

A comprehensive look at ORA annual partnership + marketing opportunities



2025 STRATEGIC PARTNERSHIP MARKETING PROGRAM



OKLAHOMA RESTAURANT ASSOCIATION

www.okrestaurants.com

Your Opportunity to Become an ORA Strategic Partner!

ORA KEY CLUB PARTNERS



We invite you to join our most recent group of prestigious Partners who supported ORA members through their investment in our association industry initiatives, workforce programs and events.



Key Club Partnership

Let the ORA help expand your network of restaurant and hospitality customers through the marketing benefits of ORA Strategic Partner Marketing Program!
For more information contact Patti Colley, Chief Strategy Officer
800.375.8181 #229 or patti@oklahomahospitality.com.



How to Become an ORA Strategic Partner

The Oklahoma Restaurant Association invites you to consider us as a valuable resource for your annual marketing needs. Explore the various partnership options available, including the exclusive Key Club Partner level with expanded benefits. Our partnership options are designed to accommodate different budgets and objectives. However, we are flexible and willing to create a customized package tailored to meet your specific marketing goals. We are open to new ideas and endeavors, so feel free to share your thoughts.

To get started, follow these steps:

- Explore the host of partnership and marketing opportunities, keeping in mind which programs and events best align with your business objectives.
- Place a “check-mark” in each box located by the opportunities for which you will commit to become a partner.
- In the back of the booklet, complete and sign the Partner Marketing Commitment Form and choose your billing preference.
- Submit the Partnership Marketing Commitment form to patti@oklahomahospitality.com. You will be contacted when it is received.
- The ORA will then take the appropriate steps to secure your company’s logo (.png or .ai format) and begin implementation and fulfillment of your partnership.

Contact Patti Colley, ORA Chief Strategy Officer, at (405) 834-4150 or patti@oklahomahospitality.com to discuss partnership.



ORA Key Club Partner Status! (Key Club status must be re-established each year)

Key Club Partnerships have been meticulously designed to elevate recognition and return-on-investment for partners investing at the distinguished level of \$10,000 or more per calendar year. Upon achieving Key Club status, partner businesses will experience a range of benefits:

Enhanced Recognition

- Introduced during our Key Club Partner presentations at a major ORA event.
- Accessorized with a special Key Club Partner ribbon on their badge, and on their associate’s badges, at all ORA events where badges are provided.
- Invited as a guest, with one other business associate, to an exclusive year-end Key Club Partner lunch celebration in your honor.

Enhanced Marketing

- Included in a special Key Club Partner feature in the 12 issues of the ORA ´ Ala Carte E-news and in 3 issues of the *ORA Restaurateur* magazine.
- Featured on the footer scroll of okrestaurants.com and our Key Club Partner feature web page.
- A special floor vinyl located in front of your ORA Expo booth demonstrating Key Club Partner status (exhibitor fees apply to qualify).
- Recognized as a Key Club Partner during the year with an independent ORA social media post.
- Eligible to use the ORA-approved Key Club Partner logo demonstrating your status with the association. (Prior approval is necessary).

- Exclusive Partnerships have first right of refusal in renewing an exclusive if confirmed prior to February.
- Partner marketing on okrestaurants.com is offered in conjunction with events and programs that are offered for the duration of annual Partnership.



OKLAHOMA RESTAURANT ASSOCIATION EVENTS / TRAINING / NEWS



Networking, Industry Topics
and Wine Tasting event.



Industry connecting with Oklahoma's
legislature and state agencies to advocate for
the good of the hospitality industry.



A fun sporting event to
support the
ORA Victims Impact Fund.



Connect with leadership
in a social setting in some of the
most stunning cities in the
U.S. and beyond.



The best hospitality and restaurant
Expo in Oklahoma featuring top-notch
suppliers, education, a culinary cookoff, and
a gathering of hospitality's most influential
professionals.



Join with members from all segments of
hospitality including ORA, OHLA and OTIA,
as well as government officials to celebrate
our industry successes, Hall of Fame Award
recipients, and to gather for a fun and festive
evening of reflection.



ORA's Monthly Member E-news publication
communicating the latest news for
Oklahoma's hospitality industry and the
most important national news from the
National Restaurant Association.



ACE is a comprehensive training
program developed by the Oklahoma
Restaurant Association that is approved by
the Oklahoma Alcoholic Beverage Laws
Enforcement Commission (ABLE) and
covers any recent changes to Oklahoma's
alcoholic beverage laws.



ORA's course for most recognized
food safety training and certification
program in the nation.



OKLAHOMA HOSPITALITY FOUNDATION EVENTS / WORKFORCE



Workforce Development Initiative

Odyssey de Culinaire is a celebration of the
next generation of culinary and hospitality
professionals, fostering connections between
aspiring students and the industry mentors
who guide them.



Employee Appreciation
& Student Scholarship Fundraiser

An evening recognizing hospitality's
"best of the best" in the hospitality
industry with a featured guest vintner.



Workforce Development Initiative

Oklahoma ProStart Invitational
NRA National Invitational
ProStart RESTART
Supporting next generation of
culinary and restaurant
management professionals.

Although unlikely, ORA reserves the right to reschedule an event, cancel an event, offer the event through a virtual platform or redesign the specifics of the partnership. If any of these changes are necessary, the ORA will take proper steps to fulfill partner return-on-investments with alternative marketing activities.



Announcing a **newly reformatted event** for the Tulsa ORA restaurant community where you can connect with local independent and multi-unit operators in a welcoming atmosphere designed to foster restaurant community engagement and build meaningful connections.

Join the association as it welcomes this year’s ORA Key Club Partners along with over 150 restaurant operators and suppliers during a day filled with a luncheon that brings informative presentations and the latest insights into the restaurant industry. Discover their perspectives on industry challenges, opportunities, and the future landscape.

