



## 2022 Allied Membership

### Tiered Levels Program Overview

Our association has seen tremendous growth in recent years which has allowed us to provide greater value to our members. We have increased our visibility, brand awareness and reach with restaurants all across the state, as well as with legislators, the media, the public, the business community, and other industry leaders. Our member base alone has grown by more than 300% in the past 3 years, and we've added talented new staff to our team! In short, we are not the same association of even just a few years ago.

We also know your business has changed and we want our programs to reflect features that are most important to you today. With that, we are excited to announce new enhancements to our Allied Member program. Allied Membership will now offer three tiers of engagement giving you the flexibility to choose an investment level and features that fit your business best.

Our entry level membership is now our **CORE** membership. Our two new Tiers, **ADVANTAGE** and **PRIME**, offer greater year round visibility with added benefits built in. Members at all levels may still choose to take advantage of sponsorship opportunities throughout the year as our signature events have continued to grow in size and reach.

In this document, please find resources to help you navigate the new program and to select a level that is right for you.




- ✓ **Tiers Overview Chart:** provides a high level overview of the Allied Member Tiers and key benefits or upgrades at each level. Use this chart to help determine which tier aligns best with your primary objectives.
- ✓ **Benefits Comparison Chart:** provides a detailed comparison of the benefits available at each tier. Use this chart to determine what investment level is right for your business based on the benefits you value most.
- ✓ **Directory Listing Comparison:** comparison of business directory listing appearance by tier.
- ✓ **Member Upgrade Instructions:** instructions for how to upgrade your membership during the annual renewal invoicing.
- ✓ **New Members:** instructions for how to become an Allied Member.

## Allied Membership Tiers

Allied Membership now offers 3 tiers of engagement!

Our entry level membership is now our **CORE** membership. Our two new Tiers, **ADVANTAGE** and **PRIME** offer greater year round visibility with added benefits built in. Members at all levels may still choose to take advantage of sponsorship opportunities throughout the year as our signature events have continued to grow in size and reach.

Use this chart to help determine which tier aligns best with your primary objectives.

 <p>Our entry level membership with core level benefits.</p> <p><b>CORE</b> \$650</p>	 <p>Membership enhancements and increased visibility.</p> <p><b>ADVANTAGE</b> \$2500</p>	 <p>High visibility partnership with premium positioning.</p> <p><b>PRIME</b> \$10,000+</p>
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### Membership Tiers Overview

	<b>CORE</b> \$650	<b>ADVANTAGE</b> \$2,500	<b>PRIME</b> \$10,000*
<b>This membership level is right for you if:</b>	You support the mission of the CRA and want to take advantage of core member benefits with opportunities to increase your visibility throughout the year. You may have less of a budget up front, but you want year round flexibility to choose when and where to invest your time and money.	You want all the benefits of core membership plus increased value up front when it comes to visibility. You still want to control your annual spend as you see fit, but you want enhanced benefits at high impact touchpoints. You value long term partnerships and wish to grow with the CRA.	You are an industry leader in your category and a highly engaged partner of the CRA. Your primary focus is to support the health and growth of the industry, but you also value premium positioning. You are budgeted for high visibility partnership and appreciate a comprehensive investment plan. Giving back to the community is an integral part of your corporate culture.
<b>Key benefits or upgrades at this level include:</b>	Business listing in CRA Member Directory, CRA emails and special event invitations, member exclusive savings opportunities, and promotional use of CRA Allied Member logo.	Enhanced business listing in CRA Member Directory, CRA member list for direct mail marketing campaign, annual business promotion in CRA webinar or email and CRA Board packet, and your business listing in annual CRA member packet (digital only if past deadline).	Premium business listing in CRA Member Directory with top level positioning, exclusive VIP access opportunities, elevated branding in CRA marketing, dedicated email sent to CRA database, elevated promotion as Prime Partner including business logo on dedicated page on CRA website.

Our **Benefits Comparison Chart** provides a detailed comparison of the benefits available at each tier. Use this chart to determine what investment level is right for your business based on the benefits you value most.

