

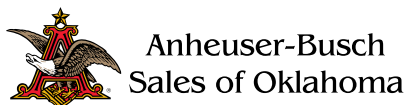


# **2016 STRATEGIC PARTNERSHIP & MARKETING PROGRAM**

INCREASE YOUR CONNECTION TO OKLAHOMA'S RESTAURANT INDUSTRY!  
BECOME AN ORA STRATEGIC PARTNER



The ORA is honored to feature these prestigious partners and the benefits they provide members through support of ORA programs, initiatives and events.



If you're an industry supplier, you should be an ORA

***Key Club Partner!***

Let the ORA help your business expand its network of customers in the restaurant industry.



For more information:  
Patti Colley, Director,  
Strategic Programs & Events  
800.375.8181 #229 or  
[patti@okrestaurants.com](mailto:patti@okrestaurants.com)



## HOW TO BECOME AN ORA STRATEGIC PARTNER

- Where the Oklahoma Restaurant Association is concerned, determine your marketing budget for the year, and keep in mind the expanded benefits of Key Club Partner status. See details below.
- Explore the host of partnership and marketing opportunities on the following pages, keeping in mind which programs and events best align with your business objectives. Place a "confirmation check" in the box located by the opportunities for which you will commit to become a partner.
- Speak with Patti Colley, ORA Director, Strategic Programs & Events about the programs and events in which you are most interested. Contact Patti at (405) 942-8181 ext. 229 or [patti@okrestaurants.com](mailto:patti@okrestaurants.com)
- In the back of the booklet, complete and sign the Partner Marketing Commitment Form and choose your billing preference.
- Submit the Partnership Marketing Commitment Form to the ORA and Patti will contact you upon receipt of your form.
- The ORA will then take the appropriate steps to secure your company's logo (.eps or .ai format) and begin implementation and promotion of your partnership.

Partnership options have been designed to meet the needs of various budgets and objectives. We would be happy to consider creating a unique, customized package that meets your specific marketing and budget needs. In addition, we are always open to new ideas.



### ACHIEVE KEY CLUB PARTNER STATUS!

(KEY CLUB STATUS MUST BE RE-ESTABLISHED EACH YEAR)

Key Club Partnerships have been established to further enhance the recognition and return-on-investment for partners who are marketing at a prominent level of \$10,000 or more per calendar year. As Partners achieve Key Club status they:

- Will be recognized on stage at the ORA TulsaFest during our Key Club Partner presentations.
- Will be accessorized with a special Key Club Partner ribbon on their badge at every association event where badges are provided (includes all associates with the partner business).
- Will be included in a special Key Club Partner recognition in ORA e-Newsletters and the ORA magazines for the calendar year - consider it FREE advertising!
- May use the ORA-approved Key Club Partner logo demonstrating status with the association. (Prior proof approval is necessary.)
- Will be featured on the ORA website via the scrolling Key Club Partner footer.
- Will be invited as a guest of the ORA, to an exclusive year-end Key Club Partner event in your honor.

- ORA reserves the right to reschedule or cancel event dates and redesign the specifics of partnerships.
- Exclusive Partners from the previous year have first right of refusal on renewing those partnerships for the current year.
- Web site promotion and links offered in conjunction with events and programs are offered for the duration of annual partnership.



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## SUMMARY OF STRATEGIC PARTNERSHIP & MARKETING OPPORTUNITIES

ORA Academy - (New initiative)

ProStart® Student Invitational – OHF

TulsaFest

ProStart® Educator Conference - OHF

ORA Golf Classic

Summer Board of Directors Retreat

Odyssey de Culinaire - OHF

Oklahoma Restaurant Convention & Expo

Culinary Cookoff

Cocktail Shakedown

Hirst Hospitality Awards - OHF

2017 Hospitality Day &  
“A Tasteful Affair” Legislative Reception

ServSafe® Food Safety Education

Alcohol Compliance Education (ACE)

ORA Advisor e-Newsletter



ORA ACADEMY

## MARKETING CONTRIBUTION & YOUR RETURN ON INVESTMENT

The ORA Academy is a new initiative for 2016! The goal of the Academy is to offer continuing education and professional development to particular demographics of ORA's membership. In 2016, the Academy will focus on Culinary education. The Academy consists of four 1/2 day sessions held quarterly.

At the end of the year, if a student has attended all 4 sessions, they will be awarded an ORA Academy "Certificate of Knowledge" and be recognized in *The Restaurateur* magazine. The first Academy class will accommodate approximately 30 students.

One partnership per session will be offered. Your investment will insure that a member of your team will address participants during the session, and you may distribute your promotional materials during the session. It is also encouraged that the partner of each session "gift" a promotional item from your company to each attendee.

Your company logo will be included in all advanced registration materials and on the event's ORA web landing page, and will be prominently displayed at the session, as well as post event marketing.

All 2016 sessions will be held at Francis-Tuttle Technology Center, Oklahoma City.

### ☐ **Session I** **\$2,500**

Tuesday, February 16, 2016

Topic: Food Costing/Butchery

Instructor: Chef Kurt Fleischfresser, The Coach House

### ☐ **Session III** **\$2,500**

Tuesday, August 9, 2016

Topic: Seafood

Instructor: Chef Rob Johnson and Delancy Miller, US Foods

### ☐ **Session II** **\$2,500**

Tuesday, May 10, 2016

Topic: Sourcing Locally

Instructor: Chef Marc Dunham, Francis Tuttle Technology Center

### ☐ **Session IV** **\$2,500**

Tuesday, November 15, 2016

Topic: Dessert 101

Instructor: Chef Gene Leiterman, CocoFlow

The ProStart® Student Invitational competition will showcase the culinary and academic talents of more than 200 ProStart students from high schools and technology centers across the state. The highlight of the Student Invitational will be students participating in a team competition-style format in one contest: culinary and management competition. Winning teams from each competition will be awarded gold, silver, and bronze medals and scholarships to pursue post-secondary education. The winning high school teams in the culinary and management competition will represent Oklahoma at the national competition. All contribution levels below will receive partner or sponsor promotion for the functions specific to the contribution, plus any additional return on investment listed below. Competition information and partner information is sent to numerous schools across the state. The program provides exposure to over 1,200 students enrolled in the ProStart® program. Industry professionals are also involved as team coaches and judges during the event. All contributions are tax deductible as allowed by law.

