

**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 Package at \$3,000 level:**

- 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)

\*\*\*\*\*

**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)

\*\*\*\*\*

## **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. **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.

\*\*\*\*\*

**There are custom partnerships available for tiers above \$20,000.**

Questions? Please email our Executive Director, Laurie Thomas at [laurie@ggra.org](mailto:laurie@ggra.org).