

# NCRLA MEDIA KIT 2025

Let us put your brand in front of the most influential **foodservice and lodging decision makers** in North Carolina's hospitality industry.





# MARKETING, EVENT & SPONSORSHIP OPPORTUNITIES

## ABOUT

NCRLA

NCRLA Foundation

## ADVERTISING OPPORTUNITIES

At Your Service

Social Media

NCRLA Website

E-Blasts

E-Newsletters

Webinars/Videos

## CORPORATE SPONSORSHIPS

Silver

Gold

Platinum

## EVENT SPONSORSHIPS

Member Meetings

Board Meetings

Signature Events

## ALLIED MEMBERSHIP

Basic

Supporter

Patron

Benefactor

# ABOUT

The **North Carolina Restaurant & Lodging Association** is here to assist you in reaching your target audience with the right vehicle and message. From on-site event exposure, advertising in our magazine, newsletter, social media channels, and email campaigns to tiered corporate sponsorships—we help you grow your business with opportunities that meet your needs. We are proud to support a vast network of restaurants, lodging and hotel properties, bars, foodservice suppliers, purveyors, educators, and those with an interest in the hospitality industry.



## NCRLA

NC Restaurant  
& Lodging Association

The **North Carolina Restaurant & Lodging Association** is the uniting force of the North Carolina hospitality industry. We impact legislation and policies, cultivate relationships, and provide valuable resources to help members run their businesses. Our mission is to protect, educate, and promote the state's hospitality industry.

***\*All advertising rates shown are exclusive to NCRLA members. Non-member rates are subject to a 25% increase.***

## NCRLA

FOUNDATION

NC Restaurant  
& Lodging Association

The **North Carolina Restaurant & Lodging Association Foundation**, the philanthropic arm of NCRLA, exists to enhance the hospitality industry's service to the public through education, community service, community engagement, and promotion of career opportunities. NCRLA Foundation works to attract, develop, support, and retain a career-oriented professional workforce for the hospitality industry.

For more information on getting involved with NCRLA foundation initiatives, contact Courtney Hamm at [chamm@ncrla.org](mailto:chamm@ncrla.org).

# AT YOUR SERVICE

**At Your Service** is NCRLA's premier hospitality magazine that covers the most relevant and industry specific topics of interest. It is published quarterly and distributed to a statewide audience of operators, owners, employees, and peers of both the restaurant and lodging sides of the industry.

## EDITORIAL CALENDAR

Issue	Ads Due
Spring	Feb. 14
Summer	May 16
Fall	Aug. 15
Winter	Nov. 7

## AD SPECS:

FULL PAGE BLEED 8.75"W x 11.25"H	FULL PAGE NO-BLEED 7.75"W x 10.25"H	HALF PAGE HORIZONTAL 7.75"W x 5"H
QUARTER PAGE 3.75"W x 5"H	ADVERTORIALS 450 WORDS	HALF PAGE VERTICAL 3.75"W x 10.25"H

## AD RATES:

	1X	2X	3X	4X
FULL PAGE	\$1,000	\$975	\$950	\$900
HALF PAGE	\$800	\$775	\$750	\$700
QUARTER PAGE	\$500	\$475	\$450	\$400

## PREMIUM PLACEMENT:

	1X	2X	3X	4X
BACK COVER	\$1,000	\$975	\$950	\$900
INSIDE FRONT COVER	\$1,600	\$1,575	\$1,550	\$1,500
INSIDE BACK COVER	\$1,500	\$1,475	\$1,450	\$1,400