## MARKETING CONTRIBUTION & YOUR RETURN ON INVESTMENT

### ☐ **Platinum Partner (Exclusive) - \$15,000**

**SOLD**

Your contribution as the Platinum Partner gives your company the most exposure of the available packages to those in the hospitality industry, students in the competition, and the dining public. You will be consistently recognized at all events, and in all materials, as the Platinum Partner for the ProStart® Competition and designated as a leader in assisting students making their way into the hospitality industry.

- Name recognition as the Exclusive Partner of the ProStart® Culinary and Management Competition teams. Also the opportunity for a spokesperson from your company to make an address and assist in handing out the scholarship awards.
- Inclusion of your company logo and mention as the Platinum Partner in all marketing, advertising, and informational material created by the ORA regarding the Oklahoma ProStart® Student Invitational (OPSI).
- Your logo and an active link to your website on [www.okrestaurants.com](http://www.okrestaurants.com) pages with information about OPSI and the National ProStart® Student Invitational.
- Your company logo on the chef coats worn by the first place culinary team at the National ProStart® Student Invitational.
- Company Logo on the shirts to be provided to the winning management team to wear at the National ProStart® Student Invitational.
- Recognition as the Platinum Partner on media communications including press releases, media invitations and fact sheets..
- Qualification and recognition as an ORA Key Club Partner for the year of partner commitment.
- Photo opportunity with the first place teams.
- Company banner will be displayed in the competition room and award room.
- Recognition in all media pieces as one of three leading partners
- Use of pictures, student testimonials and materials for your company's press releases.

### ☐ **Gold Partner - \$5,000**

As the Oklahoma ProStart® Student Invitational (OPSI) continues to grow, your support allows ORA and OHF to celebrate the ProStart® program. As a Gold Partner, you receive:

- Inclusion of your company logo and mention at the Opening Reception Partner in all marketing, advertising, and informational material created by the ORA regarding the Oklahoma ProStart® Student Invitational.
- Your company logo and an active link to your website on [www.okrestaurants.com](http://www.okrestaurants.com) pages with information about OPSI and the National ProStart® Student Invitational.
- Recognition at the OPSI Awards Ceremony with the opportunity for a spokesperson from your company to make an address and assist in handing out the awards.
- Recognition as the Gold Partner on media communications including press releases, media invitations and fact sheets.
- Recognition in all media pieces as one of three leading partners
- Use of pictures, student testimonials and materials for your company's press releases.



# OKLAHOMA PROSTART® STUDENT INVITATIONAL

## MARKETING CONTRIBUTION & YOUR RETURN ON INVESTMENT

### ☐ Silver Partner - \$2,500

Your contribution will assist in paying the expenses to provide the equipment and space necessary to host the culinary competition. You will receive prominent billing and recognition in the culinary competition area.

- Inclusion of your company logo and mention as the Silver Partner in all marketing, advertising, and informational material created by ORA regarding the Oklahoma ProStart® Student Invitational.
- Your company logo and an active link to your website on [www.okrestaurants.com](http://www.okrestaurants.com) pages with information about OPSI and the National ProStart® Student Invitational (NPSI).
- Recognition in the ORA year-end report as a Culinary Competition Partner
- Use of pictures, student testimonials and materials for your company's press releases.
- Company banner will be displayed in throughout the competition in the competition room and award room.

### ☐ National ProStart® Competition - Oklahoma ProStart® Partner - \$350-\$1,000

Each May, Oklahoma will be represented by two local Technology Center or High School teams who won first place in our Oklahoma State ProStart® Competition in both the culinary and management competitions. They will be traveling in two teams of five each to Orlando, FL, to compete in the National ProStart® Competition against the best culinary and management teams in the nation. Like other states at the national competition, our Oklahoma teams need to be decked out and look the part in the trendiest chef's coats covered in dozens of partner logos, matching pants and shoes.

As a partner in this endeavor, your support will help send Oklahoma's teams to the competition with much of the gear they need to succeed! There are two partner levels to meet any budget.

- ☐ **\$1,000 PARTNER (Limited to 4)** - At this level, your business will receive a 3" x 3" logo on the **sleeve** of the competing teams' chef coats, as well as post-event recognition in the *Oklahoma Restaurateur* magazine and on the ORA website.
- ☐ **\$350 PARTNER** - At this level, your business will receive a 2" x 2" logo on the **back** of the teams' chef coats, as well as post-event recognition in the *Oklahoma Restaurateur* magazine and on the ORA website.



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## TULSAFEST

The Tulsa ORA restaurant community's most attended event, which throughout the day, gathers 400 restaurant operators and suppliers for a day of industry keynote and professional development. The evening activities include a culinary and wine/beer tasting with more than 20 of Tulsa's finest restaurants and beverage providers. This is your opportunity to reach independent and multi-unit operators in a professional yet casual setting. Exclusive Partnerships are available to members-only who have first right of refusal on renewing the following year. Annual Key Club Partner recognition will take place during the TulsaFest luncheon.

### MARKETING CONTRIBUTION & YOUR RETURN ON INVESTMENT

#### ☐ **Platinum Partner - \$ 2,000**

Join with other ORA partners in bringing this exciting and informative educational session to industry professionals. Your sponsorship of TulsaFest includes complimentary registration including up to 10 full conference registrations to the event including the general session, educational sessions, culinary tasting and preferred/reserved lunch seating during lunch. Partnership is promoted with logo recognition on the screen presentation during the educational session, TulsaFest Culinary Tasting, in all online promotion, in onsite program, on tickets and in the ORA eNewsletter and in a post-event article in the ORA magazine. Education Partners may purchase additional TulsaFest seminar/lunch tickets at fifty (50%) discount.

#### ☐ **Gold Partner - \$ 1,250**

Join with other ORA partners in bringing this exciting and informative educational session to industry professionals. Your sponsorship of TulsaFest includes complimentary registration including up to 6 full conference registrations to the event including lunch, general session, educational sessions and the culinary tasting. Partnership is promoted with logo recognition via online event promotions, on the screen presentation during the educational session, TulsaFest Culinary Tasting, in all online promotion, in onsite program, on tickets and in the ORA eNewsletter and in a post-event article in the ORA magazine. Education Partners may purchase additional TulsaFest seminar/lunch tickets at fifty (50%) discount.

