

2022 Industry Partner Membership Tiers
(UPDATED AS OF 8.30.2022 WITH AVAILABLE SPONSORSHIP OPTIONS)
(These are one year memberships)

All Industry Partner Memberships include the base benefits listed below:

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 Instagram
 - 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, partners can respond as an expert in that field

Each membership (apart from Sole Proprietor/Non-Profit) also includes your choice of sponsorship package.

Sponsorship packages vary based on the membership tier you select: Silver, Gold or Customized.

Sole Proprietor or Non-Profit Industry Partner

Membership for \$1,000

(please note that you must be a sole proprietor or a non-profit to qualify for this tier)

This tier includes all the base benefits listed above and also allows the member to participate in all member events.

This tier only includes the option for one direct email for Non-Profit Members.

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

This partnership tier includes the base benefits listed on page one, plus your choice of one of the following Silver sponsorship packages:

- A. WEBINAR + BLOG PACKAGE:** GGRA Webinar Sponsorship & Blog Post
- Logo inclusion & company name listed
 - Introduction as a sponsor for a GGRA Webinar (non-exclusive)
 - Mentions in social posts promoting webinar
 - Permission to use and reshare the content of the 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 of ~ 1900 emails
 - Ability to pick the time / date to send your newsletter
 - Note: our newsletters has had 35% open rate over the past few years
- c. SAN FRANCISCO FALL 2022 RESTAURANT WEEK SPONSOR (October 21st – 30th)**
- Opportunity to be a sponsor for one of 2022 SFRWs
 - Logo inclusion on our consumer facing Restaurant Week website
 - Logo inclusion on our consumer facing email communications
 - Log inclusion on our event specific restaurant email communications (registration, instructions and thank you emails).
- D. EAT DRINK SF PACKAGE: Events Sponsor (October 21st – 30th)**
Pick your choice of sponsoring one of the two below events:
- **Sponsor of our Cocktails & Appetizers event**
 - 2 tickets to the event
 - Logo inclusion on consumer facing Eat Drink SF website
 - Logo inclusion in event email marketing
 - Logo inclusion on restaurant email communication (registration, instructions & thank you)

OR

- **Sponsor of our Industry Appreciation Night Event**
 - 2 tickets to the event
 - Logo inclusion on consumer facing Eat Drink SF website
 - Logo inclusion in event email marketing
 - Logo inclusion on restaurant email communication (registration, instructions & thank you)

**E. GGRA INDUSTRY CONFERENCE RECEPTION SPONSOR (June 27th, 2022)
(NOTE - THIS EVENT IS COMPLETED FOR 2022 - THIS IS NO LONGER AVAILABLE)**

- 2 tickets to the event
- Introduction during the conference closing remarks as a reception sponsor
- Option to have a table set up in the ballroom to display your product/services
- Logo inclusion on our industry-facing conference website and digital programming
- Logo inclusion on promotional emails to industry about this event

**F. GGRA INDUSTRY CONFERENCE PANEL SPONSOR (June 27th, 2022)
(NOTE - THIS EVENT IS COMPLETED FOR 2022 - THIS IS NO LONGER AVAILABLE)**

- 2 tickets to the event
- Opportunity to be a sponsor for a panel at our in-person Industry Conference in San Francisco (It will be a one-day event with multiple panels and a cocktail/networking party directly following)
- Option to have a table set up in the ballroom to display your product/services
- Logo inclusion on our industry-facing conference website and digital programming
- Logo inclusion on promotional emails to industry about this event

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

This partnership tier includes the base benefits listed on page one, above plus your choice of one of the following Gold sponsorship packages:

A. DIGITAL PACKAGE: Sponsor both a GGRA Webinar and send a Dedicated Newsletter

- Logo inclusion and opportunity to speak on a GGRA Webinar
- Sponsor can be co-moderator or panelist could be a 2-3 minute intro to the panel
- 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 a 35% open rate over the past year.)

B. EAT DRINK SF PACKAGE: Eat Drink SF Sponsor for 2 Events: October 17th Industry Appreciation Night Party and October 26th Cocktails & Appetizers Event

- Listed as a Sponsor for Cocktails & Appetizers Event and the Industry Appreciation Night Event:
- 4 tickets total to these events (2 per event)
- Logo inclusion on consumer facing Eat Drink SF website
- Logo inclusion in event email marketing
- Logo inclusion on restaurant email communication (registration, instructions & thank you)

C. EAT DRINK SF PACKAGE: Sponsor either the Opening Night OR Closing Brunch (pick one)

- Listed as one of the opening night event sponsor or closing brunch event sponsor
- 4 tickets total to the sponsored event
- Logo inclusion on consumer -facing Eat Drink SF website
- Logo inclusion in event email marketing
- Logo inclusion on restaurant email communication (registration, instructions & thank you)4r

D. **TWO SILVER 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:

**A. Premier Sponsor for our June 27th In Person Industry Conference: \$15,000
This event has passed and this Sponsorship is no longer available.**

- We will allocate one Premier Sponsor per industry category. You will have the exclusive opportunity to be a sponsor to our members.

**B. Premier Sponsor: (One per Industry Category)
Drink SF Events (October 21st – 30th): Sponsorship with VIP opportunities
or Premium Liquor or other Vendor Sponsor: \$20,000**

- Take this opportunity to have your Company logo, and / or products (if applicable) featured at all 4 EDSF Events
- This Includes sponsoring special experiences, including working product placement into each event.

**C. Premier Sponsor: (One per Industry Category)
SF Restaurant Week (October 21st – 30th): Sponsorship with VIP
opportunities or Premium Liquor or other Vendor Sponsor: \$20,000**

- Sponsorship includes digital presence for all mailings and communications and social media for SFRW. Would work with you to determine applicable opportunities (note we cannot make our participating restaurants use your products).
- We would work to consider sponsor opportunities for this week (dependent on your product/service offering). Note - we cannot commit to restaurants carrying your product during this reach as their menus are designed by each restaurant.

D. Looking for something else?

- For other custom combinations please reach out to Laurie@ggra.org

COVID-19 Restrictions:

We will continue to follow all San Francisco COVID-19 Related Restrictions at events and will work to communicate status as we move closer to the events. As of April 21st, 2022, San Francisco stopped requiring proof of vaccination for dining inside or for events. Also masks are currently not required for inside dining.



PLEASE NOTE: Should this change we will follow SF guidance for all events and indoor dining.

Also note that certain restaurants/businesses may choose to impose stricter guidelines and we honor these as well. Again, we will do our best to communicate these restrictions prior to the event. Questions? Please email our Executive Director, Laurie Thomas at laurie@ggra.org