



RIHA IS YOUR PARTNER FOR SUCCESS.

We can help you grow your business with opportunities that target your desired audience and give you maximum exposure.

RI Hospitality Association (RIHA) advertising and sponsorship opportunities are a unique way to connect with the RIHA community, build brand recognition, and show your support for Rhode Island’s hospitality industry.

Each year, RIHA hosts a variety of events, meetings, trainings, educational seminars and forums. In addition to on-site event exposure, we offer a diverse array of digital advertising and sponsorship opportunities—including website, email, and social media options. We look forward to working with you to tailor the perfect partnership for your business.

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PARTNERSHIP MARKETING GUIDE 2024

Note: All information within this document is subject to change.

Contact RIHA’s Director of Marketing & Events

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RI HOSPITALITY ASSOCIATION

RIHA represents over 900 foodservice, hotels, vendors and hospitality businesses in Rhode Island and has been the voice of the hospitality industry in the state since 1963. Our mission is to lead Rhode Island's hospitality industry through advocacy, communication, and education.



CULTURE OF COMMUNITY

We promote a Culture of Community. The tenets of the Culture of Community are comprised of eight main themes that we use daily through our core services and offerings.

COOPERATION
working together for the common good of the industry.

COLLABORATION
fostering supportive industry engagement through teamwork and community partnerships.

COMMUNICATION
exchanging ideas and information, and sharing industry opportunities.

CONNECTION
creating engaging, impactful, long-lasting relationships in our community.

CURIOSITY
asking questions, inspiring positive dialogues, and expanding educational opportunities.

CIVILITY
promoting kindness through courteous engagement.

COMPASSION
cultivating a culture of empathy, equity, and patience.

CAMARADERIE
securing our industry's future through mutual respect, friendship, and generosity.

RI HOSPITALITY EDUCATION FOUNDATION



The RI Hospitality Education Foundation (RIHEF) was formed with the purpose of encouraging Rhode Islanders to embark on a career in the hospitality industry. Our goal is to provide the best programs possible to train and educate the current and future hospitality workforce in our state. We are dedicated to professional development personal growth, and preparing the next generation. RIHA members have access to our the Hospitality Training Academy curriculum. Many of these trainings include a members-only discount.





WHY BECOME AN ALLIED MEMBER?

PROMOTE YOUR BUSINESS TO THE RESTAURANT AND LODGING INDUSTRY WITH MEMBERSHIP OPTIONS THAT FIT YOUR BUDGET AND GOALS.

Food service, lodging, and tourism operators invest in RIHA for access to savings programs, representation from our advocacy team, industry intelligence, and educational opportunities that create operational efficiencies. Our members are active decision-makers within their business who look to us for referrals and recommendations for the products and services they need.

YOUR BUSINESS THRIVES ON THE SUCCESS OF OUR MEMBERS.

Your product might be coffee, but your sales increase when cafés, drive-thrus, diners, and hotels thrive. Your service might be carpet cleaning, but your frequency of service increases when our industry turns more guest rooms. These wins happen because of a healthy business environment that allows our industry to thrive.

INVEST IN YOUR CUSTOMERS.

We know membership is not a one-size-fits-all relationship. RIHA provides a variety of member benefits that allow you to choose what works best for you. Your annual membership is a direct investment in the health of the hospitality industry in Rhode Island.

BE OUR GUEST.

Our industry partners lead the way and make lasting connections with restaurant owners, lodging operators, and community leaders. Meet the movers & shakers in Rhode Island with our unique exposure opportunities.



RIHA ALLIED MEMBERSHIP TIERS

NOT just membership. It's a marketing and sales program!

Tap into the statewide hospitality community with the RIHA Membership that is right for your organization.

Deliverables that offset your annual investment, give you corporate visibility & provide access to exclusive members-only programs:

*\$10,500+ Platinum Membership includes a personal consultation with Heather R. Singleton (Interim CEO) to discuss a customized membership with exclusive benefits not listed here.