#### ☐ **Luncheon Partner (Exclusive) - \$ 5,000**

Our Luncheon Partner is invited to make a 3 minute presentation at luncheon and to provide handouts for each participant. Your contribution includes complimentary registration including 4 full conference registrations. Partnership is promoted via online promotion with logo recognition on the screen presentation during the party, in the onsite program, on tickets and in the post-event article in the ORA magazine.

#### ☐ **OR - Luncheon Co-Partner (2 offered) - \$ 2,500 ea.**

(Co-Partners are not available if Exclusive Partner has been confirmed.) Same benefits as Exclusive partner except there will be no presentation. Your sponsorship of TulsaFest includes complimentary registration including 2 tickets to the educational sessions, luncheon and TulsaFest Culinary Tasting. Partnership is promoted with logo recognition, via online event promotion, on the screen presentation during the lunch, in the onsite program, on tickets and in a post-event article in the ORA magazine.

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# TULSAFEST

## MARKETING CONTRIBUTION & YOUR RETURN ON INVESTMENT

☐ **Board of Directors Dinner - Exclusive Partner - \$ 6,500**

This is an exclusive dinner taking place the evening prior to the educational sessions, for more than 80 members and guests of the ORA Board of Directors, which provides you with the opportunity to network with industry leadership. Includes preferred seating for up to 6 attendees from your business for dinner. Also includes four complimentary full conference registrations to seminar, lunch and Taste and logo recognition onsite.

☐ **OR - Co-Partners (2 offered - 1 available) - \$ 3,250 ea.**

This is an exclusive dinner for more than 80 members and guests of the ORA Board of Directors, which provides you with the opportunity to network with industry leadership. Includes preferred seating at Chairman's Table for up to 3 attendees from your business. Also includes three complimentary full conference registration to seminar, lunch and Taste and logo recognition onsite. (Co-Partnerships are not available if Exclusive has been confirmed)



ASK HOW YOUR BUSINESS CAN BE RECOGNIZED AS AN  
ORA KEY CLUB PARTNER AT THIS EVENT!



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## ORA GOLF CLASSIC

Join us for the only ORA golf tournament of the year, which sells out annually and is full of excitement and prize winnings. Top scoring teams will automatically be entered into the Pebble Beach Putt-Off, as will a select twosome from each of our Master Partners.

The winning two-man team from the putt-off will win the ULTIMATE "Stay & Play" package which includes two nights lodging at the Inn at Spanish Bay located on the Monterey Peninsula in California. Included in the package is one room for two in "Stay & Play" package with golf for both players at Spyglass Hill and the famous Pebble Beach Golf Links. Winners of Pebble Beach Putt-Off have 120 days from the tournament date to schedule the package for use. This package is valued at over \$2,975.

### MARKETING CONTRIBUTION & RETURN ON INVESTMENT

#### ☐ **Master Partnerships - \$ 2,500**

Includes two (2) two-man teams and entry for one of those two-man teams into Pebble Beach Putt-Off and a chance to win the Pebble Beach Golf Package to Spyglass Hill and Pebble Beach premiere golf courses. Master Partner logos featured in ORA magazine, on-line promotion, and placed on signage by club house during tournament. This is the ultimate partnership!

A limited number of Master Partnerships are available. Previous year's Master Partners have the first right of refusal on retaining their status.

#### ☐ **Hole Partnership - \$ 300**

Proceeds from hole partnerships will benefit the ORA Victim's Impact Fund, which supports restaurant employees that have become victims of on-the-job crimes. A logo'd partner sign will be placed on one hole during the tournament for each hole partner, and your partnership will be recognized in the ORA magazine. Player registration is not included with a hole partnership.

#### ☐ **Beverage Partner (One Offered)** **SOLD**

This partnership means that in exchange for beverage product, your product is featured during the tournament.

#### **Player Registration**

If you are not a Master Partner and wish to play in the tournament, contact ORA or register at [www.okrestaurants.com](http://www.okrestaurants.com)



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## PROSTART® EDUCATOR CONFERENCE

Teachers in the ProStart® Foodservice and Hospitality Management Programs in state high schools and technology centers attend this conference. The conference is designed to provide hospitality instructors with enhanced exposure to the professional world of hospitality. The conference includes learning workshops conducted by industry professionals, a networking luncheon, and other industry presentations. This professional development opportunity is specifically designed to strengthen the classroom experience by providing the information and tools to teach the next generation of hospitality leaders. This is an Oklahoma Hospitality Foundation event, therefore contributions are tax deductible as allowed by law.

### MARKETING CONTRIBUTION & YOUR RETURN ON INVESTMENT

☐ **Master Partner - \$ 2,500**

Your investment as the Master Partner will insure a member of your team will address participants. Your logo will be included in all advanced registration materials sent to the schools and teachers, and will be prominently displayed at the event. Recognition of your partnership will be given in all conference-related materials including the video presentation at the conference.

☐ **Mentor Partner - \$ 1,000**

By investing at the Mentor level, your logo will be included in all advanced registration materials sent to the schools and teachers, and will be prominently displayed at the event. Recognition of your partnership will be given in all conference-related materials including the video presentation at the conference.

☐ **Coach Partner - \$ 500**

By investing as a Coach, your company name will be included in all advanced registration materials sent to the schools and teachers. Your company name will be displayed at the event and listed in conference materials and handouts.



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## ORA BOARD OF DIRECTORS RETREAT

Marc Chastain, 2016 ORA Chair and CEO of Rib Crib Corporation, invites you to join the ORA board of directors for remarkable retreat with special group events that will provide abundant networking time with the decision-makers in Oklahoma's restaurant industry.

One of the premier events of the year and your most exclusive opportunity to partner with the ORA Board of Directors and an exclusive group of partnering members. This event provides a great opportunity for personal one-on-one networking and promotion of your business in a fun and casual setting. Approximately 90 people make it a point to plan for this event each year. It's an opportunity to develop relationships that can enhance your bottom-line.

Attendees are responsible for their own travel arrangements and expense, but should be sure to ask for the Oklahoma Restaurant Association discounted group room block before the hotel cutoff date. Any reservations after the cutoff date are subject to rate availability.