And, for an unexpected twist immediately following lunch, continue to network with industry leaders and peers while enjoying a **curated wine tasting event** - compliments of member wine distributors and wholesalers - new to the TulsaFest experience.

Should you choose the **Full Access partnership**, you’re business will also be invited to make a brand educational presentation at the Board of Directors meeting, and to enjoy building connections during the ORA Board of Directors dinner taking place the evening prior to TulsaFest. The dinner event is exclusive to ORA Directors, Full Access Partners and Champion Partners.

Partner Levels & Marketing Return on Investment

FULL ACCESS	CHAMPION	COMMUNITY
<p>☐ \$6,000</p>	<p>☐ \$3,500</p>	<p>☐ \$2,000</p>
<p>Your Full Access partnership includes:</p> <ul style="list-style-type: none"> • Up to 6 complimentary registrations to the luncheon and wine tasting. • Full Access Partners also enjoy the opportunity for up to 4 representatives to enjoy partnership during dinner with the ORA Board of Directors. This dinner takes place the evening prior to TulsaFest. • NEW: A 15-minute brand educational presentation by your business at the ORA Board of Directors Meeting on March 25 at the Summit Club. 	<p>Your Champion partnership includes:</p> <ul style="list-style-type: none"> • Up to 4 complimentary registrations to the luncheon and wine tasting. • Champion Partners also enjoy the opportunity for up to 2 of your representatives to enjoy partnership during dinner with the ORA Board of Directors. This dinner takes place the evening prior to TulsaFest. 	<p>Your Community partnership includes:</p> <ul style="list-style-type: none"> • Up to 2 complimentary registrations to the luncheon and wine tasting.

Limited to 2 Partner Businesses

Each level of ROI also encompasses media marketing efforts, including web content, e-newsletters, social media campaigns, onsite production, and, where applicable, features in the ORA Restaurateur magazine.



“A TASTEFUL AFFAIR” LEGISLATIVE RECEPTION

Members of the Oklahoma Restaurant Association (ORA), Oklahoma Hotel & Lodging Association (OHLA), and the Oklahoma Travel Industry Association (OTIA) join forces for a dynamic initiative – “Hospitality Day at the Capitol.” This collaborative effort aims to engage legislators, providing them with crucial insights into matters affecting the hospitality industry.

As part of this event, key legislative leaders will deliver presentations, offering valuable perspectives and information on industry-related issues. This unique feature enhances the exchange of priorities between industry professionals and lawmakers. Members engage together in small groups for short independent meaningful conversations about what’s most important to the restaurant industry.

Later in the day, attendees are invited to immerse themselves in “A Tasteful Affair” Legislative Reception. This event, recognized as the state’s most successful and well-attended legislative reception, brings together over 500 members and legislators. Participants will experience the pinnacle of Oklahoma hospitality through culinary delights and craft beer tastings from more than 25 of the state’s premier restaurants.

The hospitality industry is the driving force in Oklahoma’s economy, generating enormous tax revenues, providing jobs for hundreds of thousands of Oklahomans, and giving time and resources back to their communities.

Partner Levels & Marketing Return on Investment

CONGRESSIONAL	ADVOCATE
<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$1,800
<ul style="list-style-type: none"> • Invitation to join forces with ORA/OHLA/OTIA members of the associations at our State Capitol to speak to legislators about issues facing the hospitality industry. • 6 registrations to “A Tasteful Affair” Legislative Reception 	<ul style="list-style-type: none"> • Invitation to join forces with ORA/OHLA/OTIA members of the association at our State Capitol to speak to legislators about issues facing the hospitality industry. • 4 registrations to “A Tasteful Affair” Legislative Reception

Each level of ROI also encompasses media marketing efforts, including web content, e-newsletters, social media campaigns, onsite production, and, where applicable, features in the ORA Restaurateur magazine.

JUNE 10, 11, 12 • Louisville, Kentucky



ORA BOARD OF DIRECTORS RETREAT

Join us as our esteemed ORA Chair, Robert Williams of Stan Clark Companies, extends a special invitation for you to be a part of the ORA Board of Directors Retreat and join us for the Kentucky Bourbon Trail including signature events with Maker’s Mark, Woodford Reserve, Churchill Downs and more, An exceptional event featuring special group activities that offer extensive networking opportunities with the key decision-makers in Oklahoma’s restaurant industry.

The ORA Board of Directors Retreat stands as one of the premier events of the year, offering an exclusive chance to collaborate with the ORA Board of Directors and other invited guests. This retreat creates a unique environment for personal one-on-one networking in a relaxed and enjoyable setting. Annually, more than 80 leaders from our community prioritize attendance at this remarkable retreat, providing you with the opportunity to build relationships that can significantly impact your bottom line.

To enhance your experience, the Oklahoma Restaurant Association negotiates a discounted group room block, with the hotel cutoff date will be communicated in advance. It’s essential to make your reservations before the cutoff date to secure the discounted rates. Any bookings made after this date will be subject to standard hotel rates.

Don’t miss out on this exclusive opportunity to engage with industry leaders, foster connections, and enhance your business prospects. Secure a place you and your company at the ORA Board of Directors Retreat and take advantage of a unique relationship building experience in the heart of Oklahoma’s thriving restaurant industry.

