

PENNSYLVANIA RESTAURANT & LODGING ASSOCIATION  
**Corporate Marketing Program**



Pennsylvania  
Restaurant & Lodging  
Association

# Pennsylvania Restaurant & Lodging Association Marketing Opportunities and Benefits At-a-glance

	Diamond	Platinum	Gold	Silver
	\$25,000	\$15,000	\$10,000	\$5,000
<b>PRLA Membership</b>				
Annual PRLA membership	◆	◆	◆	◆
Additional chapter membership(s)	2	2	1	–
<b>Advertising Opportunities</b>				
Membership marketing list	◆	◆	◆	◆
Annual Fall Conference & Awards Gala program	Full page ad	Half page ad	One-quarter page ad	One-quarter page ad
<i>Pennsylvania Restaurant &amp; Lodging Matters</i> magazine	Full page ad	One-third page ad	–	–
Standalone eblast to PRLA membership per year	4	2	–	–
PRLA Connect advertising				
<b>Events (ticketing)</b>				
Annual Fall Conference & Awards Gala	4	4	2	–
PRLA Golf Classic East	4	2	1	–
PRLA Golf Classic West	4	2	1	–

*PRLA reserves the right to modify or change program benefits and opportunities.*

## PRLA EVENTS

### ***Annual Fall Conference & Awards Gala***

The annual conference is the premier gathering of industry and association leaders. PRLA's incoming officers are installed and award winners are honored.

### ***Pennsylvania Foodservice Expo***

The Pennsylvania Foodservice Expo is the only event in Pennsylvania to bring together all sectors of the restaurant, foodservice, nightlife and hospitality industry under one roof. This event is held in conjunction with the PRLA Fall Conference.

### ***Legislative Day***

PRLA members converge on the Pennsylvania Capitol Complex to meet with elected officials and discuss key legislation affecting the hospitality industry.

### ***PRLA Golf Classics: East & West***

These annual events, held in eastern and western Pennsylvania, respectively, support the legislative advocacy efforts of PRLA, which includes developing programs and relationships that maximize PRLA's political strength.

## PRLA PUBLICATIONS

### ***Pennsylvania Restaurant & Lodging Matters***

The association's official publication, which is a full-color, quarterly magazine with a circulation of more than 2,800 readers, offers insights on industry news and trends, legislative updates, association news and events.

### ***Quick Bites***

*Quick Bites* is PRLA's twice per month e-newsletter that is distributed to more than 3,500 members.

# PRESIDENT & CEO MESSAGE

I am pleased to invite you to participate in the Pennsylvania Restaurant & Lodging Association's (PRLA) corporate marketing program.

PRLA's program offers a tiered benefits structure, which bundles opportunities to suit your marketing needs and budget while allowing your company to reach PRLA's vast network of restaurant and hotel owners and operators through a variety of media and promotional outlets.

By participating in PRLA's corporate marketing program, your company will gain valuable visibility in and access to Pennsylvania's growing hospitality industry.

PRLA's corporate marketing program runs for one calendar year (January through December). All participation levels include a one-year PRLA membership. PRLA will prorate the fees and benefits for companies that enroll in the program after January 31.

Please feel free to contact me at [jlongstreet@prla.org](mailto:jlongstreet@prla.org) or (717) 963-8363 with any questions about the program.

On behalf of PRLA and its Board of Directors, I look forward to welcoming you as one of our corporate marketing program participants and helping you grow your business.

Sincerely,



John Longstreet  
President & CEO

## PRLA Membership Fast Facts

**80 percent** are restaurant or lodging owners and operators, attractions, or destination marketing organizations

**12 percent** are industry suppliers

**8 percent** represent educational institutions, teachers, students, and retired hospitality professionals

PRLA represents more than **7,500 foodservice and lodging establishments.**

**11** active chapters



## DIAMOND LEVEL \$25,000

The Diamond Level is an exclusive opportunity designed to maximize your marketing dollars in reaching the decision-makers of Pennsylvania's hospitality industry. Your company will gain valuable visibility through PRLA's numerous publications, programs and events, as well as access to PRLA's membership marketing list—a direct mail list of all PRLA restaurant and lodging members. Your one-year PRLA membership includes membership in your local chapter and two additional chapters of your choice.

### Guaranteed Print and Online Media

- Full page ad in the Annual Fall Conference & Awards Gala conference guide and Awards Gala program.
- Full page ad in each issue of *Pennsylvania Restaurant & Lodging Matters*, PRLA's quarterly magazine.
- Quarterly eblast to PRLA membership.
- Quarterly boosted posts on PRLA's social media channels.
- Quarterly ad on PRLA Connect app.
- Featured content in PRLA's magazine and website.
- Name and logo prominently displayed on event signage and featured in event programs, announcements and literature.
- Name and logo displayed in chapter meeting packets.

### Complimentary Event Tickets

- 4 Annual Fall Conference & Awards Gala
- 4 PRLA Golf Classic East
- 4 PRLA Golf Classic West

## PLATINUM LEVEL \$15,000



The Platinum Level is an elite marketing opportunity, which would provide your company with extensive visibility and exposure through PRLA's numerous publications, programs and events. Your company also will have access to PRLA's membership marketing list—a direct mail list of all PRLA restaurant and lodging members. Your one-year membership includes membership in your local chapter and two additional chapters of your choice.

### Guaranteed Print and Online Media

- Half page ad in the Annual Fall Conference & Awards Gala conference guide and Awards Gala program.
- One-third page ad in each issue of *Pennsylvania Restaurant & Lodging Matters*
- Twice per year eblast to PRLA membership.
- Twice per year ad on PRLA Connect app.
- Twice per year boosted posts on PRLA's social media channels.
- Featured content in PRLA's magazine and website.
- Name and logo prominently displayed on event signage and featured in event programs, announcements and literature.
- Name and logo displayed in chapter meeting packets.

### Complimentary Event Tickets

- 4 Annual Fall Conference & Awards Gala
- 2 PRLA Golf Classic East
- 2 PRLA Golf Classic West



## **GOLD LEVEL      \$10,000**

The Gold Level is a premier marketing level in which your company will gain visibility and exposure to hospitality industry decision-makers through PRLA's publications, programs and events. Your company also will have access to PRLA's membership marketing list—a direct mail list of all PRLA restaurant and lodging members. Your one-year membership includes membership in your local chapter and one additional chapter of your choice.

### **Guaranteed Print and Online Media**

- One-quarter page ad in the Annual Fall Conference & Awards Gala conference guide and Awards Gala program.
- Annually mentioned on PRLA's social media channels as a gold level sponsor.
- Name and logo prominently displayed on event signage and featured in event programs, announcements and literature.
- Name and logo displayed in chapter meeting packets.

#### **Complimentary Event Tickets**

- 2 Annual Fall Conference & Awards Gala
- 1 PRLA Golf Classic East
- 1 PRLA Golf Classic West

## SILVER LEVEL \$5,000



At the Silver Level, your company will gain visibility and exposure to key hospitality industry decision-makers through PRLA's publications, programs and events. Your company also will have access to PRLA's membership marketing list—a direct mail list of all PRLA restaurant and lodging members. Your one-year membership includes membership in your local chapter.

### **Guaranteed Print and Online Media**

- One-quarter page ad in the Annual Fall Conference & Awards Gala conference guide and Awards Gala program.
- Annually mentioned on PRLA's social media channels as a silver level sponsor..
- Name and logo prominently displayed on event signage and featured in event programs, announcements and literature.
- Name and logo displayed in chapter meeting packets.



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