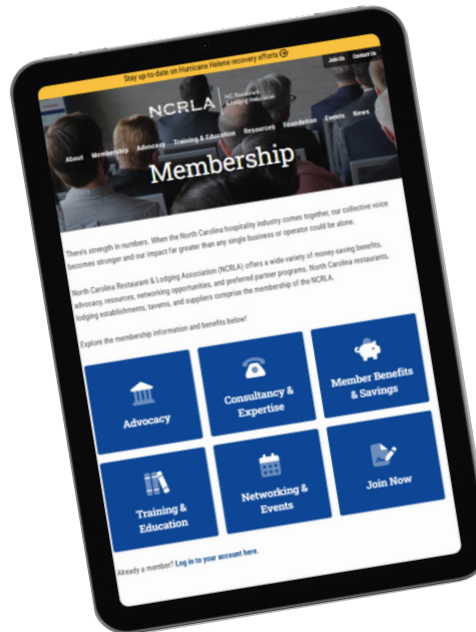
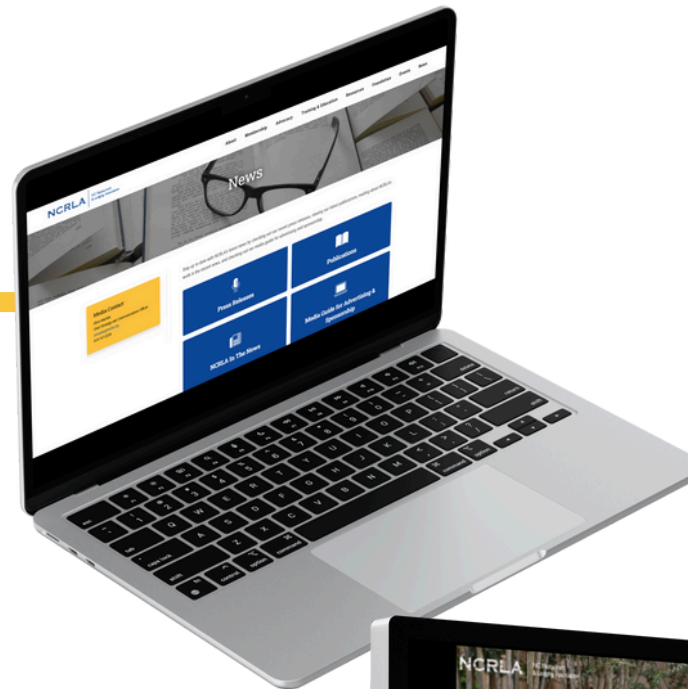


# NCRLA WEBSITE

NCRLA's website is a one-stop shop that provides 24/7 access to all of the resources and information NCRLA has to offer, including news and information, resources for legal help and training, advocacy, events, and more. The website's rotating slideshow banner ads on the homepage are reserved for corporate sponsors, which start at \$5,000.

Block ads can be purchased in monthly increments for \$500 per month. These are available on designed pages of our website. Multiple page discounts may apply.

**>6,500**  
**MONTHLY VISITORS**



# E-NEWSLETTERS

Our weekly e-newsletter, *In the Mix*, is distributed weekly on Wednesdays to a statewide audience. This digital communication tool provides breaking news, trends, and customized content to target specific audiences: restaurants, lodging, and vendors/purveyors.

*View from Jones Street* is our government affairs weekly update, sent to NCRLA members and key policy makers each Friday during the legislative session. It includes breaking news from the week on policy and legislative issues of interest to the North Carolina hospitality community. There are three types of ads available in NCRLA's newsletters:

ADVERTISEMENT TYPE	Specs/Dimensions	1X	4X	8X
<b>HEADLINE AD</b>				
Exclusive top placement in the newsletter, first piece of content readers see	600px x 100px	\$300	\$270	\$255
<b>BLOCK AD</b>				
Eye-catching vertical ad placed in the <i>Support Our Sponsors</i> section	750px x 1250px	\$200	\$190	\$185
<b>SPONSORED CONTENT</b>				
An opportunity for you to share your expertise as a subject matter expert	Title: ~8 Words Copy: ~40 Words Graphic: 600px x 400px	\$350	\$335	\$325

*\*In-house ad design is available for an additional fee of \$125. Please submit ads with a link to the corresponding landing page.*

## BLOCK AD EXAMPLES

**OPTIMIZE OPERATIONS WITH INTELLIGENT ROBOTS**

**BENEFITS**

- PERSONALIZED INTERACTION WITH THE CLIENT**  
The robot can be programmed to interact with specific guests and respond to their needs automatically.
- ADVERTISING MOBILE**  
The robot can display personalized advertisements on its screen, such as menu items, promotions, and more.
- POINT TO POINT DELIVERY**  
The robot can be programmed to deliver items from the kitchen to the table with precision.
- CELEBRATION MOOD**  
The robot can be programmed to play music and create a festive atmosphere in the restaurant.