### MARKETING CONTRIBUTION

#### ☐ **Platinum Partner - \$10,000**

A Platinum Partnership contribution includes registration fees for 6 people (travel expenses not included). Platinum Partners will be promoted as an "exclusive partner" of a major event during the retreat. No partner presentations will be scheduled.

#### ☐ **Gold Partner - \$ 5,000**

A Gold Partnership contribution includes registration fees for 4 people (travel expenses not included). No partner presentations will be scheduled.

#### ☐ **Silver Partner (minimum partner level) - \$ 3,500**

A Silver Partnership contribution includes registration fees for 2 people (travel expenses not included). No partner presentations will be scheduled.

### YOUR RETURN ON INVESTMENT

- Opportunity to network with board members and guests at functions.
- Partner promotion to attendees on advance promotion materials, on-site handouts and official board meeting materials.
- Dining functions vary, however plated group meals include some preferred seating.
- A complete list of attendees with their contact information.

Partnership contributions include retreat registration fees and all planned group meals, but do not include hotel or transportation expense.

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## ODYSSEY DE CULINAIRE DINNER

JULY 21, 2016 - RENAISSANCE HOTEL, TULSA  
JULY 28, 2016 - SKIRVIN HILTON HOTEL, OKC

Reach not only the foodservice industry, but Oklahoma's two largest dining communities. Growing in popularity, our two Odyssey fundraising and awareness dinners are held to benefit the Oklahoma Hospitality Foundation 501(c)3. Five top chefs from Oklahoma City and five top chefs from Tulsa, each create an elegant evening of delicious food and fine wine to support hospitality education. Culinary students are selected from Oklahoma ProStart® to learn and gain experience alongside the chefs. This is the ORA's only event that is promoted and open to the public. More than 380 people are in attendance. All contributions are deductible as allowed by law.

### MARKETING CONTRIBUTION & YOUR RETURN ON INVESTMENT

- ☐ **Master Chef Partner- \$ 5,250**  
Receive the benefits of a Master partner, which includes one table of 10 to each Odyssey dinner location, a framed Odyssey poster autographed and presented by participating chefs, partner logo on promotional materials to include invitations, check presenters, tickets, and in a post-event news article in an ORA member publication.
- ☐ **Executive Chef Partner - \$ 2,750**  
Includes a total of 8 tickets to use at one Odyssey dinner location or to share between dinner locations, partner logo on promotional material to include invitations, check presenters, tickets and in a post-event news article in an ORA member publication.
- ☐ **Sous Chef Partner - \$ 1,250**  
Includes a total of 4 tickets to use at one Odyssey dinner location or to share between dinner locations, partner logo on promotional material to include invitations, check presenters, tickets and a post-event news article in an ORA member publication.
- ☐ **Mentor Chef Partner - \$ 625**  
Includes 2 tickets to one Odyssey dinner location or to share between dinner locations, partner logo on promotional material to include invitations/check presenters, tickets and a post-event news article in an ORA member publication.



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## OKLAHOMA RESTAURANT CONVENTION & EXPO

With more than 6,000 in attendance, this is the Oklahoma foodservice industry's most attended exhibition and networking event. Over 400 booths showcase their new and existing products and services, coupled with a wide array of educational, networking, demonstration and competition events for members and non-members, as well as events specific to the Oklahoma Restaurant Association Board of Directors. Exclusive Partnerships are available to members-only and have first right of refusal on renewing the following year.

### MARKETING CONTRIBUTION & YOUR RETURN ON INVESTMENT

All contribution levels below will receive partner promotion for the functions specific to the contribution, plus any additional return on investment listed below.

☐ **Major Convention Partner including Opening Reception - \$ 1,250**

- 10 tickets to the traditional Opening Reception
- One 1/4 page (2.25 x 3.5" ) black/white advertisement in the official convention guide (If not provided by Partner before August 1 the ORA will design a basic ad to recognize your contribution and that includes your logo and booth number)
- Your company's logo on the Partner Recognition page of the official convention guide
- Your company's logo displayed on the exhibit-floor screen (with other partners) for convention duration.
- Recognition in post-event ORA magazine
- Partner recognition gift

☐ **Convention Partner including Opening Reception - \$ 850**

- 6 tickets to the traditional Opening Reception.
- Your company's name on the Partner Recognition page of the official convention guide
- Your company's name displayed on the exhibit-floor screen (with other partners) for the convention duration.
- Recognition in post-event ORA magazine
- Partner recognition gift

☐ **Board of Directors Dinner - Location to be announced (Exclusive) - \$ 6,500** **SOLD**

- Preferred VIP seating at the dinner for six (6).
- Your company's logo displayed on the exhibit-floor screen for the convention duration.

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## CULINARY COOK-OFF COMPETITION

This ever popular competition, held during the Oklahoma Restaurant Convention & Expo, hosts twelve of the most talented ORA member chefs in Oklahoma who compete in a culinary competition. During the competition, the chefs put their skills and abilities to the test as they race the clock to create dazzling and tasty dishes using a mystery basket of wildly unique ingredients. Chefs will compete in various heats until the contest is narrowed down to the last two chefs. As the number of competitors decreases, the creativity, talent and excitement increases. The culinary demo area will have a pantry filled with a wide range of ingredients such as stocks, dairy, and spices. The competitors will receive a basket with a protein and some fruits and vegetables in their basket. From there, they will have 30 minutes to create an entree using all the ingredients. The competition has continued to grow in popularity and crowd appeal year after year.

### MARKETING CONTRIBUTION & YOUR RETURN ON INVESTMENT

#### ☐ Lead Partner - Market Source Restaurant Supply

#### ☐ Premier Platinum Partner - \$ 6,000

**SOLD**

As a Premier Platinum Partner, your logo will be prominently displayed throughout the two-day event and your company name will be engraved on the grand champion trophy. One representative from your business is invited to take stage and assist with the trophy presentations. Your partnership will be recognized by showing your company logo on the partner screen promotion, in the competition area and on the primary convention screen, as well as on all printed materials for the competition. Recognition of your Premier Platinum Partner status will be announced throughout both competitions and included in all press releases following the competition. Last but not least, a photo of the winning chef and Premier Platinum Partners, as well as each partner's logos, will be placed in the post-event ORA magazine.