Business Listing & Access to RIHA Membership Directory | contains listings for all RIHA members

Access to RIHospitalityJobs.org | unlimited job postings

Meet Decision Makers & Widen Your Audience | access to our events and sponsorship/advertising opportunities

Legal Expertise | access to a hospitality law expert to answer your questions

Raise Your Profile | opportunity to offer RIHA member discount

Newsletter Subscriptions | Membership Tuesday, Workforce Insider, Hospitality Law, Economic Relief, Breaking News (and more)

RIHA Membership Councils | access to Advocacy, Chefs, Women in Hospitality, Human Resources (and more)

Access to Member's Only Savings Programs | insurance, energy, financial, technology, benefits, licensing, training (and more)

Stars of the Industry | (2) Dinner Tickets and half-page ad in the program book (valued at \$700)

RIHA Newsletter | Featured Ad in one edition (per year) of our Membership Tuesday Newsletter: see specs on page 7 (valued at \$150)

Logo Placement | (12) months of logo placement in select email communications (valued at \$1500)

Annual Golf Classic | (2) lunch and (2) dinner tickets, gift placement in swag bags (sponsor to provide) (valued at \$500)

Email Blast | (2) dedicated email blasts (per year) to RIHA membership: see email blast specs on page 7 (valued at \$600)

Website Advertising | (12) months of slider ad placement on RIHA website homepage (valued at \$3000)

Event Tickets | (4) tickets to Economic Outlook Breakfast or Women in Hospitality Event (valued at \$200)

Directory Listing | outlined below

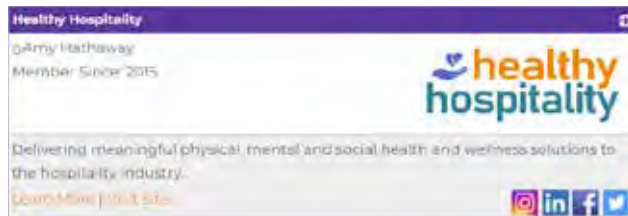
	Platinum \$10,500*	Gold \$5,250	Silver \$2,625	Bronze \$1,095	Basic \$595
Business Listing & Access to RIHA Membership Directory contains listings for all RIHA members	x	x	x	x	x
Access to RIHospitalityJobs.org unlimited job postings	x	x	x	x	x
Meet Decision Makers & Widen Your Audience access to our events and sponsorship/advertising opportunities	x	x	x	x	x
Legal Expertise access to a hospitality law expert to answer your questions	x	x	x	x	x
Raise Your Profile opportunity to offer RIHA member discount	x	x	x	x	x
Newsletter Subscriptions Membership Tuesday, Workforce Insider, Hospitality Law, Economic Relief, Breaking News (and more)	x	x	x	x	x
RIHA Membership Councils access to Advocacy, Chefs, Women in Hospitality, Human Resources (and more)	x	x	x	x	x
Access to Member's Only Savings Programs insurance, energy, financial, technology, benefits, licensing, training (and more)	x	x	x	x	x
Stars of the Industry (2) Dinner Tickets and half-page ad in the program book (valued at \$700)	x	x	x	x	
RIHA Newsletter Featured Ad in one edition (per year) of our Membership Tuesday Newsletter: see specs on page 7 (valued at \$150)	x	x	x	x	
Logo Placement (12) months of logo placement in select email communications (valued at \$1500)	x	x	x		
Annual Golf Classic (2) lunch and (2) dinner tickets, gift placement in swag bags (sponsor to provide) (valued at \$500)	x	x	x		
Email Blast (2) dedicated email blasts (per year) to RIHA membership: see email blast specs on page 7 (valued at \$600)	x	x			
Website Advertising (12) months of slider ad placement on RIHA website homepage (valued at \$3000)	x	x			
Event Tickets (4) tickets to Economic Outlook Breakfast or Women in Hospitality Event (valued at \$200)	x	x			
Directory Listing outlined below	Prime and more	Prime	Advantage	Highlight	Basic

Your Directory Listing describes how other members see your profile in our membership database.

We offer varying degrees of visibility and searchability to highlight the services you offer. See the outlines below for examples of how your directory listing could look.

PRIME & ADVANTAGE

*PRIME offers the most searchable categories.



HIGHLIGHT



BASIC



Contact RIHA's Director of Marketing & Events
Katie Kleyla | katie@rihospitality.org | 401.223.1120, ext. 113
 RIhospitality.org | January 2024 | PAGE 4



Digital

WEBSITE ADVERTISING

*messaging must not conflict with existing partnerships, RIHA to approve.

RIHOSPITALITY.ORG

Digital Hub for the Hospitality Industry in Rhode Island

RIHA's website features a member-exclusive portal, savings program marketplace, advocacy efforts, workforce resources, events, monthly blog, and more. Page views average 4,000 per month.

RIFOODSAFETY.ORG

Comprehensive Food Safety Certification Resource

Our Food Safety website is a one-stop shop for ServSafe® certification, allergen training, private food safety audits, food safety plans, and more. Page views average 1,000 per month.

RIHOSPITALITYJOBS.ORG

Statewide Hospitality Jobs Board

Our statewide job posting site provides employers an opportunity to post jobs, potential candidates to search for new positions, and other career resources. Page views average 500 per month.