Partner Levels & Marketing Return on Investment

PLATINUM <input type="checkbox"/> \$10,000	GOLD <input type="checkbox"/> \$7,000	SILVER <input type="checkbox"/> \$4,000	IMPORTANT NOTE: <i>Partner investments help fund the costs of planned group experiences and meals.</i>
<ul style="list-style-type: none"> •Registration fees for up to 6 people. •Platinum Partners will be promoted as a Platinum Partner of a major event during the retreat and preferred seating if a seated event. •Opportunity to network with board members and guests at functions. •Partner promotion to attendees on advance promotion materials, on-site marketing and official board meeting booklets. •A complete list of attendees with contact information upon request. •Dining functions vary, however; where appropriate, plated group meals include preferred seating. 	<ul style="list-style-type: none"> •Registration fees for up to 4 people. •Gold Partners will be promoted as a Gold Partner of a major event during the retreat. •Opportunity to network with board members and guests at functions. •Partner promotion to attendees on advance promotion materials, on-site marketing, and official board meeting booklets. •A complete list of attendees with their contact information upon request. 	<ul style="list-style-type: none"> •Registration fees for up to 2 people. •Silver Partners will be promoted as a Silver Partner of a group function during the retreat. •Opportunity to network with board members and guests at functions. •Partner promotion to attendees on advance promotion materials, on-site marketing, and official board meeting booklets. 	<p><i>All attendees are responsible for their own travel expenses.</i></p> <p><i>Unlike the ORA Board of Directors, Retreat Partners do not pay the customary retreat registration fee.</i></p> <p><i>No partner presentations are scheduled during this retreat.</i></p>
<p>Each level of ROI also encompasses media marketing efforts, including web content, e-newsletters, social media campaigns, onsite production, and, where applicable, features in the ORA Restaurateur magazine.</p>			



We invite you to be our esteemed Partner at the 85th annual ORA Expo in the heart of downtown Oklahoma City! Brace yourself for a year of exhilaration in a state-of-the-art venue located in the exciting heart of downtown Oklahoma City, where a fresh wave of buyers will make this Expo the pinnacle of excitement in Oklahoma’s foodservice industry.

The ORA Expo offers exhibitors a unique opportunity to connect with an extensive target audience of over 2,000 enthusiasts, as well as new buyers exploring the vast array of offerings from over 150 booths. From educational sessions to lively competitions, and most notably the newly announced Oklahoma Hospitality Leaders Dinner, the Expo atmosphere is the place to go to discover new products, meet quality buyers, learn from experts and make invaluable networking connections.

Exhibitors have a multitude of opportunities for engagement and marketing through our robust options to promote your brand, engage, and celebrate with those in the industry. Become a Headline Partner and your logo hangs above the floor on an aisle sign, the Cookoff, or become an Industry Partner in the most influential event of the year encompassing all of restaurant, hotel, and tourism leaders - the Oklahoma Hospitality Leaders Dinner! While attending you’ll be at the forefront of discovering the next inductees into the Oklahoma Hospitality Hall of Fame.

Our newly announced Oklahoma Hospitality Leaders Dinner is a groundbreaking event, spearheaded by the leadership of the Oklahoma Restaurant Association, Oklahoma Hotel & Lodging Association, and the Oklahoma Travel Industry Association, symbolizing a unified front within the hospitality realm. Join us as we come together with members, and legislative and government officials to celebrate our industry’s resilience and impact.

Partner Levels & Marketing Return on Investment

EXPO HEADLINE PARTNER	EXCLUSIVE LANYARD PARTNER	EXCLUSIVE SOCIAL BOOTH PARTNER	17" X 17" FLOOR VINYL
<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$160 EA.
<ul style="list-style-type: none"> Your business will be among the most primary businesses featured during our two-day expo. Your logo will be featured on an EXPO aisle sign (front or back at Expo’s discretion). Depending on booth contracting aisle placement this may be “shared space” benefit with one other partner. Logo recognition on digital boards in foyer area of ORA Expo entrance. 	<p>If you desire to make a lasting impression at ORA Expo, consider partnering in this exclusive opportunity with co-branded lanyards for all ORA Expo badges.</p> <p>Up to 2,000 lanyards can serve as excellent attendee marketing tools for your business. These lanyards are not only a necessity of the ORA Expo, but also promote your brand throughout the event.</p> <p>SOLD</p>	<p>Looking for an exclusive and unique way to leave a lasting impression over two days of the ORA Expo attendees?</p> <p>Our social photo booth offers a fantastic partnership marketing opportunity that can elevate your brand and provide attendees a memorable keepsake with your logo alongside the ORA Expo logo.</p> <p>As the exclusive Social Booth Partner your logo will adorn each booth photo texted to attendees.</p> <p>The booth will be located in a prominent location on the Expo floor.</p>	<p>Stand-out at the Expo by purchasing a floor vinyl featuring your business logo and booth number! Floor vinyls will be placed on your aisle on the Expo floor to direct attendees to your booth.</p> <p>We invite you to purchase an unlimited number of 17”x17” vinyls for \$160 each. Your logo and booth number will be on each vinyl you purchase.</p> <p><i>The ORA will do its best not to place a competitor’s vinyl next to your vinyl.</i></p>

Each level of ROI also encompasses media marketing efforts, including web content, e-newsletters, social media campaigns, onsite production, and, where applicable, features in the ORA Restaurateur magazine.



Elevate your brand and maximize your impact with unmatched engagement opportunities at one of the most exciting events in Oklahoma’s hospitality industry! As an exhibitor, you gain access to premium platforms designed to spotlight your business, connect with industry leaders, and celebrate alongside the movers and shakers shaping the future of hospitality.

This year, the highly anticipated Oklahoma Hospitality Leaders Dinner returns, bigger and better than ever. With over 450 attendees, this premier event has rapidly become the crown jewel of our annual celebrations. Spearheaded by the Oklahoma Restaurant Association, Oklahoma Hotel & Lodging Association, and Oklahoma Travel Industry Association, it’s a powerful demonstration of unity and leadership within Oklahoma’s thriving hospitality sector.

Don’t miss the opportunity to network with legislative leaders, government officials, and industry professionals as we honor the resilience and contributions of Oklahoma’s third-largest industry. The evening kicks off immediately after the close of the ORA Expo floor with an exclusive reception, followed by an unforgettable dinner celebration.

This is your moment to connect with key decision-makers, showcase your support, and cement your presence as a champion of Oklahoma hospitality. Secure your seats now and be part of this groundbreaking event!