#### ☐ Platinum Partner - \$ 2,750

As a Platinum Partner, your logo will be prominently displayed throughout the two-day event and your company name will be engraved on the grand champion trophy. Your partnership will be recognized by showing your company logo on the partner screen promotion and on all printed materials for the competition. Recognition of your Platinum Partner status will be announced throughout the competition and included in all press releases following the competition.

#### ☐ Gold Partner - \$ 1,250

As a Gold Partner, your logo will be displayed throughout the two-day event and your company name will be engraved on the grand champion trophy. Your partnership will be recognized by showing your company logo on the partner screen promotion, in the competition area and on the primary convention screen, as well as on all printed materials for the competition. Recognition of your Gold Partner status will also be included in all press releases following the competition.

#### ☐ Silver Partner - \$ 750

As a Silver Medal Partner, your company name will be listed on event and convention material. Recognition of your Silver Partner status will be included in all press releases following the competition.

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## COCKTAIL SHAKEDOWN

AUGUST 31, 2016 - COX CONVENTION CENTER, OKC

Support twelve of Oklahoma's most talented mixologists as they compete for prizes in the Oklahoma Restaurant Association "Cocktail Shakedown." This exciting competition takes place in conjunction with the Oklahoma Restaurant Convention & Expo. Mixologists from ORA member restaurants will put their skills and abilities to the test as they compete to move through three timed heats of cocktail preparations including the Championship Round. As each mixologist lifts a shaker and creates his or her requisite signature concoction, they race the clock to create innovative and crazy delicious cocktails that will be judged on taste and balance, originality, drink presentation and stage presentation. Each round reduces the number of talented competitors, until two finalists compete for the Grand Championship belt!

### MARKETING CONTRIBUTION & YOUR RETURN ON INVESTMENT

#### ☐ **Top Shelf - Platinum Partners - \$ 2,750**

Platinum Partners are the most prominently recognized partners, as they are engraved on the grand champion belt, have their logo placed on front of the bars in a cling wrap, and are promoted by our competition emcee. Your partnership will also be recognized in pre-event marketing, in ORA's magazine/newsletter and online promotion, as well as onsite partner screen promotion and post-event coverage online and in the ORA magazine. Post-event magazine promotion will include a full page photo of the Grand Champion with one representative from each Platinum Partner business. Platinum Partners will be included in all releases submitted to media following the competition.

#### ☐ **Garnish - Gold Partners - \$ 1,500**

As a Gold Partner, your business logo will be engraved on the official "Shakedown Bar Shaker" used by competitors. Your partnership will also be recognized in pre-event marketing via ORA's magazine/newsletter and online promotion, as well as onsite partner screen promotion and post-event coverage online and in the ORA magazine.

#### ☐ **Straight Up - Silver Partners - \$ 750**

As a Silver Partner, your partnership will also be recognized in pre-event marketing via ORA's magazine/newsletter and online promotion, as well as onsite partner screen promotion and post-event coverage online and in the ORA magazine.

#### ☐ **Fix It Neat - Heat (Limited to the # of Heats) - \$ 1,250 ea**

As a Heat Partner, you earn the right to have one of your products (meeting competition guidelines) featured during the one heat of competition. Your logo will also be featured on boxing ring style cards held by our "ring girls" in your partnered heat. Heat Partners are also encouraged to invest additionally as Platinum, Gold or Silver Partners. Please contact the ORA to confirm this partnership is still available.

#### ☐ **Championship Heat (Limited to 1) - \$ 1,500**

As Partner of the Championship Heat, your logo will also be featured on boxing ring style cards held by our "ring girls" in your Championship Heat. Pre-specified spirits will not be featured in this heat. Heat Partners are also encouraged to invest additionally as Platinum, Gold or Silver Partners. Please contact Patti to confirm this partnership is still available.

Contact Patti Colley, IOM, CMP, ORA Director, Strategic Programs & Events at 800.375.8181 ext. 229, 405.942.8181 or [patti@okrestaurants.com](mailto:patti@okrestaurants.com) regarding all partnership inquiries.



## HIRST HOSPITALITY AWARDS

"RECOGNIZING OKLAHOMA'S BEST OF THE BEST"

In its 18th year, this celebration event has become one of the ORA's finest traditions of honoring outstanding individuals in the restaurant industry. The Hirst Hospitality Awards serves two important purposes. First, to celebrate the contributions of foodservice employees to the restaurant industry; and secondly, the event raises funds to support the scholarships provided by the Oklahoma Hospitality Foundation (501c3). The dinner has an audience of more than 450 restaurant owners and honored employees and features a renowned vintner(s). The evening's activities include a silent and live auction, complimentary group photos and honoree and cash drawings! The Distinguished Service and Distinguished Industry Leadership awards are also presented.

### MARKETING CONTRIBUTION & YOUR RETURN ON INVESTMENT

All contribution levels below will receive partner recognition on the event marketing, official dinner program, on the ORA website and post-event article in the ORA magazine, plus any additional return on investment listed below.

☐ **Platinum Partner - \$ 2,800**

Preferred table of 8 seats, plus business logo promoted on screen presentation

☐ **Gold Partner - \$ 2,300**

Includes 6 dinner seats plus your company's logo promoted on screen presentation

☐ **Silver Partner - \$ 1,800**

Includes 4 dinner seats, plus your company's name promoted on screen presentation

☐ **Bronze Partner - \$ 1,300**

Includes 2 dinner seats, plus your company's name promoted on screen presentation

☐ **Student Partner - \$ 500**

Your contribution makes it possible for scholarship recipients to attend this exciting industry event.



Contact Patti Colley, IOM, CMP, ORA Director, Strategic Programs & Events at 800.375.8181 ext. 229, 405.942.8181 or [patti@okrestaurants.com](mailto:patti@okrestaurants.com) regarding all partnership inquiries.



## 2017 HOSPITALITY DAY & LEGISLATIVE RECEPTION

Plan to support the first event of the new year and help us mark the start of Oklahoma's legislative session!

The hospitality industry is the driving force in Oklahoma's economy, generating enormous tax revenues, providing jobs for hundreds of thousands of Oklahomans, and giving time and money back to their communities. At the same time, it's vital that we maintain good relations with legislators so that our perspective on various bills and issues is given thoughtful consideration.