All websites offer a leaderboard banner ad (premier placement at the top of website) and a rotating slider rectangle ad (middle of website).

LEADERBOARD BANNER



AD SPECIFICATIONS

jpeg, gif, png | 728 x 90 pixels

LEADERBOARD AD RATE

\$750 per month

SLIDER RECTANGLE



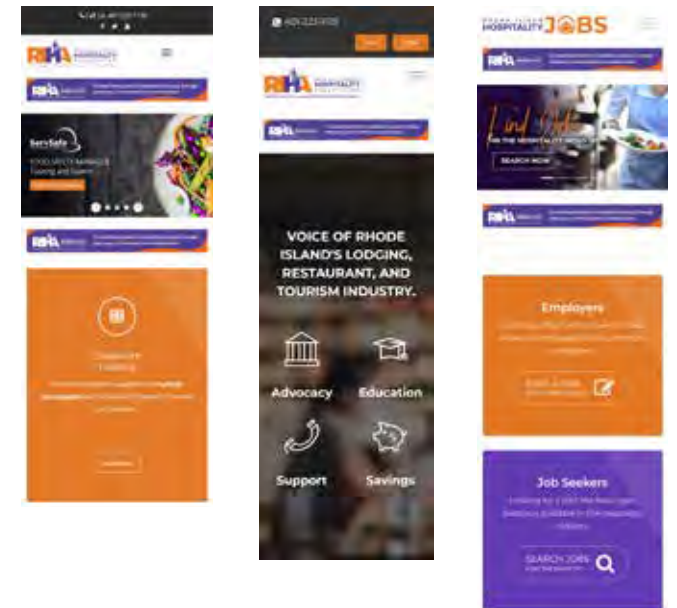
AD SPECIFICATIONS

jpeg, gif, png | 1140 x 550 pixels

LEADERBOARD AD RATE

\$250 per month

MOBILE FORMATS



Digital

SOCIAL MEDIA

*messaging must not conflict with existing partnerships, RIHA to approve.

Increase your visibility on our social networks!

RIHA's social media presence reaches members and non-members alike.

Our platforms and analytics include:

Facebook: 3,200+ page likes and 6-10k monthly impressions

Instagram: 2,500+ followers and 5-6k monthly impressions

X: 3,000+ followers and 3-4k monthly impressions

LinkedIn: 1,600+ followers and 3-5k impressions

SOCIAL MEDIA CAMPAIGNS WITH RIHA

best practices

- Tap into what people are thinking about (ex: holidays, current events)
- Provide quality images/videos/GIFs
- Use hashtags
- Offer member discounts
- Keep copy brief (less than 20 words results in more engagement)
- Format copy as a list or bullet points

AD SPECIFICATIONS

- jpeg, png, gif, mp4 (less than 10 seconds) with hyperlink
- custom copy (X copy less than 280 characters)
- 1080x 1080px

AD RATE

ONE POST (includes all networks, including Instagram & Facebook stories)

\$150 each

Facebook



Instagram



Twitter



LinkedIn



Digital

EMAIL PACKAGES | RIHA NEWSLETTER ADS & SPONSORED EMAILS

Multiple exposures prove effective in building awareness. RIHA's e-newsletters have 2,400+ subscribers and an average open rate of 40%.

*messaging must not conflict with existing partnerships, RIHA to approve.

AD PLACEMENT IN OUR NEWSLETTER COMMUNICATIONS, LIMITED TO:

Membership Tuesday (weekly) | member savings, events, webinars, state & national news, marketing ideas

Workforce Insider (biweekly) | workforce development, food safety, hospitality training courses, RIHEF news

RIHA NEWSLETTER ADS

banner ad or featured ad in e-newsletter of your choice

SPECIFICATIONS & RATES

▶ BANNER AD | \$75

- Image: 600 x 100px (jpeg, png, gif)
- Hyperlink: where clicks will direct to

▶ FEATURED AD | \$150

- Image: 300 x 250px (jpeg, png, gif)
- Headline: 25 characters or less
- Copy: 20 words or less (lists & bullet points are effective)
- Contact info: website or call to action
- Hyperlink: where clicks will direct to



Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Banner Ad Placement

The relevance and significance of communication technology in modern world is growing tremendously and its application in business is becoming more subtle to the users. In view of the tremendous advancements in communication technology, companies are bracing up to cope with the challenging demand that compels them to develop a dynamic staff who can keep abreast with versatility in communication technology.

Featured Ad Placement

Headline

Place article copy here. Be sure to make the articles short and concise as people tend not to read much more than a couple of paragraphs. Place article copy here.

