

# ALLIED MEMBERSHIP

with the Connecticut Restaurant Association

## VENDOR DIRECTORY

- The CRA Vendor Directory features more than 100 vendor members providing products and services to the restaurant & hospitality industry.
- The Directory highlights more than 25 business categories from top industry vendors.
- A valuable resource to more than 1800+ CT Restaurant Association members.
- Promoted regularly by the CRA via multiple communication channels.
- Opportunity to share your business description, info about products & services, and company contacts.

*\*The Connecticut Restaurant Association reserves the right to change directory features at any time.*



### DIRECTORY LISTING

# \$650

## CORE

### Benefits include:

- Basic business listing in digital Vendor Directory
- Opportunity to include an offer in Member Savings Program
- Exclusive invitations to member only networking events
- Early access to event sponsorships

...and much more!

**JOIN TODAY!**

# \$650

## ADVANTAGE

### Benefits include:

- Upgraded listing in directory & Member Resource Guide
- Opportunity to request CRA member mailing list annually
- Promotional content quarterly in CRA email
- Upgrade opportunities with sponsorships and revenue share agreements

...and much more!

**JOIN TODAY!**

# \$2,500

## EVENTS

Your brand deserves the spotlight! By partnering with our high-profile events, vendors can boost their exposure, establish themselves as industry leaders, and connect directly with target audiences.



**FURTHER QUESTIONS?**  
**CONTACT OUR MEMBERSHIP TEAM AT [MEMBERSHIP@CTRESTAURANT.ORG](mailto:MEMBERSHIP@CTRESTAURANT.ORG)**

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## FAQs

### **MY BUDGET ONLY ALLOWS CORE LEVEL FOR NOW. CAN I STILL GET ACCESS TO RESTAURANT MEMBERS AT THIS LEVEL?**

Core members are welcome and encouraged to network with restaurant members at applicable CRA events, and promote their business by submitting to our Member Exclusive Savings Program. Core members have the opportunity to sponsor events, emails, and promote their involvement and support of the CRA with our Allied Member Promotional logo.

### **WHAT ARE THE BENEFITS OF UPGRADING FROM CORE TO ADVANTAGE?**

Advantage level membership includes all the benefits of Core, plus increased visibility and advanced opportunity for engagement. Upgraded benefits include, the opportunity to include business promotion in Board Member packets at CRA Board Meetings, enhanced listings in CRA Vendor Directory, Member Resource Guide, & Member Exclusive Savings Program, direct Mailing List for CRA members annually upon request and more.

### **WHAT BUSINESS PROMOTION DO I GET AT THE CORE LEVEL? AT THE ADVANTAGE LEVEL?**

Core membership includes your business listing in the CRA Vendor Directory, a basic listing in annual Member Resource Guide and opportunity to promote special offer through CRA Member Exclusive Savings Program. Advantage level membership includes all promotional benefits of Core, plus added visibility and enhanced opportunities for brand awareness, including sharing select content in emails and social media.

### **ARE MEMBER NETWORKING EVENTS FREE FOR VENDOR MEMBERS TO ATTEND?**

CRA Flagship Events, such as the Annual Golf Classic & CRAZIES Awards, are ticketed events. Vendor members & non-members may purchase tickets, tables, or sponsorships to gain entry. Most free networking events hosted by the CRA are accessible for both restaurant and allied members, such as CRA Night at the Capitol and the CRAZIES Kickoff. In general, most other events are available for free to Advantage and Prime Partners, at a small fee for Core members, and not open to non-member vendors unless with sponsorship.

### **DO I HAVE TO BE A MEMBER TO SPONSOR CRA EVENTS?**

No. While vendors are encouraged to demonstrate their support of our industry through membership, one does not need to become a member to sponsor an event.

### **I WOULD LIKE TO DISCUSS A REVENUE SHARE. HOW DOES THIS WORK?**

Revenue share opportunities are only available at the Advantage level or above. As a new member you must join at \$2,500 as the program will take time to become established. If the revenue generated in year one surpasses \$2,500, you may qualify for a revenue share only agreement and potential for upgraded benefits.

## FAQs cont.

### **I WANT TO ACTIVELY PROMOTE MY BUSINESS TO YOUR MEMBER BASE. WHAT IS THE BEST MEMBERSHIP LEVEL FOR ME?**

Advantage and Prime Partnership offer businesses the highest level of year-round visibility and brand promotion.

### **WHAT IS PRIME PARTNERSHIP AND HOW DO I QUALIFY?**

Prime Partnership is reserved for industry leaders who are highly engaged with the association. To qualify, Prime Partners must commit to an annual investment of at minimum \$10,000. This investment can be fulfilled through a combination of partnership dues, sponsorship commitments, and contributions to our Foundation.

### **DO I QUALIFY FOR OTHER MEMBERSHIP BENEFITS (LIKE RESTAURANTS DO)?**

In most cases, yes. Please reach out to our membership team should you have questions about specific benefits.

### **DOES DUAL MEMBERSHIP FOR THE NATIONAL RESTAURANT ASSOCIATION ALSO APPLY TO ALLIED MEMBERS?**

No, dual membership with the National Restaurant Association is not a benefit of CRA Allied Membership. You can learn more about National Restaurant Association membership [here](#).

### **HOW AND WHERE DOES THE CRA PROMOTE THE VENDOR DIRECTORY?**

The CRA Vendor Directory is prominently featured across multiple platforms, including our association website, regular email communications to our network, social media, and direct referrals to our members seeking specific services.

### **CAN I UPGRADE MY LISTING IN THE VENDOR DIRECTORY?**

Core members may upgrade their listing in the Vendor Directory by upgrading to Advantage for enhanced visibility, or for a fee. Please contact our membership team to discuss your business directory listing.

### **HOW CAN I BE INVOLVED WITH THE CRAZIES?**

Vendors can participate at the CRAZIES by becoming a sponsor, contributing to our Foundation through a donation to our CRAZIES Silent Auction, or by simply attending the event to show support for the industry.

### **FURTHER QUESTIONS?**

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