Partner Levels & Marketing Return on Investment

OKLAHOMA HOSPITALITY LEADERS DINNER - EXCLUSIVE - PREMIER PARTNER <input type="checkbox"/> \$30,000	OKLAHOMA HOSPITALITY LEADERS DINNER - EXCLUSIVE - PRESENTING PARTNER HALL OF FAME AWARDS <input type="checkbox"/> \$16,000	OKLAHOMA HOSPITALITY LEADERS DINNER CELEBRATION PARTNER <input type="checkbox"/> \$15,000	OKLAHOMA HOSPITALITY LEADERS DINNER EXCELLENCE PARTNER <input type="checkbox"/> \$10,000
Your Exclusive Premier Partnership includes: <ul style="list-style-type: none"> • Exclusive Banner w/each event promotion • Presenter of the Hospitality Award • VIP Seating for 8 pl (incl 2 pl @ Leadership table) • Inclusion in digital marketing & event signage • Full-page advertisement in the event program • Full-page on post-event advertisement in the Oklahoma Restaurateur magazine 	Your Exclusive Hall of Fame Awards Partnership includes: <ul style="list-style-type: none"> • A C-Suite level executive of your organization to present awards to recipients on stage during the ceremonies • 1-2 min. Hospitality Industry Address • VIP Seating for 6 pl (incl 2 pl @ Leadership table) • Inclusion in digital marketing & event signage • Full-page advertisement in the event program • Full-page in post-event advertisement in the Oklahoma Restaurateur magazine 	Your Exclusive Celebration Partnership includes: <ul style="list-style-type: none"> • Opportunity to showcase your brand in a meaningful manner during the Reception • 1-2 min. Hospitality Industry Address • VIP Seating for 6 pl (incl 2 pl @ Leadership table) • Inclusion in digital marketing & event signage • Full-page advertisement in the event program • Full-page in post-event advertisement in the Oklahoma Restaurateur magazine 	Your Excellence Partnership includes: <ul style="list-style-type: none"> • 1-2 min. Hospitality Industry Address • VIP seating for 4 pl (incl 2 pl @ Leadership table) • Inclusion on event signage & digital marketing • Full-page advertisement in the event program • Half-page on post-event advertisement in the Oklahoma Restaurateur magazine
OKLAHOMA HOSPITALITY LEADERS DINNER LEADERSHIP PARTNER <input type="checkbox"/> \$5,000	OKLAHOMA HOSPITALITY LEADERS DINNER AMBASSADOR PARTNER <input type="checkbox"/> \$2,500		
Your Leadership Partnership includes: <ul style="list-style-type: none"> • Preferred seating for 4pl • Half-page advertisement in the event program • Inclusion in digital marketing & event signage 	Your Ambassador Partnership includes: <ul style="list-style-type: none"> • Seating for 2 pl • Inclusion in digital marketing & signage 		

SOLD

SOLD

SOLD

Each level of ROI also encompasses media marketing efforts, including web content, e-newsletters, social media campaigns, onsite production, and, where applicable, features in the ORA Restaurateur magazine.



A highlight of the ORA Expo, this thrilling competition showcases some of Oklahoma’s most talented ORA member chefs. These culinary masters go head-to-head, racing against the clock to craft extraordinary dishes using a mystery pantry and a basket of unique, unexpected ingredients.

The excitement builds as chefs battle through multiple heats, displaying remarkable creativity and skill. In the Preliminary Heat each competitor has only 20 minutes to prepare their dish, and if successful move on to the Semi-Final Heat allowing a few additional minutes before hearing the judges decision. In the Championship Round that’s where the real creativity and taste prevail as chefs have 60 minutes to create a show-stopping entree worthy of the championship prize - and using only the ingredients in the unveiled mystery basket.

Partner Levels & Marketing Return on Investment

LEAD □ \$10,000	PLATINUM □ \$2,750	GOLD □ \$1,500
<ul style="list-style-type: none"> •The competition’s most prominent partner. •One representative from your business is invited to take the stage and assist with the trophy presentations. •Inclusion in emcee scripting for acknowledgment numerous times during the competition. •Your logo will be prominently displayed throughout the event and your businesses name will be engraved on the Grand Champion trophy. •The opportunity for a representative to have a Partner Spotlight 2 min. “chat session” with the emcee and audience sharing quick details about your company. 	<ul style="list-style-type: none"> •Post-event magazine promotion will include a two-page photo of the Cook-off Champion with one representative from each Premier Platinum Partner business. 	<ul style="list-style-type: none"> •Inclusion in emcee scripting for acknowledgment numerous times during the competition. •Your logo will be prominently displayed throughout the event and your company name will be engraved on the Grand Champion trophy. •The opportunity for a representative to have a Partner Spotlight 2 min. “chat session” with the emcee and audience sharing quick details about your company.
<p>Each level of ROI also encompasses media marketing efforts, including web content, e-newsletters, social media campaigns, onsite production, and, where applicable, features in the ORA Restaurateur magazine.</p>		

SOLD



Join us for the only ORA golf tournament of the year at a great location! This highly sought-after tournament, selling out annually, promises an exhilarating experience. The top-scoring teams will earn an automatic entry into the ORA ULTIMATE “Stay & Play” Putt-Off, including pre-determined two-somes from each of our Master Partners, making it the ultimate Partnership opportunity!

The victorious two-person team from the putt-off secures the ORA ULTIMATE “Stay & Play” package – an outstanding lodging and golf experience at a premier golf resort. The package encompasses two rounds of golf and two rooms for a two-night stay (please note that airfare is not included).

Winners of the ORA putt-off have a 120-day window from the tournament date to schedule their resort/golf package, as specified at the time of the tournament. This exclusive package, valued at over \$4,000, is non-transferrable.

