



# RESTAURANT INSIGHTS SUMMIT

Produced by



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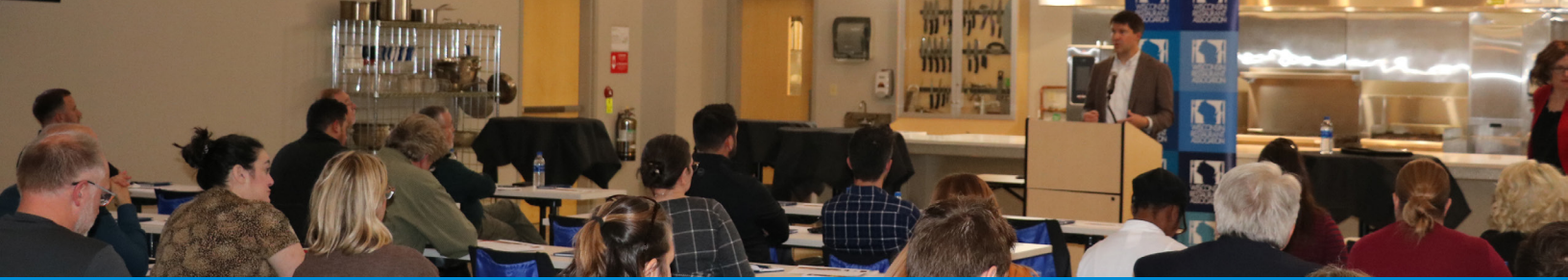
**Waukesha County Technical College | Pewaukee**

**PARTNERSHIP OPPORTUNITIES**

**Trends.  
Innovation.  
Gamechangers.**



[wirestaurant.org/ris](http://wirestaurant.org/ris)



# RESTAURANT INSIGHTS SUMMIT

## Restaurant Insights Summit Overview

A one-day conference for the restaurant and hospitality industries that's focused on **innovation, consumer trends, industry disruptors and intel on where the future of foodservice is headed.**

RIS is the only event like this in Wisconsin that provides training to help food & beverage operators get inspired on how to shift their business operations to meet the changing consumer needs.

RIS is all about the sharing of insights and innovation to take the industry to new heights. Be part of the change!

### Conference Format

- Opening Session
- Breakout Sessions
- Lunch & Learn
- Vendor Networking Breaks

### Some Past Presenters

- Buffalo Wild Wings
- Puttshack
- Portillo's
- Toro, Toro, Toro
- Datassential
- Technomic
- Sysco
- Culver Franchising System
- Inspire Brands
- Cousins Submarines
- The Kruse Company
- Restaurant Business
- OpenTable
- Crafty Cow
- Hiebing

### Our Attendance Focus

- People responsible for operations, purchasing, marketing/branding, back of house and human resources.
- Food & Beverage operations with a focus on full service restaurants, quick service and fast food.
- Operators from all over are welcome but our focus is on Wisconsin businesses.
- We aim to make this more of an intimate event with quality networking moments.
- We expect 200+ conference-goers.



This event has a clear purpose of showcasing **innovation, creativity** and **forward-thinking ideas.**

# Sponsorship Opportunities

Be a solution provider and meet new customers



Showcase your company in front of decision makers from single-location businesses, franchisees and multi-unit operators. This Conference is for industry professionals who embrace change and strive for continuous improvement.

As a supplier partner of this event, you'll be given full access to the conference so you can have a seat at the table for networking and learning.

## Is this an event for you?

Suppliers that are a perfect fit to be a conference partner:

- Technology
- Workplace Efficiencies
- Leadership Training & Tools
- Customer Engagement
- Marketing Tactics
- New Product Launches
- Business Expansion
- Sustainability
- Products or Content that can be added into the event

### Visionary: \$30,000 – Limit 1

This exclusive level offers your company an extensive promotion package. As the presenting sponsor your brand will receive maximum visibility through our comprehensive multi-media marketing plan, guaranteeing top billing and capturing the attention of a wide audience. This all-in level is only available to one company and gets you a seat at the table as a planning partner!