**SCALE YOUR BUSINESS**  
Equipped with cutting-edge technology, our robots enhance the customer experience and transform key industries, such as hotels, restaurants, shopping centers, and more!

ZOX Robotics North America

**BUTTERBALL**

**ONE INGREDIENT. HUNDREDS OF WAYS TO MENU.**

**THE PROTEIN THAT DOES IT ALL.**

Get Recipes

## HEADLINE AD EXAMPLES

**CITY KITCH**

THE PIEDMONT'S PREMIER COWORKING KITCHENS

lillian@thecitykitch.com

Upgrade Communication, Elevate Hospitality

LEARN MORE

relay

"I need three servers to the kitchen asap."

**ECOLAB**

Innovative solutions to maximize productivity and profitability!

- Save up to 4 Hours A DAY: With our comprehensive labor-saving solutions!
- Save 26 mins A DAY: SMARTPOWER™ Washwashing Program. Proven automatic reduces cycles by 30%.
- Save 53 mins A DAY: Grease Express™ High Temp. Gill Cleaner. No chlorine or strong odors.
- Save 107 mins A DAY: ELT Dishmachine. Full cycle recovers efficiency, save water and energy.

Learn more at Ecolab.com/restaurants

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# SOCIAL MEDIA

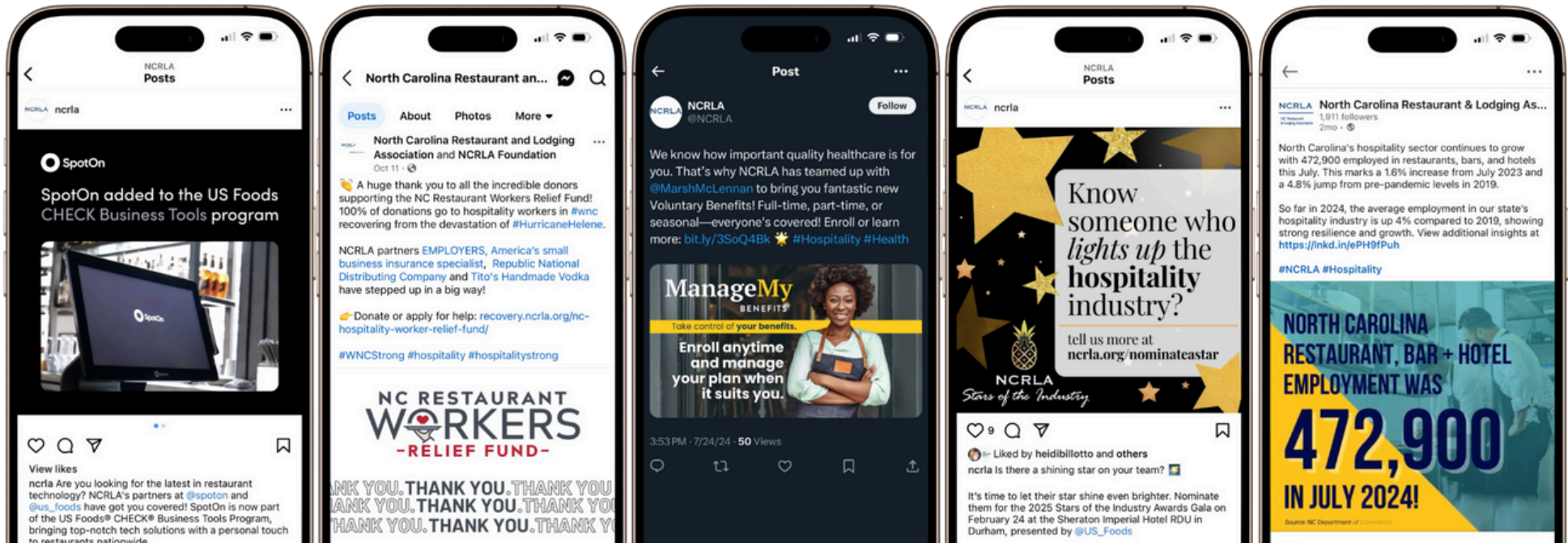
NCRLA uses Facebook, Instagram, Twitter, and LinkedIn to connect with our members and the global hospitality community. Our channels are consistently gaining followers and are a fantastic way for our partners to engage with our online community. We strive for a subtle messaging approach. We will incorporate your branding through authentic content that will resonate with our followers.