Partner Levels & Marketing Return on Investment

PLATINUM <input type="checkbox"/> \$3,500 EXCLUSIVE	MASTER <input type="checkbox"/> \$3,200	HOLE <input type="checkbox"/> \$500	PLAYER REGISTRATION
<ul style="list-style-type: none"> • This is an exclusive opportunity to have featured spirits on the course. • This partnership provides an opportunity for your business to have two featured course locations. • The activities must be pre-approved and arranged by the ORA, and must be within golf course guidelines. • Two (2) two-person teams and entry for one of those two-man teams into the ORA Ultimate “Stay & Play” Putt-Off and a chance to win the Golf Package noted above. <p>SOLD</p>	<ul style="list-style-type: none"> • Two (2) two-person teams and entry for one of those two-man teams into ORA Ultimate “Stay & Play” Putt-Off with a chance to win the golf package noted above. • As a Hole Partner your business may place a marketing tent and promotional items. Due to a previously confirmed exclusive partnership, no spirits are allowed at your designated hole. <p>Beer is allowed at your hole if within club guidelines.</p> <p><i>(Previous year’s Master Partners have the first right of refusal on retaining their status if done so by January.)</i></p>	<ul style="list-style-type: none"> • A logo’d partner sign will be placed on one hole during the tournament for each Hole Partner. • As a Hole Partner your business may place a marketing tent and promotional items with exception of spirits beverages at your designated hole. <p>Beer is allowed at your hole if within club guidelines.</p> <p><i>Hole Partnerships do not include golf registration fees.</i></p> <p><i>Proceeds from hole partnerships will benefit the ORA Victim’s Impact Fund, which supports restaurant employees that have become victims of on-the-job crimes.</i></p>	<p>If you wish to only register for golf, please register directly through okrestaurants.com.</p> <ul style="list-style-type: none"> • Tournament Play Two-Person Team - \$650 • Tournament Play Four-Person Team - \$1,300 <p><i>(rates subject to change)</i></p>

Each level of ROI also encompasses media marketing efforts, including web content, e-newsletters, social media campaigns, onsite production, and, where applicable, features in the ORA Restaurateur magazine.



The ORA À la Carte E-News is the premier communication platform for ORA members, delivering unmatched value and relevance to industry professionals. This bi-monthly newsletter is an essential resource, providing timely updates on government affairs, regulatory changes, industry news, scam alerts, upcoming events, and other critical topics tailored to the restaurant industry.

Reaching a vast audience of over 2,300 professionals across Oklahoma, the À la Carte E-News is the Oklahoma Restaurant Association's (ORA) most effective and widely distributed digital communication channel. Beyond the wealth of information it provides, members gain exclusive access to partnership opportunities, ensuring maximum visibility and the option to renew their participation as a preferred partner each year.

Investing in the À la Carte E-News means aligning with a trusted, influential platform that delivers measurable impact and fosters meaningful connections within the industry.

Partner Levels & Marketing Return on Investment

EXCLUSIVE

\$4,000

- An Exclusive Partner of the À la Carte E-news will have their logo prominently displayed at the top of the E-News regularly sent to ORA members.

ORA reserves the right to transition this publication to a special edition E-news publication if conditions require it.

SOLD



FOOD SAFETY TRAINING

Elevate your business and set the standard for food safety excellence by partnering with ServSafe®, the premier food safety training program proudly endorsed by the Oklahoma Restaurant Association (ORA). Join a network of over 7 million certified managers nationwide and align your brand with the gold standard in food safety education.

ORA's dedication to excellence is evident in the training of more than 25,000 foodservice managers across Oklahoma. From independent and multi-unit restaurants to branded lodging properties, schools, hospitals, casinos, and assisted living facilities, ORA's reach spans the entire hospitality spectrum. As the Oklahoma State Department of Health's designated provider of ServSafe® training, ORA ensures your customers receive the highest quality instruction.

Partnering with ORA connects your business to strategic marketing opportunities, providing access to over 10,000 foodservice operators across the state. With an average of three classes per month—36 annually—each class offers face-to-face exposure to an audience of 40 industry professionals. This partnership not only boosts your brand's visibility but also solidifies your reputation as a leader dedicated to food safety and industry expertise.

Join us in raising the bar for food safety and let your business stand out as a trusted resource for your customers' success.

A multi-year partnership with ORA is the key to sustained excellence. Dive into the OKC and Tulsa class schedule at okrestaurants.com and embark on a transformative journey that ensures heightened food safety standards and establishes your business as a beacon of industry expertise.

Partner Levels & Marketing Return on Investment

EXCLUSIVE		CO-PARTNER
☐ \$8,200		☐ \$5,000 EA.
<ul style="list-style-type: none"> •Feature article announcing initial Exclusive Partnership in an upcoming issue our Oklahoma Restaurateur magazine. •A digital media announcement via ORA social media announcing Exclusive Partnership. •Annually, your business will be an exclusive feature in one linked social media post. •Your company logo on Oklahoma's ServSafe® supplemental booklet and marketing materials. •Your company logo on the ORA's ServSafe® landing page. 	<ul style="list-style-type: none"> •The exclusive opportunity to make a 5-min. presentation and hand out materials before every training session. •ORA will distribute your company provided promotional items during each training session. <p>Exclusive Partnerships are only available to members and include first right of refusal on renewing the same Partnerships the following year (must be confirmed by October 1 each year prior to the new year's Partnership). Each ORA e-News includes a ServSafe® class schedule.</p>	<p>Co-Partnerships are not available if Exclusive has been confirmed. Only 2 Co-Partnerships are available).</p> <ul style="list-style-type: none"> •Partner recognition with your company logo on ORA ServSafe® booklet and promotion material, which is marketed to more than 10,000 foodservice professionals annually. •Opportunity to hand out your promotional material to attendees. •Partner recognition with your company logo on ORA's ServSafe® landing page.

SOLD

UNAVAILABLE

Each level of ROI also encompasses media marketing efforts, including web content, e-newsletters, social media campaigns, onsite production, and, where applicable, features in the ORA Restaurateur magazine.