In February, members of the Oklahoma Restaurant Association, Oklahoma Hotel & Lodging Association, and Oklahoma Travel Industry Association will join forces for "Hospitality Day at the Capitol", where we will spend time speaking to legislators about issues facing our industry.

Then mingle with more than 600 members and legislators while we do what we do best - demonstrate Oklahoma hospitality - at a bigger and better-than-ever "A Tasteful Affair" Legislative Reception. "A Tasteful Affair" features more than 20 of Oklahoma's finest restaurants showcasing their culinary tastings at what is heralded as the state's most successful and best attended legislative reception.

### MARKETING CONTRIBUTION & YOUR RETURN ON INVESTMENT

- ☐ **"A Tasteful Affair" Reception Gold Partner - \$ 1,500**
  - Invitation to join forces with members of the association at our state Capitol for an afternoon speaking to legislators about issues facing our industry.
  - 10 registrations to "A Tasteful Affair" Legislative Reception
  - Partner recognition on reception tickets, onsite screen promotion and in post-event article in the ORA magazine.
- ☐ **"A Tasteful Affair" Reception Silver Partner - \$ 850**
  - Invitation to join forces with members of the association at our state Capitol for an afternoon speaking to legislators about issues facing our industry.
  - 4 registrations to "A Tasteful Affair" Legislative Reception
  - Partner recognition on reception tickets, onsite screen promotion and in post-event article in the ORA magazine.

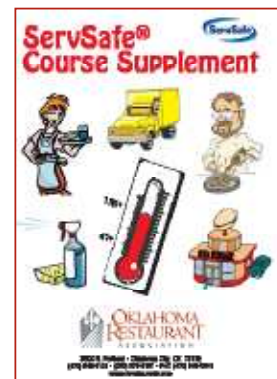


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## FOOD SAFETY TRAINING

With more than \$7 million managers certified nationwide, ServSafe® is the most recognized food safety program in the nation and has set the industry standard for food safety education. The Oklahoma Restaurant Association is Oklahoma's primary organization to provide ServSafe® training, as designated by the Oklahoma State Department of Health. By offering one-day class formats in Oklahoma, we allow managers to review and test for national certification. The scores and certificates are issued directly to the manager by the National Restaurant Association.



The ORA has trained over 23,000 of Oklahoma's foodservice managers from independent, multi-unit and brand-ed lodging properties and restaurants, as well as a great number of schools, hospitals, casinos and assisted living. Management certification is only required in Oklahoma City, Tulsa and Stillwater, but at least 45% of those we train come from cities/counties that do not require food handler certification, so our program's reach is far beyond what is mandated.

The Oklahoma Restaurant Association averages 6 classes/month = 72 opportunities for face to face exposure with an average of 60 foodservice professionals per class.

### MARKETING CONTRIBUTION & YOUR RETURN ON INVESTMENT

#### ☐ **Exclusive Partner - \$ 8,000** **SOLD**

- Feature article announcing Exclusive Partnership in an upcoming issue our Oklahoma Restaurateur magazine
- Announcement via ORA social media announcing Exclusive Partnership
- Your company logo on Oklahoma's ServSafe® supplemental booklet and marketing materials, which is marketed to more than 10,000 foodservice professional. If ORA has an excess of booklets already in stock then a special sticker with your logo and the partnership acknowledgement will be affixed to each booklet.
- Partner recognition with your company logo on the ORA website's ServSafe® Training landing page and
- The exclusive opportunity to make a 5 minute presentation and handout materials before every training session. Remember that's 72 opportunities per year. If your business cannot staff 72 opportunities, then we recommend at least presenting to a class quarterly and our Director of Education take if from there by distributing your promotional materials in all classes throughout the year.
- Each ORA Advisory newsletter includes a ServSafe® class schedule. As the Exclusive Partner, your logo would accompany this promotion in the newsletter or another online publication)
- Exclusive Partnerships are only available to members and include first right of refusal on renewing the same Title Partnerships the following year (must be confirmed by September 1 each year prior to the new year's partnership)

#### ☐ **Or, Co-Partner (2 offered if exclusive not sold) - \$ 4,000 each**

- Partner recognition with your company logo on ORA ServSafe® booklet and promotion material, which is marketed to more than 10,000 foodservice professionals annually
- Opportunity to handout your promotional material to attendees
- Partner recognition with your company logo on the ORA website (Co-Partnerships are not available if Exclusive has been confirmed)

Contact Patti Colley, IOM, CMP, ORA Director, Strategic Programs & Events at 800.375.8181 ext. 229, 405.942.8181 or [patti@okrestaurants.com](mailto:patti@okrestaurants.com) regarding all partnership inquiries.

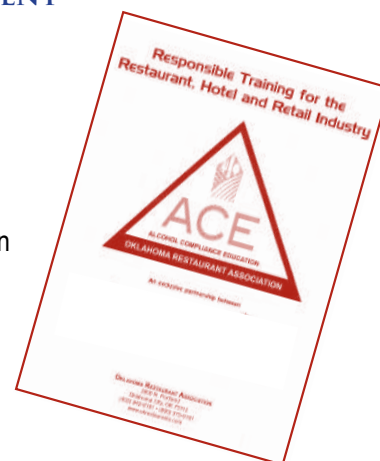


## ALCOHOL SERVER COMPLIANCE EDUCATION

Become a partner in educating Oklahoma's foodservice employees. This ORA alcohol compliance training program touches approximately 2,500 servers annually. ACE provides responsible skills to assist individuals in identifying false I.D., intoxicated customers, laws and rules, tips and useful guidelines in responsible management and service of alcoholic beverages. Classes scheduled upon request. Exclusive Partnerships are available to members-only and have first right of refusal on renewing the following year. A multi-year partnership is required for this program.

### MARKETING CONTRIBUTION & YOUR RETURN ON INVESTMENT

- ☐ **Exclusive Partner - \$ 8,000** **SOLD**
  - Partner recognition with your company logo on ORA Alcohol Training textbook and promotion material, which is marketed to more than 10,000 foodservice professionals annually
  - Social media push announcing your new partnership
  - A five-minute presentation opportunity before each training session with an invitation to provide your company's promotional material to attendees
  - Partner recognition with your company logo on the ORA website
  - Feature article announcing Exclusive Partnership in ORA magazine
  
- ☐ **Or, Co-Partner (2 offered) - \$ 4,000 each**
  - Partner recognition with your company logo on ORA Alcohol Training textbook and promotion material, which is marketed to more than 10,000 foodservice professionals annually
  - Opportunity to handout your promotional material to attendees
  - Partner recognition with your company logo on the ORA website  
(Co-Partnerships are not available if Exclusive has been confirmed)



Contact Patti Colley, IOM, CMP, ORA Director, Strategic Programs & Events at 800.375.8181 ext. 229, 405.942.8181 or [patti@okrestaurants.com](mailto:patti@okrestaurants.com) regarding all partnership inquiries.



