



**SPONSORSHIP OPPORTUNITIES**  
August 26, 2023 – September 2, 2023

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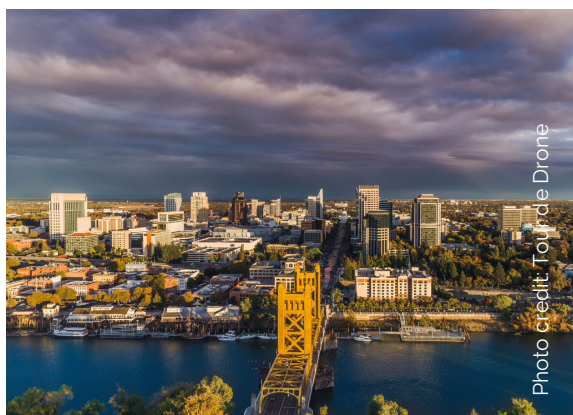
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## WELCOME TO THE 1<sup>ST</sup> ANNUAL CRA SACRAMENTO HOSPITALITY WEEK!



The California Restaurant Association is inviting you to be part of the inaugural Sacramento Hospitality week. We all know that Sacramento is unique in its own way with our robust agricultural and political landscape, which provides the foundation for a vibrant and diverse hospitality industry. From corn fields to the Capitol, the CRA Sacramento Chapter provides owners and operators with a network of industry leaders dedicated to helping the industry thrive.

Join us as we embark on our very first Sacramento Hospitality Week! Our Sponsors will be an integral part of making Sacramento Hospitality Week a success, while showcasing your support of our unique restaurant community and promoting your brand. Sponsorship packages have been developed for partners of all sizes to ensure your best exposure within your budget.

## OPENING EVENT

**Bloody Mary Festival**  
**Saturday, August 26, 2023**  
**10:00 AM – 1:00 PM**  
**Public Event**

Join us for the Sacramento Hospitality Week kickoff event. The Bloody Mary Festival is one of the city's most popular event. This event will feature some of your favorite Sacramento restaurants as they battle it out for bragging rights for the best Bloody Mary around. There are two awards up for grabs, we will have a panel of esteemed judges voting on their favorite, as well as a People's Choice Award. This event sells out every year, come be part of one of the most fun events in town!



**Showcasing**  
**10+ RESTUARANTS**  
**FOOD TRUCKs**  
**100+ ATTENDEES**



In-kind sponsorship opportunities are available for our Cocktail Kickoff event – please let us know if you have any products or services that could make our event amazing. Contact us at [kate@katewhelanevents.com](mailto:kate@katewhelanevents.com) for further details on how to become involved.

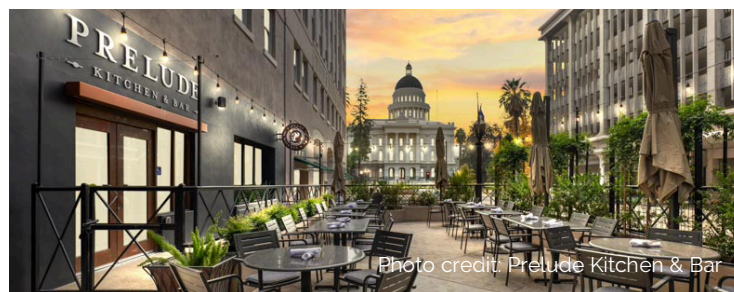


**Sommelier & Cheese Night**  
**Monday, August 28<sup>th</sup>, 2023**  
**4:00 PM – 6:00 PM**  
**Industry Event**

Join us for this rare opportunity as Advanced Sommelier Clifford Burr takes us on journey through delicious pairings of local and imported wine and cheese. You'll walk away with an understanding of how to curate memorable pairings and expand your tasting knowledge and vocabulary.



**Showcasing**  
**6+ WINES**  
**Local + Imported CHEESES**  
**40+ ATTENDEES**



In-kind sponsorship opportunities are available for our Sommelier & Cheese event – please let us know if you have any products or services that could make our event amazing. Contact us at [kate@katewhelanevents.com](mailto:kate@katewhelanevents.com) for further details on how to become involved.