Text Link

Since the relevance and significance of communication technology depends on convenience and clarity of conveying a message, companies should adopt means of communication that suite their clients.

Banner Ad Placement

THANK YOU TO OUR PARTNERS!



RI Hospitality Association | 94 Sabra Street, Cranston, RI 02910-1031

Unsubscribe_data@rihospitality.org

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by caroline@rihospitality.org powered by



Try email marketing for free today!

SPONSORED EMAIL BLAST

one (1) exclusive email blast with your custom content

SPECIFICATIONS & RATE

▶ SPONSORED EMAIL | \$300

- Banner Graphic: 600 x 400px
- Additional Image (optional): 300 x 250px
- Headline: 25 characters or less
- Copy: 150 words or less (lists or bullet points are effective)
- Direct Contact Info (optional): email or phone number
- Website & Social Links
- Call-To-Action Button & Hyperlink: "Contact Us" "Get a Quote" "Sign-Up" etc.



Events & Seminars

receptions, networking, summits

RIHA hosts a variety of smaller events throughout the year that are perfect for smaller budgets and exposure to a more targeted audience.

CURIOUS WHAT THESE EVENTS ARE LIKE?

Check out all the photo albums from 2023 in our Gallery: riha.cc/flickr

OPPORTUNITIES	Diamond \$1,000	Gold \$750	Silver \$500
Event Kick Off: exclusive speaking opportunity to begin event	X		
Company Banner at Event (sponsor to provide)	X		
Sponsored Email Blast (see specs page 7)	X		
Logo Highlighted on Name Badges	X		
Featured Ad in Membership Tuesday e-newsletter (see specs page 7)	X	X	
Sponsor Introduction in Membership Tuesday e-newsletter (30-word copy, logo placement)	X	X	X
Logo Placement in all Event Communications	X	X	X
Company Recognition at Registration	X	X	X
Social Media Post (approved & cobranded)	X	X	X
Event Tickets	4	4	2

Check out our **2024 Calendar of Events** to review all the upcoming opportunities: riha.cc/events

**Diamond Sponsorship for 2024
Economic Outlook Breakfast**





ServSafe® Food Safety & Alcohol Training Training & Certification Programming

RIHA provides mandatory training throughout the state for food safety managers and alcohol service certification. Annually, RIHA trains approximately 800 professionals, including restaurant managers & chefs, hoteliers, caterers, hospitality business owners, higher education employees, and medical personnel.

All students receive branded materials including an info booklet, allergy awareness packet, and Department of Health reporting forms.

		Premiere \$4,000	Executive \$3,000	Basic \$1,000
OPPORTUNITIES	▶			
Sponsor "Thank You" and Logo on all Registration Emails		X		
Premier Leaderboard Banner Ad on RIFoodSafety.org (months, see specs page 5)		12	6	
Half Page Ad in all Class Materials		X	X	
Sponsor "Thank You" & Brand Recognition on RIFoodSafety.org		X	X	X
Featured Ad in Food Safety Monthly Digest e-newsletter (months, see specs page 7)		12	6	3
Sponsor "Thank You" and Brand Recognition on Class Registration Webpages		X	X	X





RI High School Culinary Arts, Foodservice and Hotel Management Competition

February 6, 2024

Crowne Plaza Hotel

ProStart® is a career and technical education program that teaches high school students culinary arts and restaurant management skills.

Hospitality & Tourism Management is The American Hotel & Lodging Educational Institute's (AHLEI) two-year, turnkey high school curriculum.

OPPORTUNITIES	▶ Platinum \$5,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000	Supporter \$500
Event Kick Off exclusive speaking opportunity & banner placement	X				
Presentation of Awards to Top 3 Teams	X				
Logo Placement on Student Chef Jackets at National Competition	X				
Dedicated Email Blast (see specs page 7)	X	X			
Event Exhibit Table	X	X			
Featured Ad in Membership Tuesday e-newsletter (see specs page 7)	X	X	X		
Logo Placement in all pre/post event communications and all day-of-event signage	X	X	X	X	X
Corporate Gifts/Promotions in Student & Judge Lounges (sponsor to provide)	X	X	X	X	X
Company Representatives as Guest Judges	4	2	1		
Social Media Posts (annually)	3	2	1		

TAX DEDUCTION

Your gift is an investment in the RI Hospitality Association Education Foundation.

RIHEF is a 501(c)(3) non-profit, and contributions may qualify for tax deductions. Please consult with a tax professional for more information.

MAKE A DONATION

We gratefully accept financial contributions of any amount, as well as cooking supplies and books.

Additionally, we are always looking for industry professionals to serve as mentors for our students or host field trips.