## OKLAHOMA RESTAURANT ASSN. ADVISOR E-NEWSLETTER

Published since 1988, this bi-monthly eNewsletter informs ORA members of new developments in government affairs and regulatory topics, member news, scam alerts, upcoming events and other industry-related topics. The newsletter is distributed to over 2,500 industry professionals statewide and is a prime source for dispersing time-sensitive information. Exclusive Partnerships are available to members-only and have first right of refusal on renewing the following year.

### MARKETING CONTRIBUTION & YOUR RETURN ON INVESTMENT

Contributions to the newsletter will ensure partner recognition 4-5 times per year to ORA members, plus any additional return on investment listed below.

#### ☐ **Exclusive Partner - \$ 3,000**

Exclusive partner receives partner logo promotion with link on front page of newsletters, plus a half-page black & white advertisement in each issue.

#### ☐ **Co-Partner (2 offered) - \$ 1,850 ea.**

Contributing partners receive partner logo promotion with link on front page of March-January eNewsletters and 50% discount in advertising rates. (Co-Partnerships are not available if Exclusive has been confirmed)



Contact Patti Colley, IOM, CMP, ORA Director, Strategic Programs & Events at 800.375.8181 ext. 229, 405.942.8181 or [patti@okrestaurants.com](mailto:patti@okrestaurants.com) regarding all partnership inquiries.





# 2016 STRATEGIC PARTNERSHIP MARKETING AGREEMENT

We welcome your partnership and involvement in the ORA's Partnership and Marketing Programs. Partnerships are honored on a first come, first serve basis. This form guarantees the investor a one year commitment. Exclusive Partnerships are available to members-only with the first right of refusal on renewing the following year.

## CHECK TO CONFIRM

### ORA ACADEMY 2016

- |                          |                                 |          |
|--------------------------|---------------------------------|----------|
| <input type="checkbox"/> | Session I - Food Costing/Butery | \$ 2,500 |
| <input type="checkbox"/> | Session II - Sourcing Locally   | \$ 2,500 |
| <input type="checkbox"/> | Session III - Seafood           | \$ 2,500 |
| <input type="checkbox"/> | Session IV - Dessert 101        | \$ 2,500 |

### OKLAHOMA PROSTART® STUDENT INVITATIONAL – OHF

- |                          |  |          |
|--------------------------|--|----------|
| <input type="checkbox"/> | Platinum Exclusive Partner <b>SOLD</b> | \$15,000 |
| <input type="checkbox"/> | Gold Exclusive Partner                 | \$ 5,000 |
| <input type="checkbox"/> | Silver Partner                         | \$ 2,500 |
|                          | National Culinary Team Partner         |          |
| <input type="checkbox"/> | \$1,000 National Culinary Team Partner | \$ 1,000 |
| <input type="checkbox"/> | \$ 350 National Culinary Team Partner  | \$ 350   |

### TULSAFEST

- |                          |  |  |
|--------------------------|--|--|
| <input type="checkbox"/> | Platinum Partner                       | \$ 2,000   |
| <input type="checkbox"/> | Gold Partner                           | \$ 1,250   |
| <input type="checkbox"/> | Luncheon Partner (Exclusive) <b>OR</b> | \$ 5,000   |
| <input type="checkbox"/> | Luncheon Co-Partner (2 Offered)        | \$ 2,500   |
| <input type="checkbox"/> | Board of Directors Dinner              | <input type="checkbox"/> Exclusive Partner <b>OR</b> \$ 6,500          |
|                          |  | <input type="checkbox"/> Co-Partner (2 offered - 1 available) \$ 3,250 |

### ORA GOLF CLASSIC

- |                          |  |          |
|--------------------------|--|----------|
| <input type="checkbox"/> | Master Tournament Partner (Limited Number Available) | \$ 2,500 |
| <input type="checkbox"/> | Hole Partner   | \$ 300   |
| <input type="checkbox"/> | Beverage Partner <b>SOLD</b>                         | \$Inkind |

### OKLAHOMA PROSTART® EDUCATOR CONFERENCE – OHF

- |                          |                |          |
|--------------------------|----------------|----------|
| <input type="checkbox"/> | Master Partner | \$ 2,500 |
| <input type="checkbox"/> | Mentor Partner | \$ 1,000 |
| <input type="checkbox"/> | Coach Partner  | \$ 500   |

Business Name \_\_\_\_\_ Commitment Sub-total \$ \_\_\_\_\_





## 2016 STRATEGIC PARTNERSHIP MARKETING AGREEMENT PAGE TWO

### CHECK TO CONFIRM

#### BOARD OF DIRECTORS RETREAT

<input type="checkbox"/>	Platinum Partner	\$10,000
<input type="checkbox"/>	Gold Partner	\$ 5,000
<input type="checkbox"/>	Silver Partner	\$ 3,500

#### ODYSSEY DE CULINAIRE DINNER – OHF

<input type="checkbox"/>	Master Chef Partner	\$ 5,250
<input type="checkbox"/>	Executive Chef Partner	\$ 2,750
<input type="checkbox"/>	Sous Chef Partner	\$ 1,250
<input type="checkbox"/>	Mentor Chef Partner	\$ 625

#### OKLAHOMA RESTAURANT CONVENTION & EXPO

<input type="checkbox"/>	Major Convention Partner	\$ 1,250
<input type="checkbox"/>	Convention Partner	\$ 850
<input type="checkbox"/>	Board of Directors Dinner Exclusive Partner <b>SOLD</b>	\$ 6,500

#### CULINARY COOK-OFF COMPETITION

<input type="checkbox"/>	Cook-Off Premier Platinum Partner	\$ 6,000
<input type="checkbox"/>	Cook-Off Platinum Partner	\$ 2,750
<input type="checkbox"/>	Cook-Off Gold Partner	\$ 1,250
<input type="checkbox"/>	Cook-Off Silver Partner	\$ 750

