



NEW YORK STATE
RESTAURANT
ASSOCIATION

Maximize Your Reach

Sponsorship Opportunities

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Who We Are

The NYS Restaurant Association (NYSRA) is the voice of the hospitality industry throughout New York State. We provide a platform for statewide collaboration and leadership on advocacy issues, along with valuable resources and support services to members. Founded in 1935, the Association has been working to improve the business climate for the hospitality industry for nearly a century.

Why Sponsor?

Maximize your reach and impact in New York's dynamic hospitality industry. Our extensive network and targeted outreach will enable you to connect directly with restaurant owners and decision makers. Sponsorship is also a great way to show your support for our industry.

NYSRA Sponsors Enjoy:

- Brand awareness
- Direct lines of communication to a variety of audiences
- Networking opportunities
- Lead generation
- Thought leadership

Partnership Opportunities

Annual Corporate Sponsorship

Partner with NYSRA throughout the year on our different programming! Enjoy recognition in a variety of formats and venues, position your business as an essential restaurant resource, and generate targeted leads.

Individual Event Sponsorship

Align your business with a signature event and have a brand presence in a room full of restaurant industry decision-makers. Opportunities include visual, digital, and verbal recognition, as well as options to present.



NYSRA Signature Events



RISE (Restaurant Industry Spotlight on Excellence) Awards & Legislative Reception

February 3, 2026

NYSRA hosts the annual RISE (Restaurant Industry Spotlight on Excellence) Awards to celebrate and honor the hard work and dedication of our restaurant industry professionals. Attendees include restaurant owners and staff. The event is open to members and nonmembers. Expected attendance is 200-250+/-.



ProStart Invitational at Culinary Institute of America Hyde Park

February 27-28, 2026

The NYSRA ProStart Invitational is an exciting event where high school students from ProStart programs across New York and Vermont compete in culinary and management team competitions, as well as an individual burger battle competition. Attendees include ProStart students and educators, supporters of competitors, CIA staff & students, post-secondary representatives and hospitality professionals. Expected attendance is 200-250.



NY Restaurant Show

March 8-10, 2026

Companies have two unique opportunities to partner with NYSRA on NY Restaurant Show activations – sponsor the NYSRA booth and enjoy the opportunity to provide branded swag, presence in the booth to meet attendees, and partner on session content OR sponsor the NY Restaurant Show Cocktail party on Monday, a night out to celebrate the hospitality industry! OR support both events and receive a reduced investment rate.



Women in Hospitality Conference in partnership with Google

Spring 2026

This conference is for owners/operators, staff, any woman working in hospitality or interested in a career in the industry. Attendees include hospitality leaders, women beginning their careers, and professionals at all stages in between. The event is open to members and nonmembers. Expected attendance is: 250-300+/-.

NYSRA Signature Events (Cont.)



NYSRA & NYSHTA Hospitality Summit

Fall 2026

An event to bring members together for a weekend of learning, networking and reconnecting with fellow members, with relaxing and fun social activities. Attendees are mainly restaurant owners and hotel general managers, with some staff attending as well. Expected attendance is 150+/-.



Corporate Partnership

PLATINUM PARTNER | \$40,000 *(Value: \$50,000)*

- Top line sponsorship at all NYSRA Signature Events (5 events total)
- One customized, Regional Event or Mixer — date and location TBD by NYSRA and Sponsor Company. Sponsor Company will be the singular sponsor of this event
- Opportunity to collaborate on educational content, introductory speeches, promo videos, or custom content/activations, where applicable
- Access to attendee lists
- 6-8 complimentary tickets, depending on event
- Custom branding opportunities
- Verbal acknowledgment in opening remarks
- Premium-level Allied Membership

GOLD PARTNER | \$30,000 *(Value: \$40,000)*

- Prominent branding on Signature event materials, website, and social media (5 events total)
- Opportunity to collaborate on educational content and introductory speeches, where applicable
- Access to attendee list
- 4-6 complimentary tickets, depending on event
- Branded signage in key event areas
- Verbal acknowledgment in opening remarks
- Premium-level Allied Membership