**Lunch & Learn**  
**Tuesday, August 29<sup>th</sup>, 2023**  
**11:30 AM – 1:30 PM**  
**Industry Event**

Join Mulvaney's Executive Chef, as they demonstrate the breakdown of a pig, while mixing with industry peers. Afterwards enjoy a delicious, handcrafted lunch provided by Mulvaney's and presentation from a top-tier legal industry expert.

**Showcasing**  
**Executive Chef**  
**100+ ATTENDEES**



In-kind sponsorship opportunities are available for our Lunch & Learn event – please let us know if you have any products or services that could make our event amazing. Contact us at [kate@katewhelanevents.com](mailto:kate@katewhelanevents.com) for further details on how to become involved.

**Dessert Dinner**  
**Wednesday, August 30<sup>th</sup>, 2023**  
**6:00 PM – 9:00 PM**  
**Public Event**

Indulge in mouth-watering desserts as the Sacramento area's top pastry and dessert chefs come together to create a 5-course dessert dinner. Guest will have a front row seat as these masters of their craft showcase their specialties and create one of a kind desserts for guests to enjoy. Hosted at the Sequoia at the Cannery this event is sure to leave any craving satisfied.

**Showcasing**  
**5+ CHEFS**  
**5+ DESSERTS**  
**100+ ATTENDEES**



Photo credit: Ella Restaurant



Photo credit: Ginger Elizabeth Chocolates

In-kind sponsorship opportunities are available for our Dessert Dinner event – please let us know if you have any products or services that could make our event amazing. Contact us at [kate@katewhelanevents.com](mailto:kate@katewhelanevents.com) for further details on how to become involved.



**Elevating Your Restaurant Experience Panel**  
**Thursday, August 31<sup>st</sup>, 2023**  
**1:00 PM – 3:00 PM**  
**Industry Event**

Indulge in some of California's tastiest oysters and caviar while learning from a panel of the region's most celebrated hospitality professionals. Our experts will share their knowledge of how to make your Sacramento restaurant as successful as possible – including everything from marketing to interior design to 2023 hot food trends. This event will be taking place at the newly built B Street Theater at the Sofia



**Showcasing**  
**5 PANEL MEMBERS**  
**75+ ATTENDEES**  
**CALIFORNIA CAVIAR + OYSTERS**



In-kind sponsorship opportunities are available for our Elevating Your Restaurant Experience Panel event – please let us know if you have any products or services that could make our event amazing. Contact us at [kate@katewhelanevents.com](mailto:kate@katewhelanevents.com) for further details on how to become involved.



**California Restaurant Association Gala**  
**Sunday, September 3, 2023**  
**5:00 PM – 10:00 PM**  
**Public Event**

Join us for Sacramento first annual California Restaurant Association black tie Gala. Spend the night dancing, indulging on amazing food, while celebrating Sacramento's amazing restaurant industry. This inaugural event will also showcase the inaugural recipient of the Randy Paragary Award.



**Showcasing**  
**TBD Event MC**  
**100+ ATTENDEES**  
**Dinner + Dancing**



In-kind sponsorship opportunities are available for our GALA - please let us know if you have any products or services that could make our event amazing. Contact us at [kate@katewhelanevents.com](mailto:kate@katewhelanevents.com) for further details on how to become involved.



## WEBSITE

The [CRAVE Sac](#) Website is the official gateway for all our events that will be taking place during the week. Detailed information regarding each event will be displayed on a comprehensive calendar, where users can get tickets to the Featured Events, purchase discounted gift cards from participating restaurants, and more. Sponsors will be showcased with a click-thru opportunity to drive traffic to your unique brand.

## SOCIAL MEDIA + CRA MEMEBERSHIPS + EMAIL LIST

Our social media and email distribution list is a crucial component in the exposure of Hospitality Week and the events and partnerships throughout a variety of channels.