#### COCKTAIL SHAKEDOWN

<input type="checkbox"/>	Top Shelf - Platinum Partners	\$ 2,750
<input type="checkbox"/>	Garnish - Gold Partners	\$ 1,500
<input type="checkbox"/>	Straight Up - Silver Partners	\$ 750
<input type="checkbox"/>	Fix It Neat - Heat Partner (Limited to # of heats)	\$ 1,250 each
<input type="checkbox"/>	Championship Heat Partner (Limited to 1)	\$ 1,500

#### HIRST HOSPITALITY AWARDS – OHF

<input type="checkbox"/>	Platinum Partner	\$ 2,800
<input type="checkbox"/>	Gold Partner	\$ 2,300
<input type="checkbox"/>	Silver Partner	\$ 1,800
<input type="checkbox"/>	Bronze Partner	\$ 1,300
<input type="checkbox"/>	Student Partner	\$ 500

Business Name \_\_\_\_\_ Commitment Sub-total \$ \_\_\_\_\_



2016 STRATEGIC PARTNERSHIP MARKETING AGREEMENT  
PAGE THREE

CHECK TO CONFIRM

**2017 HOSPITALITY DAY &  
A "TASTEFUL AFFAIR" LEGISLATIVE RECEPTION**

- |   |          |
|---|----------|
| <input type="checkbox"/> Gold Partner   | \$ 1,500 |
| <input type="checkbox"/> Silver Partner | \$ 850   |

**SERVSAFE® FOOD SAFETY EDUCATION**

- |  |          |
|--|----------|
| <input type="checkbox"/> Exclusive Partner <b>SOLD</b> | \$ 8,000 |
| <input type="checkbox"/> or Co-Partner (2 offered)     | \$ 4,000 |

**ALCOHOL SERVER COMPLIANCE EDUCATION**

- |  |          |
|--|----------|
| <input type="checkbox"/> Exclusive Partner <b>SOLD</b> | \$ 8,000 |
| <input type="checkbox"/> or Co-Partner (2 offered)     | \$ 4,000 |

**OKLAHOMA ADVISOR ENEWSLETTER**

- |  |          |
|--|----------|
| <input type="checkbox"/> Exclusive Partner         | \$ 3,000 |
| <input type="checkbox"/> or Co-Partner (2 offered) | \$ 1,850 |

**PARTNERSHIP MARKETING TOTAL \$ \_\_\_\_\_**

By signing this Strategic Partnership Commitment Agreement, you have agreed to pay the above amount in conjunction with your one-year commitment, unless otherwise stipulated.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Partner Business \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Ext. \_\_\_\_\_ Email \_\_\_\_\_

Fax \_\_\_\_\_ Website \_\_\_\_\_

office use only -- **BILLING INFORMATION** -- office use only

Partnership  
Commitment Total \$ \_\_\_\_\_

PAID BY

- ☐ Check  
☐ AMEX

- ☐ Visa  
☐ MasterCard

INVOICE

- ☐ In-Full  
☐ Bi-Annually

Paid Date \_\_\_\_\_

Billing Notes: \_\_\_\_\_

CC # \_\_\_\_\_ Exp. \_\_\_\_\_

STRATEGIC PARTNER INFORMATION

# PROGRAM DESCRIPTIONS



The OHF was established to promote educational opportunities to young people pursuing careers in the restaurant, culinary and hospitality fields. Formed as a not-for-profit organization in 1976, the OHF has continued to provide scholarships to young people to assist with their formal education in Oklahoma. Annually, the Foundation has awarded more than \$70,000 to deserving students at Oklahoma State University, School of Hotel and Restaurant Administration, OSU-Okmulgee, The Culinary Institute of Platt College, Culinary Institute of America, and University of Nevada, Las Vegas studying Culinary and Hospitality Services.

Since its inception, the Foundation has expanded its purpose and mission to meet the growing demand for quality, trained professionals to meet the labor needs. The purpose is now more far-reaching to include educational programs at the high school level, promotion of quality training for foodservice professionals and assistance with industry research.

## HOSPITALITY CAREER INITIATIVE



The Hospitality Career Initiative (HCI) is a program of the OHF and was created to help young people discover and explore foodservice and lodging careers while still in high school. The goal is to create a positive connection between school, work and future employment for students and impacts workforce development for the hospitality industry. At the core of the program ProStart®. This two-year program integrates classroom learning with 400 hours of internships. Upon successful completion of the program students can earn a certificate of achievement from the National Restaurant Association. This certificate opens the door to employment, scholarships, and college credit.

# Oklahoma

## RESTAURANT INDUSTRY AT A GLANCE



Restaurants are a driving force in Oklahoma's economy. Their sales generate tremendous tax revenues. They provide jobs and build careers for thousands of Oklahomans. Restaurants also provide healthful options for their guests, give back to their communities and work to reduce their impact on the environment. Visit [Restaurant.org](http://Restaurant.org) for more information.

**6,051**  
LOCATIONS

In 2011, there were 6,051 eating and drinking places in Oklahoma.

**\$5.1 billion**  
IN SALES

In 2013, Oklahoma's restaurants are projected to register \$5.1 billion in sales.

**151,200**  
OKLAHOMANS

In 2013, restaurants account for 151,200 jobs in Oklahoma — **9%** of employment in the state.

**EVERY  
\$1 SPENT ...**

in Oklahoma's restaurants generates an additional **\$.93** in sales for the state economy.

**EVERY \$1  
MILLION SPENT ...**

in Oklahoma's restaurants generates an additional **26.3** jobs in the state.

**AND  
IN 2023 ...**

Restaurants in Oklahoma are projected to employ **167,400** people. (**10.7%** job growth — or **16,200** jobs over 2013)

### HOW BIG IS AMERICA'S RESTAURANT INDUSTRY?

**980,000**  
LOCATIONS  
Serving millions of Americans per day



**\$660.5 billion**  
IN SALES  
4% of U.S. GDP



**13.1 million**  
PEOPLE  
10% of workforce



[Restaurant.org](http://Restaurant.org) | [OKrestaurants.com](http://OKrestaurants.com)