



interested in supporting our events?

Here's how it works.

Thought
for Food

who we are and how we assist members

Good food is one thing. Good business is something else. Essentially, we are here to assist our members in any way we can. Be it something small, or large, we are a one stop shop to help hospitality business owners do business better. We are a not-for-profit, owned by our members and dedicated to helping business owners succeed.

Our membership is more than just restaurants – we have cafes, food trucks, takeaway sites, chain restaurants, quick service restaurants, standalone cafes, restaurants and bars, catering companies, and companies that feed into the industry.

We're passionate about our vibrant industry, which is full of interesting, talented and entrepreneurial people. Restaurant Association membership is a badge of professionalism – we encourage members to actively promote their affiliation to our Association, which is the professional industry body representing the hospitality industry in New Zealand. We believe that our members represent the more serious business owners, focussed on success.

We are the businesses' silent business partner – available at a moment's notice to answer questions, offer advice or advocate on your behalf. Weekly one-on-one mentoring sessions and a 24-hour Helpline are all part of the package.

Essentially, we help our members in 3 different ways:

- 1. We provide them with information, resources and tools**
- 2. We provide industry benchmarks and ideals for our industry**
- 3. We save them money**
- 4. We promote and market business**

Our most successful owners are strong leaders – passionate entrepreneurs with sharp business skills to crunch the numbers and organisational skills to keep all areas of the business running smoothly. They are problem solvers, motivators, and great communicators.

here is a taste of some of the cool stuff we do

We are the link, the support, and the connection between the industry and advice. From professional development to hospitality awards to networking events and much more...if you link with us, our support will help you and your business thrive.

PROFESSIONAL DEVELOPMENT

Livestreamed or in person



WEBINARS

Livestream discussions on important topics



NATIONAL FOOD HUI

The most important food conversation in New Zealand



REGIONAL NETWORKING EVENTS

MeetMe / Member Briefings



NATIONAL HOSPITALITY AWARDS

A platform in eleven regions around the country



GOLF DAYS

Mingle and networking opportunities



HOSPO START

A training programme for newcomers into hospitality



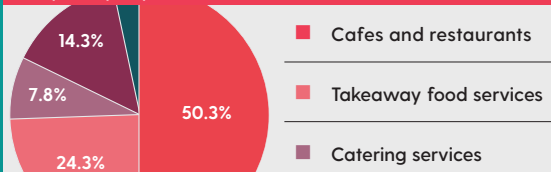
GIFT VOUCHER & GIFT CARD PROGRAMMES

Annual sales is in excess of \$1 million



INDUSTRY RESEARCH

Hospitality Report and consumer research



LOBBYING EFFORTS

Advocacy on behalf of members



national sponsorship opportunities

Sponsorship Package	
Principle Sponsorship	\$20,000
Associate Sponsorship	\$10,000
Contributing Sponsorship	\$5,000

Benefits	Contributing Event Sponsor ★	Associate Event Sponsor ★★	Principle Event Sponsor ★★★
Complimentary event tickets.	2	4	8
Brand exposure/logo on the Restaurant Association website on Events page.	✓	✓	✓
Digital exposure through the Restaurant Association's highly engaged social media platforms where appropriate, including Facebook, Instagram, and LinkedIn.	✓	✓	✓
Branding exposure on the event day via digital presentations.	✓	✓	✓
Branding exposure on printed schedule and via inserts in delegate satchels.	✓	✓	✓
Use of professional images from the event to use for marketing.	✓	✓	✓
Promotion of this event widely across all localised and national media publications, as well as via dedicated industry partnering publications.		✓	✓
Prominent promotion for principle sponsors pre and post event across all event advertising, including print ads and all marketing material.		✓	✓
Complimentary Restaurant Association membership with sponsorship commitment of 3 years.		✓	✓
Use of the sponsored event logo for promotional purposes for a period of one year.		✓	✓
Dedicated sponsor video promoted through Restaurant Association's highly engaged social media platforms			✓
Verbal acknowledgment of sponsorship and support throughout the event.			✓
Inclusion in a dedicated sponsors EDM to attendees post event with personal message.			✓
List of attendees post event.			✓

awards sponsorship opportunities

Awards Sponsorship Package				
Lead Partner – \$7000		Category Partner – \$3000		Product Sponsor – \$POA
Benefits		Product Sponsor 🏆	Category Partner 🏆 🏆 🏆	Lead Partner 🏆 🏆 🏆
Connect with the industry through the Hospitality Awards growing and highly engaged digital audiences.		✓	✓	✓
Exclusive use of branded print and digital tools including Facebook tiles, email signatures, and Awards logos to enable you to promote your association with the campaign.		✓	✓	✓
Great networking opportunities at the Finalist Launch / Awards Evening with current members of the Association, as well as non-members providing excellent business development opportunities.		✓	✓	✓
Verbal acknowledgment by the MC at the Awards Evening, and at the Finalist Launch for Lead Partners.		✓	✓	✓
Logo inclusion on Awards Evening digital presentation.		✓	✓	✓
Complimentary Restaurant Association membership with sponsorship commitment of 3 years.			✓	✓
Naming rights of Category Award and brand inclusion on promotion of that Award, including nomination form and trophy.			✓	✓
Complimentary tickets to the Awards Evening.			2	4
Industry marketing – B2B (regular EDMs, comprehensive social media campaign, mail outs to stakeholders, sponsors and influencers)			✓	✓
Inclusion and acknowledgment of Lead Partners in press releases at key touchpoints throughout the campaign (nominations, voting, winners).			✓	✓
Coverage in leading trade publications (Savour magazine, Restaurant and Catering News magazine, Hospitality Business magazine)			✓	✓
Logo placement and acknowledgment across the online nomination and voting forms, and the ticketing form.			✓	✓
Logo inclusion on all finalist and winner certificates.			✓	✓
Logo inclusion on selected Category trophy.			✓	✓
Prominent placement on the Awards website including 'Category Award' and Partners page.			✓	✓
Naming rights to the Hospitality Award's region and brand inclusion on Awards promotion of that region, including the nomination form and trophy, and with the promotion of the winner.				✓
Prominent placement on the Awards website Homepage and sponsor profile on Partners page.				✓
List of ALL Awards Evening attendees for business development opportunities.				✓
Above the line advertising (which may include billstickers, posters, flyers, print, digital, radio).				✓
Speaking opportunity at the Finalist Launch and Awards Evening.				✓
Logo inclusion on all event day signage, including staging, and photo backdrop.				✓
Logo inclusion on all winner trophies as Lead Partner.				✓
Opportunity to display pull-up banners at Finalist Launch / Awards Evening.				✓

the link between good advice and good business