**SPONSORED SOCIAL MEDIA POST \$250**



**> 11K FOLLOWERS**

**> 63K REACH**



# E-BLASTS

E-blasts are reserved for members at the Corporate Sponsor level. Corporate sponsorships start at \$5,000 annually. NCRLA sends your message directly and exclusively to our membership list. Corporate sponsors can choose from a full subscriber list, or segment between regional markets and/or restaurant/lodging members.

**>3K**

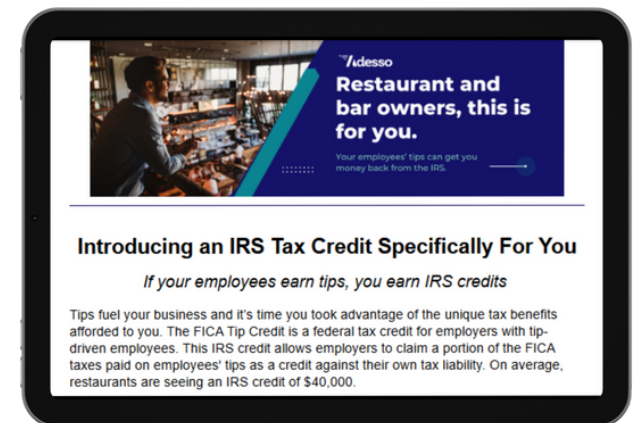
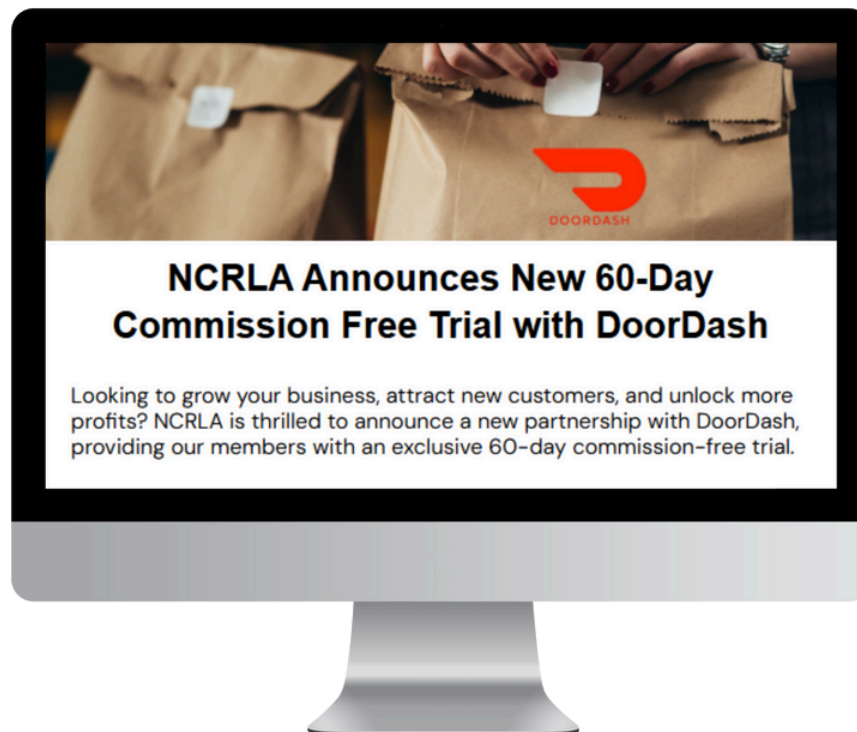
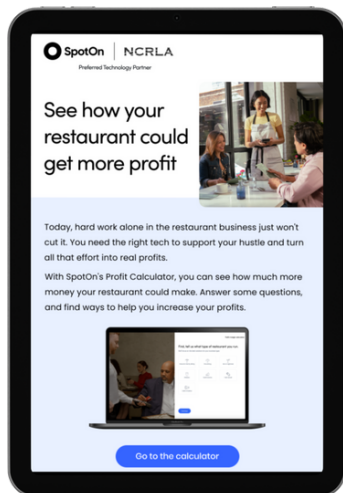
**AVG. AUDIENCE**

