

# 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.

## OPERATOR BENEFITS — SPONSORSHIP LEVELS

### **GOLD SPONSOR (UP TO \$25,000)**

Receive a personalized visit and presentation from the NRA's Government Relations EVP to your company's board/leaders, as well as customized issue briefings from NRA staff on relevant federal issues. Retain NRA Government Relations staff "on loan" for two days of tailored Government Relations assistance. Receive ten complimentary conference registrations.

### **SILVER SPONSOR (UP TO \$10,000)**

Receive customized issue briefings from NRA staff on relevant federal issues. Host the Conference coffee break on April 17 or the Hospitality Suite on April 18. Receive five 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 three complimentary conference registrations.

### **FRIEND (\$1,000)**

Send a company representative to the Conference 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.*

# OPERATOR SPONSOR BENEFITS



## Sponsorship Opportunities for 2012 PAFC

	GOLD \$25K	SILVER \$10K	BRONZE \$5K	FRIEND \$1K
Exclusive visit by NRA's Government Relations EVP to your board/leadership team *	x			
NRA Government Relations staff 'on loan' for 2 days, e.g. PAC/Grassroots/State Lobbying**	x			
Host coffee break or Hospitality Suite	x			
Exclusive Public Affairs briefing for your company's delegates before visit to the Hill on Apr. 18, 2012*	x	x		
Recognition from podium by senior NRA executive	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 Washington Report, 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	10	5	3	1

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

\*\*Travel/hotel not included

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