ALCOHOL COMPLIANCE EDUCATION

Join us in fostering responsible alcohol service by becoming a partner in the Oklahoma Restaurant Association's (ORA) Alcohol Compliance Education (ACE) program. This impactful training initiative reaches approximately 2,500 servers annually, equipping them with essential skills for responsible alcohol management.

ACE, approved by the Oklahoma Alcoholic Beverage Laws Enforcement Commission (ABLE), offers extensive training covering the identification of false IDs, recognizing signs of intoxication, understanding laws and rules, and providing valuable guidelines for responsible management and service of alcoholic beverages.

Visibility as a Leading Partner: As a partner, your business will be prominently featured as a key supporter of one of ORA's primary training programs. This offers unparalleled visibility and underscores your commitment to responsible alcohol service.

Partner Levels & Marketing Return on Investment

EXCLUSIVE	CO-PARTNER
<input type="checkbox"/> \$8,200	<input type="checkbox"/> \$5,000 EA
<ul style="list-style-type: none"> •Feature article announcing initial Exclusive Partnership in an upcoming issue our Oklahoma Restaurateur magazine. •A digital media announcement via ORA social media announcing Exclusive Partnership. •In each additional year, your business will be an exclusive feature in one linked social media post. •Partner recognition with your company logo on ORA Alcohol Training textbook and promotion material, which is marketed to more than 10,000 foodservice professionals annually. 	<p>Co-Partnerships are not available if Exclusive has been confirmed. Only 2 Co-Partnerships are available).</p> <ul style="list-style-type: none"> •Partner recognition with your company logo on ORA Alcohol Training textbook and promotion material, which is marketed to more than 10,000 foodservice professionals annually. •Opportunity to handout your promotional material to attendees
<p style="text-align: center;">SOLD</p>	<p style="text-align: center;">UNAVAILABLE</p>
<p style="text-align: center;">Each level of ROI also encompasses media marketing efforts, including web content, e-newsletters, social media campaigns, onsite production, and, where applicable, features in the ORA Restaurateur magazine.</p>	

EVENTS & WORKFORCE INITIATIVES

Oklahoma ProStart® RESTART

Oklahoma ProStart® Student Invt'l & National ProStart® Student Invt'l

Odyssey de Culinaire

Hirst Hospitality Awards



**OKLAHOMA
HOSPITALITY
FOUNDATION**

The Oklahoma Hospitality Foundation was established to support workforce development initiatives and educational opportunities to young people pursuing careers in the restaurant, culinary and hospitality fields. Formed as a not-for-profit organization in 1976, the OHF has continued to provide scholarships to young people to assist with their formal education in Oklahoma. Annually, the Foundation has awarded, on average, \$30,000 to deserving students at Oklahoma State University, Spears Business School of Hospitality and Tourism Management, OSU Institute of Technology, School of Culinary Arts, studying Culinary and Hospitality Services.

Since its inception, the Foundation has expanded its purpose and mission to meet the growing demand for quality, trained professionals to meet the labor needs. The purpose is now more far-reaching to include educational programs at the high school level, promotion of quality training for foodservice professionals, and assistance with industry research.



ODYSSEY de CULINAIRE



OK ProStart®

Step into a world where culinary artistry meets education and purpose at the this year's Odyssey de Culinaire. This beloved event has been **re-imagined** to engage, delight, and inspire food enthusiasts. At its heart, Odyssey de Culinaire is a celebration of the next generation of culinary and hospitality professionals, fostering connections between aspiring students and the industry mentors who guide them.

This year, guests will experience a vibrant evening of culinary exploration through **culinary tasting tables featuring 12 of Oklahoma's finest chefs each paired with talented ProStart students from technology centers across the state.** And never fear, no culinary event is complete without the perfect wine pairing, and Odyssey de Culinaire delivers with an exquisite selection of wines from local distributors. These thoughtfully curated pairings complement the culinary offerings, enhancing this Oklahoma City evening with a dynamic and exciting experience

Through the Oklahoma Hospitality Foundation a 501(c)3, proceeds directly benefit Oklahoma ProStart, helping to fund the resources and training needed to prepare students for successful careers in the culinary and hospitality industries. The evening is full of fun ways to support students like wine and knife pulls, as well as a silent and live auction.

By becoming a Partner of our reimagined Odyssey de Culinaire, you not only support workforce development but also position your brand as a champion of culinary education.

Partner Levels & Marketing Return on Investment

SIGNATURE	ENTHUSIAST	ALLY
<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$2,500
<ul style="list-style-type: none"> • Reserved priority seating for 10 will be set aside exclusively for your guests, offering a comfortable and dedicated space to relax and savor your tastings after exploring the culinary creations from the chef and student tables. • Two drink tickets per person. • Recognition on stage as a Signature Partner with commemorative gift. <p>Please note that table service is not provided.</p>	<ul style="list-style-type: none"> • A reserved table for 8 will be set aside exclusively for your guests, offering a comfortable and dedicated space to relax and savor your tastings after exploring the culinary creations from the chef and student tables. • Two drink tickets per person. <p>Please note that table service is not provided.</p>	<ul style="list-style-type: none"> • Includes a total of 4 entries for your guests, providing dedicated seating for when you're ready to relax and enjoy your meal after exploring the tasting tables. <p>Please note that table service is not provided.</p>

Each level of ROI also encompasses media marketing efforts, including web content, e-newsletters, social media campaigns, onsite production, and, where applicable, features in the ORA Restaurateur magazine.



In its remarkable 26th year, the Hirst Hospitality Awards stand as a pinnacle in the Oklahoma Restaurant Association’s (ORA) traditions, dedicated to honoring outstanding individuals in the restaurant industry. This prestigious celebration serves a dual purpose: first, recognizing the invaluable contributions of employees to the foodservice industry, and secondly, raising funds to support scholarships facilitated by the Oklahoma Hospitality Foundation 501(c)(3).