### Pathfinder: \$15,000

The Pathfinder level offers an immersive sponsorship opportunity that includes prominent recognition in all promotional materials, as well as the chance to introduce key sessions on stage. Your company will have the opportunity to leave an impression on top buyers and influencers within the Wisconsin market as one of the top sponsors of this progressive industry conference.



### Changemaker: \$10,000

The Changemaker partner offers significant value for your sponsorship investment. Partners at this level benefit from premium exposure points including an opportunity to be on stage making speaker introductions.

### Leader: \$5,000

The Leader level offers some unique benefits that spotlight your company while delivering tailored brand messaging to conference participants including a custom email send before the event and literature drop at the conference to add value.

### Innovator: \$2,500

The Innovator level, at a budget-friendly cost, helps your company be top of mind when buyers are making decisions and provides you with valuable marketing exposure.

### Supporter: \$1,000

The Supporter package is a great entry-level sponsorship opportunity that helps showcase your company as an industry innovator and gives you valuable networking opportunities on the day of the conference.

# Strategic Sponsor Benefits

Benefit	Visionary \$30,000	Pathfinder \$15,000	Change- maker \$10,000	Leader \$5,000	Innovator \$2,500	Supporter \$1,000
Logo and link on event webpage	Best Placement	●	●	●	●	●
Exhibitor table (optional)	●	●	●	●	●	●
Company information in mobile app	●	●	●	●	●	●
Logo on signage at the event	●	●	●	●	●	●
Conference registrations	10	5	5	3	3	2
Reserved lunch table with preferred networking group	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	
Company video posted to WRA's social with invitation to attend conference	●	●	●	●		
Logo included in key promotions	●	●	●	●		
60 second company promo video played during lunch	●	●	●			
Push notification sent from mobile app	●	●				
Welcome remarks at General Session	●					
Company logo & messaging in promo video	●					
Dedicated social media posts recognizing your company as the presenting sponsor	●					
Stage time during lunch	●					
Stage time introducing workshop speakers		●	●	As Possible		
A company-specific item placed at each seat during one of the general sessions			●	●	●	
Your logo front & center at the hydration and caffeination station				●	●	
WRA will deploy (1) email on your behalf to restaurant owners and operators that promotes your company's whitepaper, webinar or other value add				●		



# RESTAURANT INSIGHTS SUMMIT

## YES! We Want to Support!

### Agreement

Please check the boxes below for the opportunities that you'd like to commit to:

	WRA Rate
Strategic Sponsor Level	<input type="checkbox"/> Visionary \$30,000 <input type="checkbox"/> Pathfinder \$15,000 <input type="checkbox"/> Changemaker \$10,000 <input type="checkbox"/> Leader \$5,000 <input type="checkbox"/> Innovator \$2,500 <input type="checkbox"/> Supporter \$1,000
Inkind	<input type="checkbox"/> Contact Dawn Faris at 608.444.9481

Email form to Dawn Faris at [dfaris@wirerestaurant.org](mailto:dfaris@wirerestaurant.org)

#### INFORMATION

Company: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Telephone: (     ) \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Web Address: \_\_\_\_\_  
 Date Submitted: \_\_\_\_\_

#### PAYMENT

Charge \$ \_\_\_\_\_ to my:  Visa  MC  Am Ex  Disc  
 Credit Card # \_\_\_\_\_  
 Name on Card \_\_\_\_\_ CVC# \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ Phone (     ) \_\_\_\_\_  
 Billing Address if different from above:  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 -OR-  Send Invoice for \$ \_\_\_\_\_

I understand that this is a non-refundable agreement unless WRA should see a need to cancel. If WRA must cancel for any reason, the money received, minus any deliverables that was already extended to the advertiser, will be returned within 30 days.