**45%**

**OPEN RATE**

**5%**

**CLICK RATE**





# VIDEO + WEBINARS

## VIDEOS

NCRLA provides allied members the chance to sponsor high-quality videos aimed at educating members on important business matters and enhancing the industry's image. These videos are shared via social media, e-newsletters, emails, and are available on the NCRLA website and YouTube channel. They may also be shown at association meetings. Sponsors will have their logo prominently displayed and be credited as the video sponsor.

**Video Sponsorship: Starting at \$3,500**

## WEBINARS

Webinars are a popular alternative to in-person meetings, allowing outreach to the entire membership through one presentation. They are promoted via social media, event calendars, e-newsletters, and email, and recorded for on-demand access on the website. Sponsors can provide approved content and use their own software.

**Webinar Sponsorship: Starting at \$1,500**



# CORPORATE SPONSORSHIPS

GENERAL BENEFITS	Silver \$6,000	Gold \$11,000	Platinum \$16,000
NCRLA Annual Membership	✓	✓	✓
Access to the NCRLA Membership Database	✓	✓	✓
Weekly Report on Restaurant Openings and Expansions in NC	✓	✓	✓
Subscription to <i>At Your Service</i> Magazine, <i>In the Mix</i> , <i>View from Jones Street</i> , and Additional Briefs	✓	✓	✓
Recognition and Signage as a Corporate Partner at all NCRLA Board of Directors Meetings	✓	✓	✓
ADVERTISING BENEFITS			
Corporate Partner Recognition in each edition of <i>At Your Service</i>	✓	✓	✓
Advertisements in <i>At Your Service</i>	1/2 Page Ad,	Full Page Ad,	Full Page Ad
Advertisements in <i>In the Mix</i> E-Newsletter	2	4	6
Headline Sponsorship in Two Issues of <i>In the Mix</i>		✓	✓
Logo Linking to Your Website on NCRLA Homepage and Corporate Partner Page	✓	✓	✓
Mentions on NCRLA Social Media Channels	✓	✓	✓
EVENTS BENEFITS			
Corporate Partner Signage at Rally in Raleigh, Stars of the Industry, and All Regional Meetings	✓	✓	✓
Tickets to Stars of the Industry Awards Gala	2	2	4
Tickets to Chef Showdown	2	2	4
Corporate Partner Signage at Future of Hospitality Golf Classic	✓	✓	✓
Hole Sponsorship at Future of Hospitality Golf Classic			✓

NCRLA provides businesses with **unique corporate sponsorship opportunities** to reach target audiences in North Carolina's hospitality industry.

The tiered benefit structure maximizes marketing investments and offers visibility among restaurant and lodging owners. Sponsors can connect with senior decision-makers, ensuring their business remains top of mind. Sponsorships begin at \$6,000 for one year.



# EVENT SPONSORSHIP OPPORTUNITIES

NCRLA hosts many events throughout the year for members, allied partners, corporate sponsors, and sometimes the general public to interact and network. Each event has a unique sponsorship opportunity, all with the goal of getting your brand in front of the hospitality industry in a fun and productive setting.



## STARS OF THE INDUSTRY

February 24, 2025 | Sheraton Imperial Hotel RDU, Durham

The Stars of the Industry awards gala celebrates hospitality employees at all levels who excel in service, leadership, and innovation—contributing to the industry’s positive image. The gala brings together 300+ hospitality professionals and kicks off with a reception featuring emerging food and beverage trends, followed by a formal awards ceremony.