### Benefits Comparison Chart

Benefit Description	Core \$650	Advantage \$2,500	Prime \$10,000+
CRA Member Directory Listing <i>(ie, Business Listing)</i>	Basic	Enhanced	Premium
Directory Listing Categories	1	2	Up to 3
Access to Directory Tools <i>(Contact forms, referrals, etc)</i>	x	x	x
Business Referrals <i>(from directory and CRA staff)</i>	x	x	top placing
Member Only Helpline <i>(questions, industry info, resources, etc)</i>	x	x	dedicated
Take Advantage of Member Exclusive Savings	x	x	x
Eligible to Submit Member Exclusives <i>(promoted by CRA)</i>	x	badge	badge
CRA Industry Update Emails <i>(plus Member Only emails)</i>	x	x	x
Member Access to CRA Industry Update Webinars	x	x	x
Member Only Pricing for select CRA Events	x	x	x
CRA Educational Seminars <i>(FREE or reduced pricing)</i>	x	x	x
Member Pricing on ServSafe <i>(Manager, Alcohol, Allergen, etc)</i>	x	x	x
Sexual Harassment Training Videos	x	x	x
Sponsorship Opportunities <i>(A la carte)</i>	x	x	x
New Allied Member Announcement <i>(email or social)</i>	x	x	x
Access to Members Only Portal	x	x	x
Use of Allied Member Logo	x	x	Prime Logo
Invitation to CRA Annual Meeting	1	2	VIP Access
FREE Regular Posting on CRA Job Board	1 per quarter	1 per month	unlimited
FREE Listing on CRA Community Events Board	1 per quarter	1 per month	unlimited
Sponsorship Early Access		x	x
Revenue Share Upgrade Eligibility		x	x
Labor & Employment Handbook	\$250	x	x
FordHarrison Labor & Employment Consult		1 per year	1 per quarter
Direct Mail Membership List <i>(by request)</i>		1 x per year	2 x per year
Business "Sponsored By" Listing <i>(Email or Webinar)</i>		1 x per year	2x per year <i>(w/logo)</i>
Business Listing in Quarterly Board Meeting Packet		1 x per year	2x per year <i>(w/logo)</i>
Business Listing in Member Packets		x	with logo
Dedicated Email to CRA Database <i>(you provide content)</i>			1 per year
Business Logo on Prime Partners Page <i>(on CRA site)</i>			x
Exclusive VIP Access Opportunities			x
Promotion as Prime Partner			x
Cash / Revenue Share Split Available <i>(with restrictions)</i>			x

\* CRA reserves the right to make any changes, additions, substitutions, restrictions to or removal of any benefits or terms of membership levels or tiered benefits associated with any level at any time with or without advance notice.




## Directory Listing Appearance by Tier

One of the most important benefits of membership is being listing in our CRA Membership Directory. In addition to users visiting our website as a resource for vendor referrals, our directory also appears in search engine results based on popular keyword searches.

All current Allied Members receive a business listing in our Allied Member Directory at <https://web.ctrestaurant.org/allied/search>. The directory is searchable by business name, keyword, or category.

Your listing can include details about your business such as your business address, contact information, website, social media handles, your business description, as well as keywords to help with search functionality.

The way that your business listing appears in our directory and the number of categories you can be listed in depends on your membership level. The chart below shows how your directory listing appearance changes based on your Membership Tier.

	LISTING CATEGORIES	LISTING FEATURES	DIRECTORY LISTING APPEARANCE
<b>CORE \$650</b>	<b>1</b>	<ul style="list-style-type: none"> <li>Business Name</li> <li>Business Address</li> <li>Business Phone</li> <li>Learn More Link</li> <li>Contact Form in Detailed View</li> </ul>	
<b>ADVANTAGE \$2,500</b>	<b>2</b>	<ul style="list-style-type: none"> <li>Highlighted Profile</li> <li>Top Positioning</li> <li>Main Contact Link</li> <li>Business Logo</li> </ul>	
<b>PRIME \$10,000*</b>	<b>Up to 3</b>	<ul style="list-style-type: none"> <li>Highlighted Profile</li> <li>Larger Font</li> <li>Member Since Year</li> <li>Business Description Visible</li> <li>Google Maps Link</li> <li>Email Us Link</li> <li>Visit Website Link</li> <li>Social Media Icons</li> </ul>	




## Member Upgrade Instructions

As part of our annual renewal, all current Allied Members will receive an annual renewal letter and invoice, with instructions on how to select a Membership Tier. You may upgrade and submit payment by mail or online in the Member Portal.

### To Upgrade by Mail:

You will select your tier and submit payment with your invoice.



