognizes the most deserving restaurant and lodging employees in the state. Traditionally drawing a crowd of top decision makers, general managers, and business owners, the awards dinner is always well attended and well received.

All sponsors are listed on all electronic and print promotional materials related to the event.

Sponsorship Opportunities:

Cheers to the Industry Sponsor | \$250

Quarter-page advertisement in the printed event program

Annual Meeting Sponsor | \$500

Two Available

Half-page advertisement in the printed event program

Audio Visual Sponsor | \$500

Two Available

Half-page advertisement in event program

Registration Sponsor | \$750

Two Available

Half-page advertisement in event program
Two dinner tickets

Centerpiece Sponsor | \$1,000

One Available

Half-page advertisement in event program
Two dinner tickets
Logo displayed on each table

Networking Sponsor | \$1,000

One Available

Half-page advertisement in event program
Listed as sponsor on reception and bar signage
Includes exhibit table
Specialty drink tokens to be handed out by your company to event guests and redeemed at reception- drinks redeemed to be settled by you upon close of reception

Program Sponsor | \$1,000

One Available

Half-page advertisement in the printed event program
Two dinner tickets
Logo displayed on one full-page in printed event program

Awards Dinner Sponsor | \$2,500

One Available

Verbal recognition
Full-page advertisement in the printed event program
Three dinner tickets



Golf Tournament



Established in 1990 by late NHLRA Past Chairman Michael Tinios, the association's annual golf tournament brings together industry leaders for a day of fun and friendly competition. In past years, the popular September event has raised more than \$300,000 for the National Restaurant Association Advocacy Fund and Restaurant PAC.

All sponsors are listed on all electronic and print promotional materials related to the event.

Sponsorship Opportunities:

Tee/Green Sponsorship | \$250

Logo displayed on one tee/green sponsor sign

Driving Range Sponsorship | \$350

Four Available

Logo prominently displayed at driving range
Logo displayed on one tee/green sponsor sign

Scorecard Sponsorship | \$450

One Available

Logo on all player score cards
Logo displayed on one tee/green sponsor sign

Longest Drive Sponsorship | \$500

One Available

Logo prominently displayed at contest hole
Logo displayed on one tee/green sponsor sign

Closest to the Pin Sponsorship | \$500

One Available

Logo prominently displayed at contest hole
Logo displayed on one tee/green sponsor sign

Breakfast Sponsorship | \$500

Two Available

Logo prominently displayed at breakfast
Logo displayed on one tee/green sponsor sign

Golf Cart Sponsorship | \$750

Two Available

Logo prominently displayed on all golf cart signage
Logo displayed on one tee/green sponsor sign

Lunch Sponsorship | \$750

Two Available

Logo prominently displayed at lunch
Logo displayed on one tee/green sponsor sign

Golf Ball Sponsorship | \$1,000

One Available

Logo prominently displayed on golf balls in player gift bags- purchasing your own golf balls is optional
Logo displayed on one tee/green sponsor sign

Player Gift Sponsorship | \$1,500

One Available

Logo on wearable player gift
Logo displayed on one tee/green sponsor sign

Wood Sponsorship | \$1,500

Listed on signage displayed at registration and lunch
Includes registration and fees for two golfers (green fees, cart, breakfast, and lunch)
Logo displayed on one tee/green sponsor sign

Graphite Sponsorship | \$3,000

Listed on signage at registration and lunch
Includes registration and fees for four golfers (green fees, cart, breakfast, and lunch)
Logo displayed on two tee/green sponsor signs

Titanium Sponsorship | \$5,000

Listed on signage at registration and lunch
Includes all registration and fees for eight golfers (green fees, cart, breakfast, and lunch)
Logo displayed on four tee/green sponsor signs



Cookout & Cornhole Tournament

Established in June of 2022, the association's cookout and single-elimination cornhole tournament is dedicated exclusively to hospitality industry professionals. The annual tournament brings together hardworking foodservice, lodging, and tourism industry employees for a day of BBQ, beverages, live music, and friendly competition.