The evening’s activities include various other exciting activities including gifts for the Honorees, and the presentation of the Distinguished Service Award recipient and the Distinguished Industry Leadership Award recipient, wine pulls and much more. The dinner has an audience of more than 250 restaurant owners and honored employees and annually features a renowned vintner.

Celebrate excellence, support scholarships, and elevate your brand at the Hirst Hospitality Awards!

Partner Levels & Marketing Return on Investment

PLATINUM	DIAMOND	EMERALD	SAPPHIRE
☐ \$3,500	☐ \$3,000	☐ \$2,500	☐ \$2,000
•Includes 1 table of 8 seats with priority seating.	•Includes 6 dinner seats.	Includes 4 dinner seats.	•Includes 2 dinner seats.
Each level of ROI also encompasses media marketing efforts, including web content, e-newsletters, social media campaigns, onsite production, and, where applicable, features in the ORA Restaurateur magazine.			



As a distinguished partner of the Oklahoma ProStart program, your partnership investment will support student classroom and off-premise program activities in Oklahoma culinary and restaurant programs across 18 high schools and technology centers.

Your contribution as a partner will benefit the Oklahoma ProStart program by providing the funds for food labs, student hospitality related field trips, purchases of kitchen inventory and repairs to kitchen equipment, and other supplies to sustain the learning experience and classroom throughout the year.

The Partner investment in RESTART doesn't stop in the classroom. The Title Partner of RESTART will also engage students outside of the classroom in many ways, including connection to employee training programs, back-of-house tours, and hosted events.

RESTART funds will be dispersed through a grant application process through the Oklahoma Hospitality Foundation. This unique partnership provides your business an opportunity to engage in a meaningful way with our future chefs and industry professionals. This partnership requires a three-year commitment.

Partner Levels & Marketing Return on Investment

EXCLUSIVE TITLE PARTNER
<input type="checkbox"/> \$15,000
<ul style="list-style-type: none">•Your partnership will be recognized in classroom opportunity communications with Oklahoma ProStart® schools.•Opportunity to be featured and provide an address to students at official ProStart classroom events.•Opportunity to engage students and teachers in meaningful ways away from the classroom, in your place of business, and at the annual ProStart Teachers Education Conference.•Your partnership includes inclusion in our program or event digital media marketing including web, E-news, social media, plus onsite production and in the ORA Restaurateur magazine.

SOLD



OKLAHOMA STUDENT INVITATIONAL

The Oklahoma ProStart® Student Invitational (OPSI) competition will showcase the culinary and academic talents of more than 800 ProStart students from 18 high schools and technology centers across the state. The highlight of the Student Invitational will be students participating in a team competition-style format in both the culinary and management competition. Winning teams from each competition will be awarded gold, silver, and bronze medals and scholarships to pursue post-secondary education. The winning high school teams in the culinary and management competition will represent Oklahoma at the NRA National ProStart Student Invitation (NPSI) in Baltimore, Maryland in the Spring.

The program provides exposure to over 2,200 students enrolled in the ProStart® program. Industry professionals are also involved as team coaches and judges during the event. Your investment helps to assure Oklahoma ProStart students have meaningful experiences and industry-specific training while preparing to make a career in Oklahoma’s restaurant industry. Your investment also helps to support expenses related to competition equipment, venue space and other essentials necessary to host the Invitational. All contributions are tax-deductible as allowed by law.

Partner Levels & Marketing Return on Investment

OPSI EXCLUSIVE TITLE PARTNER		CHAMPION	ADVOCATE
☐ \$15,000		☐ \$2,500	☐ \$1,500
<p><i>A 3-5 multi-year partnership is required for Title Partnership.</i></p> <p>MARKETING:</p> <ul style="list-style-type: none"> Your business will be the most prominently featured at the OPSI in both the culinary and management divisions, and designated as the Title Partner in OPSI. ORA will make a Title Partner announcement to media and membership on your behalf. Inclusion of your company logo and mention as the Title Partner in all marketing, advertising, and informational material created by the ORA regarding the OPSI. Option to place learning displays, banners, branded items (incl bags, cups, lanyards, and other swag) in the competition rooms, student lounge and volunteer/judges lounge if desired. 	<ul style="list-style-type: none"> Invited to station a company vehicle onsite for promotion. Recognition as the Title Partner on media communications including press releases, media invitations, fact sheets and on-site promotion. Your logo with an active link on the OPSI web page. Your company logo on the team chef coats and shirts worn by the first-place culinary and management teams as they compete in NPSI. 	<p>ENGAGEMENT:</p> <ul style="list-style-type: none"> 1 ORA agreed representative to emcee the culinary floor activities (i.e. introduce and interact with teams) 1 representative to judge culinary division 1 representative to judge management division Invitation for 1 representative and any confirmed judges from your business to attend the Judge’s dinner held during the OPSI. Address schools and attendees during awards ceremony and assist in presenting the team and scholarship awards. 	<ul style="list-style-type: none"> Featured as a Champion for ProStart at the OPSI in both the culinary and management divisions and designated as a leader in assisting students making their way into the hospitality industry. 1 representative to judge in an area of need. Your company logo on the team chef coats and shirts worn by the first-place culinary and management teams as they compete in NPSI. Invite to have a 6’ display table during both days of the competition. Invitation for 1 representative and any confirmed judges from your business to attend the Judge’s dinner held during the OPSI.

SOLD

A maximum of 8 of these partnerships are available.

Each level of ROI also encompasses media marketing efforts, including web content, e-newsletters, social media campaigns, onsite production, and, where applicable, features in the ORA Restaurateur magazine.



2025 Strategic Partnership Marketing Agreement

Welcome to ORA's Partnership and Marketing Program. Partnerships are honored on a first come, first serve basis. This form guarantees the investor a one-year commitment. Exclusive Partnerships are available to members-only with the first right of refusal on renewing the following year.

