

Public Affairs Conference



April 17–18, 2012
Washington, DC

SPONSORSHIP OPPORTUNITIES

Showcase your company at the restaurant industry's premier public-policy and grassroots lobbying event.

The restaurant industry is facing one of its most challenging legislative environments ever.

Show your company's support for pro-restaurant public policy by joining as a sponsor of the National Restaurant Association's Washington, D.C. Public Affairs Conference. Network with hundreds of the restaurant industry's most politically active leaders at this powerful two-day conference that brings restaurant leaders from across the country together with decision-makers in Congress and the Administration. Help tell Congress what the restaurant industry does for America. Attendees include a broad cross-section of industry leaders, including the National Restaurant Association's board of directors, state restaurant association leaders, state and federal government affairs representatives from large chain restaurants, medium-sized chains, independent restaurateurs, franchisees, and suppliers.

ALLIED MEMBER AND SUPPLIER BENEFITS — SPONSORSHIP LEVELS

GOLD SPONSOR (UP TO \$25,000)

Host the Association's April 17 Conference Breakfast at the Renaissance Hotel or the Congressional Reception at the exciting Charlie Palmer Steak in Washington, D.C. Welcome Public Affairs Conference attendees, Members of Congress, and congressional staff. Receive an exclusive visit and presentation from NRA's Government Relations EVP to your company's board/leaders. Receive four complimentary conference registrations.

SILVER SPONSOR (UP TO \$10,000)

Host the Conference coffee break on April 17 or the Hospitality Suite on April 18. Receive three complimentary conference registrations.

BRONZE SPONSOR (UP TO \$5,000)

Receive recognition for your company's support of the industry's advocacy and representation efforts in the widespread communications and promotional materials at the event. Receive two complimentary registrations.

FRIEND (\$1,000)

Send a company representative to the Conference (including a ticket to the Awards Gala Dinner) and receive prominent visibility in Conference materials and signage.

All sponsors are welcome and encouraged to donate additional in-kind items for the attendee registration bags.

ALLIED MEMBER AND SUPPLIER SPONSOR BENEFITS



Sponsorship Opportunities for 2012

	GOLD \$25K	SILVER \$10K	BRONZE \$5K	FRIEND \$1K
Host the Conference Breakfast or the Congressional Reception, including opportunity for welcome speech	x			
Exclusive visit by NRA's Government Relations EVP to your board/leadership team*	x			
Recognition from podium by senior NRA executive on the Hill	x			
Host coffee break, breakfast or Hospitality Suite		x		
Prominent signage at/during sponsored function	x	x		
Sponsor table at conference with opportunity to display materials	x	x		
Opportunity to include collateral in conference kits	x	x		
Brand inclusion in rolling backdrop during conference	x	x	x	
Brand inclusion in PAFC area on NRA's website	x	x	x	
Recognition in NRA CEO Report (to NRA Board)	x	x	x	
Recognition in Restaurant.org Weekly (weekly circulation to 92,000 industry reps)**	x	x	x	
Recognition in Membership Means Business (monthly circulation to 97,000 industry reps)**	x	x	x	
Recognition in Nation's Restaurant News NRA Edition of NRN a.m. (daily circulation to 63,000 industry reps)**	x	x	x	
Recognition in the <i>Washington Report</i> , the Association's monthly newsletter to 38,000 members**	x	x	x	
Brand inclusion in conference program	x	x	x	x
Inclusion of in-kind items for Conference attendee registration bags	x	x	x	x
Listing in PAFC area on NRA's website			x	x
Complimentary registration** including ticket(s) to the NRA's Public Affairs Awards Gala Dinner	4	3	2	1

*At sponsor's convenience during 2012, travel/hotel covered by the NRA

**Channels information correct at time of printing but subject to change