All sponsors are listed on all electronic and print promotional materials related to the event.

Sponsorship Opportunities:

Cornhole Board Sponsor | \$250

Logo displayed on sign at one set of boards

Registration Sponsor | \$500

Two Available

Logo displayed at the registration table
Two non-player tickets

Entertainment Sponsor | \$750

One Available

Logo displayed on sign on the event stage
One cornhole team (two players per team)



NHLRA
NEW HAMPSHIRE LODGING & RESTAURANT ASSOCIATION
1ST PLACE TEAM
2022 HOSPITALITY INDUSTRY
CORNHOLE TOURNAMENT

Drink Ticket Sponsor | \$1000

One Available

Logo displayed at the bar
Logo printed on all attendee drink tickets
Two non-player tickets

Dinner Sponsor | \$1,000

One Available

Logo displayed at the buffet station
Signage with logo placed on all dining tables
Four non-player tickets

Champion Sponsor | \$1,500

One Available

Verbal recognition at the event during opening remarks
May announce winners and present the awards to 1st, 2nd, and 3rd place teams
Two cornhole teams (two players per team)
Two non-player tickets

Tournament Sponsor | \$2,000

One Available

Verbal recognition at the event during opening remarks and winner announcements
Logo printed on all event bracelets
Four cornhole teams (two players per team)
Four non-player tickets



NHLRA Education Foundation



About the Foundation

Founded in 2010, the New Hampshire Lodging & Restaurant Association Education Foundation (NHLRAEF) financially supports hospitality-related initiatives. From scholarships to conferences to state competitions, the Foundation supports the education of our current and future workforce by creating and financially contributing to educational opportunities.

Our Vision: As the philanthropic foundation of the New Hampshire Lodging & Restaurant Association, we enhance the industry's service to the public through education, promotion of career opportunities, and community engagement.

Our Mission: The New Hampshire Lodging & Restaurant Association Education Foundation is committed to inspiring the next generation of hospitality leaders and developing our current generation through the promotion of career pathways, connecting students and industry, and providing scholarships to encourage students to pursue post-secondary education in the hospitality industry. The New Hampshire Hospitality Employee Relief Fund (NHHERF) supports employees of the hospitality industry who are impacted by unforeseen emergencies.

It is with the help of strategic partners and supporters that thousands of students are discovering rewarding careers in New Hampshire's hospitality industry.

Sponsorship Opportunities:

Next Generation of the Industry Sponsor

Help foster learning opportunities by creating your own à la carte NHLRAEF sponsorship. As an ambassador for the next generation of the industry, your support would assist the NHLRAEF with hosting New Hampshire Hospitality Month for middle school and high school career exploration, creating engagement activities, and celebrating student participation. The following is included at any price point:

Logo/link on the NHLRAEF homepage

A feature in one edition of *The Dish*

Logo on promotional materials and verbal recognition at NHLRAEF events

Recognition on NHLRAEF social media platforms

Logo on signage at the NHLRA's Annual Golf Tournament raffle

Scholarship Sponsor

Your donation will sponsor one scholarship named after your company and will be awarded to a post-secondary student looking to further their culinary or hospitality education. The following options are available:

\$1,000 'Your Name' Scholarship

\$3,000 'Your Name' Scholarship

\$5,000 'Your Name' Scholarship

Please contact Amie Pariseau at apariseau@nhlra.com to discuss the Next Generation of the Industry and Scholarship Sponsorships.



New Hampshire ProStart

ProStart® is a nationwide, two-year program for high school students that develops the best and brightest talent into tomorrow's industry leaders. From culinary techniques to management skills, ProStart's industry-driven curriculum provides real-world educational opportunities and builds practical skills and a foundation that will last a lifetime.

By bringing together the industry and the classroom, ProStart gives students a platform to discover new interests and talents to open doors for fulfilling careers. It happens through a curriculum that includes all facets of the industry and sets a high standard of excellence for students and the industry.