RI High School Hospitality Career Conference

May 20, 2024

Hospitality Career Summit

The **Hospitality Career Summit** is a professional development opportunity for career & technical education students. Students will discover different career pathways, practice interview skills, explore effective communication styles, and hear from Lead Competition Judges. This event is a great opportunity for businesses looking for exposure to the potential workforce for summer jobs, internships and all employment opportunities.

OPPORTUNITIES	Gold	Silver	Bronze	Supporter
	\$2,000	\$1,000	\$500	\$250
Event Kick Off exclusive speaking opportunity & banner placement	X			
Official Lunch Sponsor	X			
Dedicated Email Blast (see specs page 7)	X	X		
Featured Ad in Membership Tuesday e-newsletter (see specs page 7)	X	X		
Social Media Posts (annually)	3	2	1	
Logo Placement in all pre/post event communications and all day-of-event signage	X	X	X	X
Employer Recruitment Table	X	X	X	X

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GOLF CLASSIC

RIHA's Golf Classic | October 7, 2024 Quidnessett Country Club, North Kingstown

The Golf Classic is our most successful and important fundraiser, enabling RIHA to continue to provide tireless service and support to the hospitality industry. All sponsorship levels include company logo on promotional event materials. Join us!

Attendance Goal: 144+ golfers, plus additional attendees

OPPORTUNITIES	Exclusive Presenter \$5,000	Hole-In-One \$4,000	Eagle \$3,500	Birdie \$2,500	Air Cannon \$2,000	Dinner & Awards \$1,750	Golf Carts \$1,500
Exclusives	naming rights "Golf Classic presented by [your company name here]"	custom backpacks with your logo for all golfers	naming rights to the longest drive contests	naming rights to the "Best Dressed" contest	naming rights to the Air Cannon golf ball launcher	customized dinner table tents	company name and logo on all golf carts (72 total)
Golfers	foursome	foursome	foursome	twosome			
Feather Flags	logo	logo	logo				
Digital Advertising Annually	exclusive email blast (2), RIHA website homepage ad slider (12 months), social media posts (4)	exclusive email blast (1), RIHA website homepage ad slider (12 months), social media posts (4)	exclusive email blast (1), RIHA website homepage ad slider (6 months), social media posts (3)	RIHA website homepage ad slider (3 months), social media posts (2)	social media post (1)	social media post (1)	
Hole Sponsorship with Company Representatives	X	X	X	X	X	X	
Awards & Dinner Tickets	4	4	4	4	4	4	
Tee Sign	X	X	X	X	X	X	X
Lunch Tickets to Rhode Kill Café	4	4	4	4	2	2	2

OTHER OPPORTUNITIES

\$1,500: Flags

- Logo & Company Name on all golf flags (18 total)
- Tee Sign
- Rhode Kill Café Lunch Tickets: (2)

\$1,000: Mulligans

- Logo & Company Name on Custom Designed Mulligans
- Awards & Dinner Tickets: (2)

\$1,000: Rhode Kill

- Sponsor of Lunch at Rhode Kill Café with signage at entrance and on menus
- Lunch Tickets to Rhode Kill Café (8)
- Customized Lunch Table Tents

\$1,000: Registration

- Prominent Logo Placement & Company Name at Registration
- Lunch Tickets to Rhode Kill Café (4)

\$750: Hole

- (1) Hole Sponsorship with (2) Company Representatives
- Lunch Tickets to Rhode Kill Café (2)

\$500: Feather Flag

- Custom 10' Feather Flag with Company Logo





Stars of the Industry | December 4, 2024
Bally's Twin River Lincoln

RIHA and RIHEF recognize the hospitality industry's brightest stars at our annual awards event.
 Attendance Goal: 800+

	North Star \$10,000	Gold Star \$5,000	Silver Star \$2,500	Shining Star \$1,500	Star Gazer \$750
OPPORTUNITIES					
Event Kick-Off exclusive speaking opportunity	X				
Program Bookmark Insert	X				
Branded Party Noisemakers	X				
Premium Branded Save-The-Dates	X				
Leaderboard Banner Ad on RIHA website (months, see specs page 5)	3	2	1		
Sponsored Email Blast (annual, see specs page 7)	4	2	1	1	
Event Tickets	10	6	4	2	
Program Book Advertisement	premium full page	full page	1/2 page	1/4 page	
Custom Social Media Posts (annual)	6	4	3	1	
Print Logo Placement pre-event communications & day-of signage	X	X	X	X	X
Online Logo Placement event website & e-newsletters	X	X	X	X	X
"Star Walk" Red Carpet Logo Decal	X	X	X	X	X

