

2021 Industry Partner Membership Tiers
(previously called Vendor Member Tiers)

Silver Tier Industry Partner Sponsor Packages for \$3,000

Website:

- Listing in Industry Partner Directory on the GGRA Website
- Inclusion in events calendar on GGRA website for programming (seminars/webinars/educational programming/sales, etc.)

Social Media:

- Social media posts on GGRA Channels
 - 1 Instagram static post
 - Inclusion in Instagram stories promoting programming (seminars/webinars/educational programming/sales, etc.)
- Access to GGRA Members Facebook Group
 - Promotions are not permitted on this page, but it's an easy way to stay up to date on San Francisco policy and industry news
 - If people post questions on the page, partners can respond as an expert in that field

Content Access Pass (should we move to apply firewalls to content, we will make content accessible to sponsors):

- Ability to view monthly webinars, Mini Webinar Series, and Fall Bootcamp Content

Sponsorship Packages at \$3,000 level (choose one please)

- A. **GGRA WEBINAR** (Produced bi-monthly, with an April Mini Series and a Fall Restaurant Manager Bootcamp: 5 day option)
- Logo inclusion and listed and introduced as a sponsor for a GGRA Webinar (non-exclusive)
- B. **EAT DRINK SF** (October 15-24 2021)
- Logo inclusion on consumer-facing Eat Drink SF website
 - Logo inclusion on consumer-facing email communications
 - Logo inclusion on restaurant email communications

Gold Tier Industry Partner Sponsor Packages for \$5,000

Website:

- Listing in Industry Partner Directory on the GGRA Website
- Inclusion in events calendar on GGRA website for programming (seminars/webinars/educational programming/sales, etc.)

Social:

- Social posts on GGRA Channels
 - 1 Instagram static post
 - Inclusion in Instagram stories promoting programming (seminars/webinars/educational programming/sales, etc.)
- Access to GGRA Members Facebook Group
 - Promotions are not permitted on this page, but it's an easy way to stay up to date on San Francisco policy and industry news
 - If people post questions on the page, partners can respond as an expert in that field

Content Access Pass (should we move to apply firewalls to content, we will make content accessible to sponsors):

- Ability to view monthly webinars, Mini Webinar Series, and Fall Bootcamp Content

Sponsorship Packages at \$5000 level (choose one):

A. WEBINAR + BLOG PACKAGE: GGRA Webinar and Blog Post

- Logo inclusion + listed and introduced as a sponsor for a GGRA Webinar (non-exclusive)
- Mentions in social posts promoting webinar
- Inclusion in Thank You email
- Blog post on GGRA Site that we will promote to our members
- Blog post promoted on social media channels

B. NEWSLETTER PACKAGE: Dedicated Newsletter (timing dependent on content)

- Opportunity to work with our GGRA team to design and customize a dedicated newsletter through Mailchimp to go out to GGRA's mailing list (our newsletters enjoyed at 35% open rate over the past year)

C. EAT DRINK SF PACKAGE: (October 15-24 2021)

- Listed as a Sponsor for any of the ticketed events, except the opening dinner
- 2 tickets to your sponsored Eat Drink SF dining event (gratuity and alcohol not included)
- Logo inclusion on consumer-facing Eat Drink SF website
- Logo inclusion in event email marketing placements
- Logo inclusion on restaurant email communications
- Logo inclusion on event menus

Platinum Tier Industry Partner Sponsor Packages for \$10,000

Website:

- Listing in Industry Partner Directory on the GGRA Website
- Inclusion in events calendar on GGRA website for programming (seminars/webinars/educational programming/sales, etc.)

Social:

- Social posts on GGRA Channels
 - 1 Instagram static post
 - Inclusion in Instagram stories promoting programming (seminars/webinars/educational programming/sales, etc.)
- Access to GGRA Members Facebook Group
 - Promotions are not permitted on this page, but it's an easy way to stay up to date on San Francisco policy and industry news
 - If people post questions on the page, partners can respond as an expert in that field

Content Access Pass (should we move to apply firewalls to content, we will make content accessible to sponsors):

- Ability to view monthly webinars, Mini Webinar Series, and Fall Bootcamp Content

Sponsorship Packages (choose one):

- A. DIGITAL PACKAGE:** GGRA Webinar and Dedicated Newsletter
- Logo inclusion + opportunity to speak on a GGRA Webinar
 - 3 minute intro of company/product/service benefits
 - Mentions in social posts promoting webinar
 - Inclusion in Thank You email
 - Blog article on GGRA Site that we will promote to our members
 - Blog post promoted on social media channels
 - Dedicated Newsletter to our mailing list to profile our partnership with yours (our newsletters enjoyed at 35% open rate over the past year)

B. EAT DRINK SF PACKAGE: (October 15-24 2021)

- Listed as a Sponsor for two of the ticketed events except the opening night dinner, OR the opening night dinner
- 6 tickets to an Eat Drink SF dining event (gratuity and alcohol not included)
- Logo inclusion on consumer-facing Eat Drink SF website
- Logo inclusion in event email marketing placements
- Logo inclusion on restaurant email communication
- Logo inclusion on event menus
- One of either:
 - Dedicated Banner Ad for consumer- facing diners (Artwork Provided by Sponsor)
 - Industry-facing Email Newsletter (Content/Artwork Provided by Sponsor)

C. EAT DRINK SF INDUSTRY NIGHT PRESENTING SPONSOR PACKAGE:
(October 15-24 2021)

- Presenting sponsor of Industry Night on Monday, October 18th
- Logo placement on EDSF Website; EDSF Email Campaigns
- Social Media Inclusion:
 - Eat Drink SF: 1 Instagram Story, 1 static Instagram post
 - GGRA: 1 Instagram static post
- Inclusion in Instagram stories promoting programming (seminars/webinars/educational programming/sales, etc.)
- Brand mention in online platforms, including confirmation and thank you emails to attendees, ticketing platform, and online take-out/delivery platforms
- Opportunity to display collateral or other materials on-site
 - Table activation on site
- Six tickets to the event

D. SF RESTAURANT WEEK PRESENTING SPONSOR PACKAGE:

(October 15-24 2021)

- Presenting sponsor of Restaurant Week, included across all materials
- Logo placement on Restaurant Week Website; Restaurant Week Email Campaigns
- Eat Drink SF Social Media inclusion: 1 Instagram Story, 1 Static Post
- Brand mention on online platforms
- One tables of six available for sponsor use at one Eat Drink SF event of your choice

E. TWO GOLD TIER PACKAGES: If you prefer to have two packages from the Gold Tier to fulfill your Platinum Tier Sponsorship, please let us know which two to add to your partnership.

Opportunities Exist to Customize Higher Dollar Sponsorships, including:

Presenting Sponsor of Eat Drink SF: \$50,000: (October 15-24 2021)

- Presenting sponsor of Eat Drink SF, included across all materials
- Logo placement on EDSF Website; EDSF Email Campaigns
- Eat Drink SF Social Media inclusion: 1 Instagram Story, 1 Static Post
- Logo feature on menus for all ticketed events, presented in person
- Brand mention in online platforms, including confirmation and thank you emails to attendees
- Opportunity to provide gift bags for attendees of opening night dinner
- Two tables of six available for sponsor use at two events of your choice

NOTE: Events may be constrained by Department of Health restrictions on capacity/etc.. We will work with partners to communicate the most current guidelines and rules as the year progresses.

Questions? Please email our Executive Director, Laurie Thomas at laurie@ggra.org.