Sponsorship Opportunities:

In addition to the following sponsorship opportunities, New Hampshire ProStart welcomes in-kind donations. The sky's the limit to assist ProStart schools with what they need in the classroom or at the competition. Ideas include cutting boards, knives, small wares, and food.

The following sponsorships include:

- Logo on all printed materials
- Recognition on social media platforms and digital media
- Logo noted as "Our Sponsors and Supporters" on NHLRA and NHLRAEF webpages
- Recognition at awards ceremony at state competition

Slice of Pie | \$500

Sponsorship assists with costs associated with the event such as signage, programs, and awards

Mise En Place | \$750 **SOLD**

One Available

- Logo on team designed shirts, which will be worn at Opening Ceremonies at the National ProStart Invitational
- Receive a photo from the culinary and management teams

Start the Day Right | \$1,000

Provide continental breakfast to all participants, judges, and guests at the New Hampshire ProStart State Invitational

Keep Them Fed | \$1,000

One Available

Provide lunch to all participants, judges, and guests at the New Hampshire ProStart State Invitational

All the Fixings| \$1,250

Two Available

Logo on swag for the competing students

The Main Course | \$1,500

One Available

Announce second and third place teams and present trophies

Annual Boot Camp | \$2,000

Two Available

ProStart and Pathways Boot Camp invites students to participate in a day that prepares them for competition as well as highlights career pathways in the industry
Join for an industry round-table lunch

National Invitational Sponsor | \$2,500

One Available

Travel sponsor to the National ProStart Invitational
Receive a photo from the culinary and management teams

Premier Culinary Sponsor | \$5,000 **SOLD**

Named sponsor of the culinary competition space
Announce the state winner and present a \$1,000 check to the winning team
Logo will be featured on the chef coats of New Hampshire's culinary representative at the National ProStart Invitational

Premier Management Sponsor | \$5,000 **SOLD**

Named sponsor of the management competition space
Announce the state winner and present a \$1,000 check to the winning team
Logo will be featured on the uniforms of New Hampshire's management representative at the National ProStart Invitational



Women in Hospitality & Tourism



Women in Hospitality & Tourism: Empowerment Through Connections is a day to celebrate all women in our industry and create an atmosphere for inspiration. The NHLRA is honored to bring New Hampshire's women together to exchange stories and ideas, connect and develop peer relationships, and address top-of-mind topics amongst industry professionals. Our hope for attendees is that they leave inspired and empowered to take on leadership roles in hospitality and tourism spaces.

Sponsoring Empowerment Through Connections provides your organization with the opportunity to show your support for women in the hospitality and tourism industry.

Sponsorship Opportunities:

Sponsorship levels that include complimentary event tickets may be used for your organization or donated to be used by an industry employee or a student of the industry who may not otherwise be able to attend.

The following sponsorships include:

Logo on all printed and digital materials including prominent signage throughout the event
Recognition in the May edition of *The Dish*, and on our social media channels

Advocate | \$250

Sponsor one employee or student of the industry to attend the event

Mentor | \$500

Half-page advertisement in the event program
Two complimentary event tickets - to be used by your company or by a current employee or student of the industry

Lead | \$750

Five Available

Half-page advertisement in the event program
Two complimentary event tickets - to be used by your company or by a current employee or student of the industry

Inspire | \$1,000

Four Available

Half-page advertisement in the event program
Three complementary event tickets - to be used by your company or by a current employee or student of the industry

Achieve | \$1,500

Three Available

Full-page advertisement in the event program
Five complementary event tickets - to be used by your company or by a current employee or student of the industry

Network | \$2,000

Three Available

Full-page advertisement in the event program
Seven complementary event tickets - to be used by your company or by a current employee or student of the industry

Empower | \$2,500

Two Available

Full-page advertisement in the event program
Ten complementary event tickets - to be used by your company or by a current employee or student of the industry

Motivate | \$5,000

Two Available

15 minute Speaker Spotlight
Full-page advertisement in the event program
Ten complementary event tickets - to be used by your company or by a current employee or student of the industry





N H L R A

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