Connecticut Restaurant Association  
270 Farmington Ave, Suite 142  
Farmington, CT 06032

**Invoice**  
21383

**Invoicing Date:** 02/01/2022  
**Member ID:** 100902  
**Invoice Due:** 02/01/2022

Yvette Tavares  
Connecticut Restaurant Association  
270 Farmington Ave, Suite 142  
Farmington, CT 06032

**Member Upgrade Instructions**

Description	Amount
Annual Allied Membership Dues - CORE	650.00
<b>Optional Items</b>	
Upgrade to ADVANTAGE (\$2500): add \$1850 to invoice*	
Upgrade to PRIME (\$10,000+): To pay \$2500 enrollment fee today, add \$1850 to your invoice. See additional plan details below.*	

Dues to the Connecticut Restaurant Association are not deductible as a charitable contribution but may be deductible as an ordinary and necessary business expense. A portion of the dues, however, is not deductible to the extent that the Connecticut Restaurant Association engages in lobbying activities. The non-deductible portion of the dues is 70 percent of the annual dues for this year.

**Total:** 650.00  
**Amt Paid:** 0.00  
**Balance Due:** 650.00

**PLEASE REFERENCE TIERED MEMBERSHIP DESCRIPTIONS BEFORE MAKING YOUR LEVEL SELECTION.**

\* PRIME membership requires a minimum investment of \$10,000 annually, which may include a portion of your sponsorship commitments and/or revenue share contributions. To enroll, you must make a minimum payment of \$2500 today. A member of the CRA team will be in touch to discuss the details of your annual commitment.

**Make Your Selections Online:** If you prefer, you may make payments and upgrade selections online in the Member Portal.

☒ Upgrade to ADVANTAGE (\$2500): add \$1850 to invoice\* \$ \_\_\_\_\_  
Upgrade to PRIME (\$10,000+): To pay \$2500 enrollment fee today, add \$1850 to your invoice. See additional plan details below.\* \$ \_\_\_\_\_

Member ID	Invoice	Due Date	Total Due	Total Payment Enclosed
100902	21383	02/01/2022	\$650.00	\$ _____

**Please verify address and provide corrections**

Yvette Tavares  
Connecticut Restaurant Association  
270 Farmington Ave, Suite 142  
Farmington, CT 06032

**Correct Address**

**Make checks payable to:**  
Connecticut Restaurant Association  
270 Farmington Ave, Suite 142  
Farmington, CT 06032

☐ MasterCard ☐ Visa ☐ Discover ☐ American Express

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_ Sec. Code \_\_\_\_\_

Convenient online payment option at: <http://www.ctrestaurant.org>

You will see optional items with instructions on how to upgrade.

Your invoice will default to CORE membership unless you choose to upgrade.

If upgrading to PRIME, you will need to submit enrollment fee or contact CRA about your annual commitment.

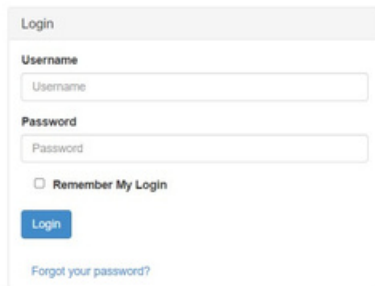
To upgrade to ADVANTAGE or PRIME, enter upgrade amount here.

Enter total payment amount here and mail to payment address.

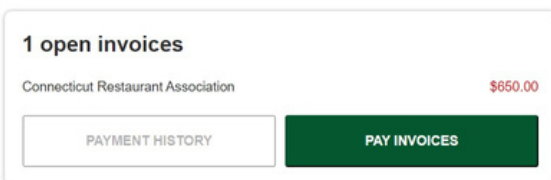
## To Upgrade Online:

You will select your tier and submit payment in the Member Portal at [www.ctrestaurant.org](http://www.ctrestaurant.org).