SILVER PARTNER | \$20,000 *(Value: \$30,000)*

- Logo on signature event materials, website, and social media (3 total events)
- Access to the attendee list
- 2-4 complimentary tickets, depending on the event
- Verbal acknowledgment in opening remarks
- Enhanced-level Allied Membership

BRONZE PARTNER | \$10,000 *(Value: \$20,000)*

- Logo on signature event materials, website, and social media (2 total events)
- 1-2 complimentary tickets, depending on the event
- Enhanced-level Allied Membership



February 3, 2026

★ RISE ★ *Awards*

PLATINUM | \$10,000

- 10 event tickets
- Opportunity for custom activation: swag at seats, photobooth, etc.
- Opportunity to present a RISE Award
- Full page company ad in program
- Short company promo video played during awards
- Recognition from the podium
- Receipt of attendee information post-event
- Top-level logo placement on website, emails, digital signage, and social media
- Logo projection in the venue at live event

GOLD | \$7,500

- 8 event tickets
- Full page company ad in program
- Recognition from the podium
- Receipt of attendee information post-event
- Mid-level logo placement on website, emails, digital signage, and social media
- Logo projection in the venue at live event

SILVER | \$5,000

- 5 event tickets
- Half-page company ad in program
- Recognition from the podium
- Receipt of attendee information post-event
- Logo placement on website, emails, digital signage, and social media

AFTER PARTY | \$5,000

- 5 event tickets
- Half-page company ad in program
- Receipt of attendee information post-event
- Logo placement on website, emails, digital signage, and social media
- Opportunity for custom activation at the After Party

LEGISLATIVE RECEPTION | \$3,000

- 4 event tickets
- Quarter-page company ad in program
- Receipt of attendee information post-event
- Logo placement on website and emails
- Opportunity for a custom activation during reception

BRONZE | \$2,500

- 4 event tickets
- Quarter page company ad in program
- Receipt of attendee information post-event
- Logo placement on website and emails

ProStart Competition Sponsorship

February 27-28, 2026

The Culinary Institute of America, Hyde Park, NY

Invitational Title Sponsor | \$15,000

- Naming rights for ProStart Invitational, included on all branding and marketing materials.
- Logo on National team chef coats & management shirts
- Press release, email, and social posts announcing sponsorship
- Present winners at awards ceremony
- Opportunity to address attendees at competitor celebration (Friday evening)
- Free informational booth at the College & Career Expo
- Contact list of all NYS and VT ProStart Programs
- Opportunity to host two webinars for NYS and Vermont ProStart programs in 2026*.

VIP Reception Sponsor | \$5,000

- As a sponsor of this event, you will be able to network with 40+ industry and post-secondary representatives.
- Opportunity to address attendees at reception
- Logo included on event marketing materials

Individual Competition Sponsor | \$10,000

- Naming rights for Culinary Competition, Management Competition, or Gourmet Burger Battle included on all branding and marketing material for specific competition
- Social post announcing sponsorship
- Present winners at awards ceremony
- Contact list of all NYS and VT ProStart Programs
- Free Informational Booth at the College and Career Expo

Competitor Lounge Sponsor | \$5,000

- Position your brand as the exclusive host of the Competitor Lounge — the only space where participants relax and recharge. Your organization and its brand collateral materials will be prominently displayed throughout the lounge.

National Team Sponsor | \$5,000

- Logo predominantly placed on team apparel (chef coats and management team shirts ONLY)
- Mentoring of team
- Contact list for all NYS and Vermont ProStart programs





NY Restaurant Show Sponsorship Opportunities

Cocktail Party | \$5,000

March 9, 2026 in NYC

- 5 complimentary tickets
- Opportunity to address the audience
- Logo placement on website, signage, social media and program

Booth | \$5,000

March 8-10, 2026 in NYC

- 5 complimentary badges to the NY Restaurant Show
- Opportunity to collaborate on educational programming at NYSRA Hospitality Hub Theater
- Swag placement at NYSRA Hospitality Hub Theater
- Company presence for the duration of the NY Restaurant Show in NYSRA Hospitality Hub Theater

