



Promote. Protect. Educate.



NEW HAMPSHIRE
LODGING & RESTAURANT
ASSOCIATION

Allied Member Guide

Allied Member Benefits Overview

- ✓ Physical mailing list of the NHLRA membership
- ✓ Company listing in the Buyer's Guide on our website
- ✓ Access to networking events
- ✓ Directory listing in the members-only portal
- ✓ Referrals through our Membership Director
- ✓ Full access to our programs, services, and communications



Invaluable Access, Shared Success

Allied membership in the NHLRA is an investment in the health of NH's hospitality industry. For our allied members, this translates into a thriving base of customers.

Allied membership in the NHLRA also provides your business with exclusive benefits intended to help you establish relationships, increase sales, and build brand awareness within NH's hospitality community. Plus, you'll unlock access to the NHLRA as a vital resource for your own business.

Apply today at
www.nhlra.com/allied-membership/



Marketing Opportunities

Raise brand awareness among key decision makers in the industry and drive sales.

The Dish

The go-to resource for NH's hospitality industry, our monthly digital magazine is our largest email subscription list and achieves our highest click-through rate. Allied members can submit free articles or purchase discounted ad space.



39% Open Rate



17% click-through rate



Avg. read time: 9 min.





2024 Events Calendar

Opportunities to network with our community and showcase your support through sponsorships.

Empowerment Through Connections
May 7, 2024

35th Annual NHLRA Golf Tournament
September 9, 2024

Stars of the Industry Awards and Reception
November 18, 2024



NHLRA Programs and Services

Take advantage of our member benefits to help your business grow and thrive.

- 401(k) program
- Cashback savings program
- Compliance and wellness portals
- Discounted credit card processing
- Discounted ServSafe Certifications
- Energy program
- Exclusive communications
- Tip Tax Credit program
- and more!





**NEW HAMPSHIRE
LODGING & RESTAURANT
ASSOCIATION**

16 Centre Street
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www.nhlra.com



**For more information,
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PRESIDENT'S MESSAGE: Allied members play an integral role in executing our vision for a thriving hospitality community in New Hampshire. Their support helps us continue our 102-year mission of promoting, protecting, and educating our industry. In turn, we offer allied members valuable opportunities to connect to our members and generate sales.

If you have recently joined as an allied member, thank you for your investment in the NHLRA. We look forward to working with you in the year ahead.

- *Mike Somers, President & CEO*

NHLRA Staff



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2024 Board of Directors, Executive Committee

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Barreira**

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