	Presenting Sponsor \$20,000	Platinum Sponsor \$10,000	VIP Reception Sponsor \$8,000	Gold Sponsor \$7,500	Silver Sponsor \$5,000	Bronze Sponsor \$2,500	Supporting Sponsor \$1,000
Opportunities	24	16	10	10	5	4	2
Number of Tickets	24	16	10	10	5	4	2
Sponsor Specific	Title sponsor of event and six vendor stations	Recognition as event sponsor	Naming rights to VIP reception	Recognition as event sponsor	Recognition as event sponsor	Recognition as event sponsor	Recognition as event sponsor
Verbal Recognition from Podium	X	X	X	X	X		
Reserved Seating	X	X	X	X	X		
Recognition in Awards Presentation	X	X	X	X	X	X	X
Company Name on All Event Promotions	X	X	x	X	X	X	X
Mention in <i>At Your Service</i> magazine	X	X	X	X	X	X	X



# CHEF SHOWDOWN

August 2025 | Bay 7, Durham

NCRLA's Chef Showdown is North Carolina's premier culinary and mixology competition. Chefs, pastry chefs, mixologists, and distilleries compete by creating dishes and drinks featuring local ingredients. The statewide competition starts in March with preliminary and regional rounds. The competition culminates in a spectacular grand finale, where finalists vie for top honors. Winners earn the title of NCRLA Chef of the Year, Pastry Chef of the Year, Mixologist and Distillery of the Year, and Best Mocktail of the Year, promoting North Carolina's rich culinary heritage.

Opportunities	Presenting Sponsor \$30,000	People's Choice Awards \$12,500	Chef's Toque \$10,000	Judge's Table \$8,000	Old North State \$5,000	Sanitation \$5,000	Eat & Drink Local \$4,000	Culinary \$3,000	Hospitality \$2,000	Pantry \$1,500	Friends \$500
Number of Tickets	30	18	14	12	10	10	8	6	4	2	
Sponsor Specific	Title sponsor of event	Award named after sponsor	Opportunity to market products for use in competitor dishes/drinks	Recognition on the Judge's Table as competitors present	Recognition as event sponsor	Branded hand hygiene stations	Product featured during competition	Recognition as event sponsor	Recognition as event sponsor	Recognition as event sponsor	Recognition as event sponsor
Recognition on Event Materials/ Promotions	X	X	X	X	X	X	X	X			
Preliminary Round Access	X	X	X	X							
Individual Banner at Grand Finale	X	X	X	X	X	X	X				
Letter of Introduction via email to all Competitors and Judges	X	X	X	X	X	X	X	X	X	X	
Website Logo	X	X			X						
Social Media Coverage	X	X	X	X	X	X	X	X	X	X	X
Mention in At Your Service	X	X	X	X	X	X	X	X	X	X	X

Custom Sponsorships are also available for \$6,000 and above. Please contact Heidi Billotto at [heidibillotto@gmail.com](mailto:heidibillotto@gmail.com).



# FUTURE OF HOSPITALITY GOLF CLASSIC

August 18, 2025 | Prestonwood Country Club, Cary

The Future of Hospitality Golf Classic is an engaging event bringing together professionals from North Carolina's hospitality industry, including restaurants, hotels, and industry allies, for a day of golfing, networking, and supporting educational initiatives. Proceeds from the tournament go to the NCRLA Foundation, funding scholarships, training programs, and educational resources to create a sustainable workforce in hospitality and tourism.