Cocktail Party & Booth Sponsorship Package | \$8,000

- Includes everything from both the Cocktail Party Sponsorship and Booth Sponsorship





NYSRA 2026 WOMEN IN HOSPITALITY CONFERENCE

Presented in partnership with Google

THE INNOVATOR | \$10,000

- Premier logo placement on website, signage, and program
- Full-page ad in event program
- 6 complimentary tickets
- Recognition announcement of the company at the event
- Dedicated social media post recognizing the company as a sponsor
- Company promo video played during break
- Opportunity to collaborate on event content, session introduction, or other custom content
- Vendor table at event for networking & marketing
- Receipt of attendee info

THE INSPIRER | \$5,000

- Prominent logo placement on website, signage, and program
- Half-page ad in event program
- 4 complimentary tickets
- Recognition announcement of company at event
- Opportunity to collaborate on event content, session introduction, or other custom content
- Vendor table at event for networking & marketing
- Receipt of attendee info

THE ACHIEVER | \$2,500

- Logo placement on website, signage, and program
- Half-page ad in event program
- 2 complimentary tickets
- Receipt of attendee info
- Vendor table at event for networking & marketing

THE SUPPORTER | \$1,500

- Logo placement on website and program
- 1 complimentary ticket





NYSRA NYSHTA HOSPITALITY SUMMIT Fall 2026

Event Sponsor | \$7,500

only 1 sold

- 4 attendees
- Premier logo placement on website, signage, and program
- Opportunity to address attendees at the event
- Opportunity to present to NYSRA Board (5 min)
- Opportunity for custom activation at the event
- Vendor table
- Receipt of attendee info

Dinner Reception Sponsor | \$3,500

max 2 sold

- 2 attendees
- Mid-level logo placement on website, signage, and program
- Opportunity to address attendees at the event
- Vendor table
- Receipt of attendee info

Welcome Reception Sponsor | \$3,500

max 2 sold

- 2 attendees
- Mid-level logo placement on website, signage, and program
- Opportunity to address attendees at the event
- Vendor table
- Receipt of attendee info

Luncheon Sponsor | \$2,500

- 2 attendees
- Mid-level logo placement on website, signage, and program
- Opportunity to address attendees at the event
- Vendor table
- Receipt of attendee info

Breakfast Sponsor | \$2,500

- 2 attendees
- Mid-level logo placement on website, signage, and program
- Opportunity to address attendees at the event
- Vendor table
- Receipt of attendee info

Registration Sponsor | \$2,000

- 1 attendee
- Logo placement on website, signage, and program
- Signage at Registration
- Vendor table
- Receipt of attendee info

Coffee Break Sponsor | \$2,000

- 1 attendee
- Logo placement on website, signage, and program
- Signage coffee station
- Vendor table
- Receipt of attendee info

Vendor Sponsor | \$1,500

- 1 attendee
- Logo placement on website, signage, and program
- Vendor table
- Receipt of attendee info



Regional Events & Mixers

A selection of intimate, ala carte events. Cost dependent on region and event.



Be part in helping to develop this new group within NYSRA. These are the future leaders of the industry, and we are looking to create a community for them filled with events, education and networking opportunities.



Have a custom activation in mind? Let's talk!
Contact Sarah Higgins,
sarahh@nysra.org.

Women in Hospitality Mixers

Designed to keep the connections made at NYSRA's Women in Hospitality Conference alive throughout the year.

Compliance & Cocktails Events

These sessions feature a legal expert breaking down compliance issues that impact hospitality businesses. The educational session is followed by a networking happy hour

NYSRA Board Meetings

Support the vital work of NYSRA's State Board of Directors and connect with the industry leaders who serve by sponsoring one of NYSRA's three annual Board meetings.

NYSRA ProStart Educator Summit

Connect with the educators bringing up the next generation of the industry! This summit focuses on how NYSRA can better support our high school hospitality and culinary educators.