### Industry Mixer Email List

2,500-3,500 active emails

### CRA Sacramento Member List

18,000+ Members

### Non-Members Email Distribution List

1,600 active emails

### Instagram

5,676 Followers (@cravesac)

5,377 Followers (@calrestaurants)

### Twitter

4,833 Followers (@calrestaurants)

### Non-Members Email Distribution List

1,600 active emails



## MEDIA COVERAGE

Crave Sacramento is the consumer-facing marketing arm of the Sacramento Chapter of the California Restaurant Association. Their Instagram and Facebook pages were created to promote the growing restaurant scene within the Sacramento region. Crave Sacramento is behind Farm-to-Fork Restaurant Week, Bloody Mary fest and much more.

### CRAVE Past Sponsors:

City of Sacramento  
SMUD  
Coca-Cola  
Bento Box  
Council Member Katie Valenzuela  
Affinity Group  
Pepsi

US. Foods  
Jackson Family Wines  
Visit Sacramento  
The Gonsalves Real Estate  
Kaplel Mortgage  
Yelp  
Simplot  
Tom Leonard





The generosity of our sponsorship partners makes CRAVE Sacramento events possible. For a more in-depth review of any of these sponsorship levels, please contact [kate@katewhelanevents.com](mailto:kate@katewhelanevents.com)

	<b>Presenting</b> \$15,000 <i>Limit 1</i>	<b>Official</b> \$5,000 <i>Limit 10</i>	<b>Industry</b> \$2,000 <i>Limit 15</i>	<b>Supporting</b> \$750 <i>Limit 30</i>	<b>Event</b> See Below
<b>HOSPITALITY WEEK EVENTS</b>					
Passes to individual events, per person	5 tickets for each event	4 tickets total	2 tickets total		
Logo inclusion on banner at entrance(s)	X				
Banner Opportunities	5			1	
Swag Opportunities	X	X			
Name/Logo in all marketing/media	as Presenting				
Category Exclusivity	X				
<b>ELECTRONIC</b>					
Linked logo in sponsorship directory	X	X	X	X	
Mention in Sacramento Hospitality Week email blasts	Logo	mention	mention	mention	
Social Media mentions	10	5	1		
Ticket giveaway (social media contest)	dedicated				
<b>COLLATERAL</b>					
Logo on promotional materials distributed to existing and potential members	X	X			
Logo on other printed materials as appropriate	X	X	X	X	
<b>MEDIA</b>					
Mention in all press releases	X				
Inclusion in advertising (space permitting)	X				



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<b>EVENTS</b>					
<b>BLOODY MARY FESTIVAL</b>					
Top Shelf Sponsor	+\$5,000				\$5,000
Liquor Sponsor					Cost
Logo on glassware (one color)	X				\$3,000+ cost
Premium Sponsor (Limit to Two)					\$2,500
Silver Sponsor (Limit to Three)					\$1,000
<b>SOMMELIER WINE &amp; CHEESE NIGHT</b>					
Wine In-kind					In-kind
Cheese In-kind					In-kind
Logo on glassware (one color)	X				\$3,000+ cost
<b>LUNCH &amp; LEARN</b>					
Pig In-kind					In-kind
Knife Sponsor + Sharpening					\$750+ In-kind
<b>ELEVATING YOUR RESTAURANT EXPERIENCE PANEL</b>					
Oyster In-kind					In-kind
Caviar In-kind					In-kind
Wine In-kind					In-kind
<b>DESSERT DINNER + WINE PAIRING</b>					
Ingredient In-kind					In-kind
Wine In-kind					In-kind
<b>GALA</b>					
"Presented by" Recognition	+\$5000				\$5,000
Gala Seating Prime Location 3 tables (24 Seats)					\$4,500



	<b>Presenting</b> <b>\$15,000</b> <i>Limit 1</i>	<b>Official</b> <b>\$5,000</b> <i>Limit 10</i>	<b>Industry</b> <b>\$2,000</b> <i>Limit 15</i>	<b>Supporting</b> <b>\$750</b> <i>Limit 30</i>	<b>Event</b> <b>See Below</b>
Entertainment Sponsor					\$4,000
Gala Program Print Sponsor					\$2,000
Rental Sponsorship					\$5,000



## Need More Info?

### CONTACT

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