Confirm Partnership as noted below - Check Boxes to Confirm

TulsaFest

- Full Access \$ 6,000
- Champion \$ 3,500
- Community \$ 2,000

Hospitality Day at the Capitol & A "Tasteful Affair" Legislative Reception

- Congressional \$ 2,500
- Advocate \$ 1,800

ORA Board of Directors Retreat

- Platinum \$ 10,000
- Gold \$ 7,000
- Silver \$ 4,000

Oklahoma Hospitality Leaders Dinner (held during ORA Expo)

- Exclusive Premier Partner **SOLD** \$ 30,000
- Exclusive Hall of Fame Awards Partner **SOLD** \$ 16,000
- Exclusive Celebration Partner **SOLD** \$ 15,000
- Excellence Partner - Leaders Dinner \$ 10,000
- Leadership Partner - Leaders Dinner \$ 5,000
- Ambassador Partner - Leaders Dinner \$ 2,500

ORA Expo

- ORA Expo Headline \$ 2,000
- Exclusive ORA Expo Lanyard **SOLD** \$ 4,000
- Exclusive Expo Social Booth \$ 3,000
- 17 x 17 Floor Vinyl purchase (non-partnership purchase) \$ 160 ea.

Culinary Cook-off

- Lead **SOLD** \$10,000
- Platinum \$ 2,750
- Gold \$ 1,500

ORA Golf Classic

- Platinum Exclusive **SOLD** \$ 3,500
- Master (Limited Number Available) \$ 3,200
- Hole \$ 500

2025 Strategic Partnership Marketing Agreement
Page Two



Check Boxes to Confirm

ORA Ála Carte E-News **SOLD**

Exclusive \$ 4,000

ServSafe® Food Safety Education

Exclusive **SOLD** \$ 8,200
 or Co-Exclusive (2 offered) **UNAVAILABLE** \$ 5,000

Alcohol Compliance Education

Exclusive **SOLD** \$ 8,200
 or Co-Exclusive (2 offered) **UNAVAILABLE** \$ 5,000

OKLAHOMA HOSPITALITY FOUNDATION 501(c)3 PROGRAMS

Oklahoma ProStart RESTART

Exclusive Title **SOLD** \$15,000

Oklahoma ProStart Student Invitational

Exclusive Title **SOLD** \$15,000
 Champion \$ 2,500
 Advocate \$ 1,500

Odyssey de Culinaire

Signature \$ 6,000
 Enthusiast \$ 4,500
 Ally \$ 2,500

Hirst Hospitality Awards

Platinum \$ 3,500
 Diamond \$ 3,000
 Emerald \$ 2,500
 Sapphire \$ 2,000

Subtotal - Page 18 \$ _____

Subtotal - Page 19 \$ _____

Business Name _____

2025 Strategic Partnership Marketing Agreement
Page Three



Thank you for choosing to invest as a partner in ORA programs and events. By signing this Strategic Partnership Commitment Agreement, you are confirming your on-year commitment (unless otherwise indicated) and agree to pay the amount listed below. Your support plays a vital role in strengthening member access to workforce advancements, networking and education, as well as Oklahoma's hospitality industry, and we are grateful to have you as a valued partner.

Strategic Partner Details / Payment

Signature _____ Date _____

Partner Business _____

Business Fiscal Year Begins _____ **2025 Partner Investment \$** _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____ Ext. _____

Email _____ Website _____

office use only -- BILLING INFORMATION -- office use only

Partnership
Commitment Total \$ _____

PAID BY

- Check Visa
 AMEX MasterCard

INVOICE

- In-Full
 Bi-Annually

Paid Date _____

Billing Notes: _____ CVV _____

CC # _____ Exp. _____ Card Zip _____



MAXIMIZE YOUR MEMBERSHIP

BECAUSE ORA CARES ABOUT YOUR SUCCESS,
YOUR EMPLOYEES AND YOUR GUESTS

THE ONLY OKLAHOMA ASSOCIATION

ADVOCATING

FOR THE RESTAURANT
INDUSTRY



4,500+
FOODSERVICE LOCATIONS

**INDEPENDENT
MULTI-UNIT
FRANCHISED**

**BAR & CAFE'
HOTELS & B&B**

CASINOS

COMMERCIAL

FOOD TRUCK

SCHOOLS

SUPPLIERS



THOUSANDS IN
FOODSERVICE
ACROSS THE
STATE OF OKLAHOMA

RESOURCES FOR MEMBERS

- Need Legal Assistance? Connect for FREE with our legal teams
- ORA Alcohol Compliance and Food Safety certification training discounts
- Serve Alcohol safely with Online ServSafe® Alcohol
- Comply with Food Safety Regulations – Certify in ServSafe® Manager
- Need help applying for business license?
- Discounts on Spotify which includes BMI and ASCAP licensing fees for their streaming
- Small Business Loans - Pre-Qualify quickly/No capital restrictions/Food truck lending
- Resources and discounts in Credit Card and Payroll, Insurance and Third-party Natural Gas
- Education • Networking • Workforce Development • Employee Recognition
- Free Handwashing and No Smoking Posters
- Monthly information with ORA A` la Carte E-News
- ORA Text Alerts - keeping you informed of must-know information
- 3 Issues per year of the Oklahoma Restaurateur magazine
- Belong to the National Restaurant Association



ORA EXPO

- Oklahoma's largest hospitality trade show
- Connect with suppliers while you discover and experience the best in hospitality products and services
- Oklahoma Hospitality Leaders Dinner
- Educational sessions & demonstrations
- Chef Competition
- A great event to connect with other restaurant and hospitality professionals

ORA hospitality makes this an event you don't want to miss!

**To access these great MEMBER resources, or TO JOIN
contact Collin Graham at collin@oklahomahospitality.com 405.834.2645**

Oklahoma Restaurant Association • 1601 NW Expressway, Suite 1910 Valliance Tower,
Oklahoma City, OK 73120 • 800.375.8181