	Presenting Sponsor \$10,000	Best By Par \$8,000	Ace Sponsor \$6,000	Eagle Sponsor \$3,000	Beverage Cart Sponsor \$2,000	Birdie Sponsor \$1,500	Contest Sponsor \$750	Hole Take Over Sponsor \$650	Friend of Hospitality \$250
Number of Tickets	16	8	8	4		2			
Sponsor Specific	Title sponsor of event, Logo on Pin Flags, Opportunity to provide branded gifts	Logo on golf balls given to players	Opportunity to provide branded gifts to players	Exclusive sponsorship of event component (e.g., driving range)	Branded beverage cart and opportunity to network with golfers on course	Recognition as event sponsor	Exclusive sponsor of a contest with logo at contest hole	Logo on tee or green at designated hole	Recognition as event sponsor
Verbal Recognition at Tournament	X	X	X	X					
Company Logo on Sponsor Banner	X	X	X	X	X	X	X		
Company Name on Sponsor Banner								X	X
On-Course Representative					X		X	X	
Social Media Coverage	X	X	X	X	X	X	X	X	X
Recognition in Event Marketing/Promotions	X	X	X	X	X	X	X	X	X



## RALLY IN RALEIGH

June 3, 2025 | The Merrimon-Wynne House, Raleigh

**Rally in Raleigh** is an essential annual gathering held during the legislative session, bringing restaurant and lodging operators together with North Carolina lawmakers. This reception offers a prime opportunity for attendees to advocate for policies that support the hospitality industry and engage in meaningful discussions about key legislative issues. Participants can meet with legislators, amplify industry needs, and directly influence the legislative agenda.

	Supporter	Hospitality	Friend
Opportunities	\$2,500	\$1,500	\$1,000
Marketing/Promos	Recognition as event sponsor	Recognition as event sponsor	Recognition as event sponsor
Mention in <i>At Your Service</i> magazine	X	X	X

## Manteo to Murphy PAC Fundraiser

## MANTEO TO MURPHY

October 2025 | The Pavilion at the Angus Barn, Raleigh

The **Manteo to Murphy PAC Fundraiser** is a cornerstone event for NCRLA's advocacy efforts. Hosted by industry leaders, this fundraiser is dedicated to ensuring the hospitality sector's voice resonates at local, state, and national levels. The evening features live and silent auctions with exclusive items and culinary experiences, offering an engaging way for attendees to support the NCRLA PAC, the NCRLA Advocacy Fund, and the National Restaurant Association PAC. Proceeds empower candidates who advocate for the hospitality industry.

	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Opportunities	\$5,000	\$3,000	\$1,000
Tickets	20 Tickets Two Tables	10 Tickets One Table	4 Tickets
Marketing/Promos	Recognition as event sponsor	Recognition as event sponsor	Recognition as event sponsor
Mention in <i>At Your Service</i> magazine	X	X	X

# ALLIED MEMBERSHIP

Investing in your business with an NCRLA Allied Membership gives you exclusive access to a variety of resources. Take advantage of targeted marketing opportunities within the hospitality industry, discounted products and services, networking events with industry leaders, and more. We offer four levels of membership to help you achieve your goals.

## BASIC LEVEL \$550

- NCRLA restaurant and lodging membership database
- Weekly lead reports on restaurant openings and expansions
- Opportunity to sponsor events and chapter meetings
- Subscription to *At Your Service* magazine, *In the Mix*, and *View from Jones Street* e-newsletters, and additional briefs
- Discounts on advertising with NCRLA
- Use of the NCRLA logo for your marketing
- Access to healthcare insurance, credit card processing, and payroll processing
- Networking opportunities at the Chef Showdown, Stars of the Industry Awards Gala, golf tournament, and more
- Statewide advocacy on critical issues, including taxes, labor regulations, food safety, sanitation, and alcohol beverage service

## SUPPORTER \$825

- All benefits included with the basic level

### PLUS!

- Block ad in one issue of *In the Mix*
- Headline ad in one issue of *In the Mix*

## PATRON \$1,425

- All benefits included with the basic level

### PLUS!

- Two tickets to Stars of the Industry
- Block ad in three issues of *In the Mix*
- Headline ad in one issue of *In the Mix*

## BENEFACTOR \$2,850

- All benefits included with the basic level

### PLUS!

- Two tickets to Chef Showdown
- Two tickets to Stars of the Industry
- Block ad in five issues of *In the Mix*
- Headline ad in one issue of *In the Mix*
- Half-page ad in *At Your Service* magazine