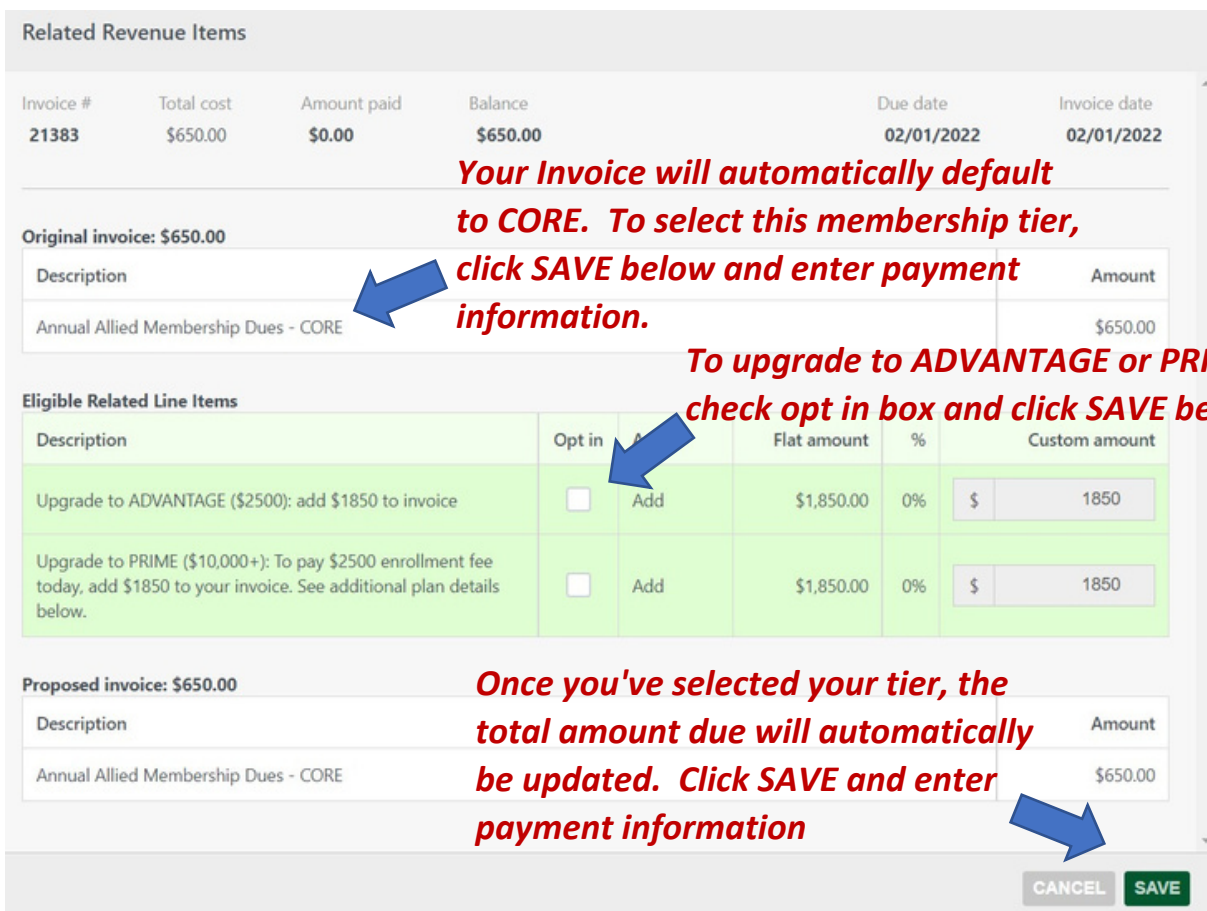
### Connecticut Restaurant Association



Log in to the Member Portal using the primary email account (or any primary user profile) on your membership. Use the "Forgot My Password" function if you need to reset your password.



Once logged in, you will see a link to view or pay any open invoices. Click "Pay Invoices", then select "Pay Now" for the invoice and a pop up screen like below will appear. This is where you will select your level and submit payment.



Invoice #	Total cost	Amount paid	Balance	Due date	Invoice date
21383	\$650.00	\$0.00	\$650.00	02/01/2022	02/01/2022

**Original invoice: \$650.00**

Description	Amount
Annual Allied Membership Dues - CORE	\$650.00

**Eligible Related Line Items**

Description	Opt in	Add	Flat amount	%	Custom amount
Upgrade to ADVANTAGE (\$2500): add \$1850 to invoice	<input type="checkbox"/>	Add	\$1,850.00	0%	\$ 1850
Upgrade to PRIME (\$10,000+): To pay \$2500 enrollment fee today, add \$1850 to your invoice. See additional plan details below.	<input type="checkbox"/>	Add	\$1,850.00	0%	\$ 1850

**Proposed invoice: \$650.00**

Description	Amount
Annual Allied Membership Dues - CORE	\$650.00

**NOTE:** Once you click SAVE, you will not be able to go back and change your invoice. Email us at [membership@ctrestaurant.org](mailto:membership@ctrestaurant.org) if you need your invoice reset.



## How to Become an Allied Member

### Instructions for New Members

Congratulations on deciding to become an Allied Member! Your investment demonstrates your commitment to the CRA and the critical advocacy work we do in support of the industry. Vendors in our Allied Member program serve as an important resource to our members and other industry professionals who turn to the CRA as a source of referrals.

It is our hope that your active engagement as an Allied Member not only helps the CRA better advocate on behalf of our industry, but also offers you high value connections and new business opportunities.

During the application process, you will select your Membership Level of **CORE**, **ADVANTAGE** or **PRIME**. Before selecting your tier, please review benefits comparison information in this packet to determine what level of engagement is best for you.

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### JOIN TODAY

To become an Allied Member today, please complete online application with payment at <http://ctrestaurant.org/allied-members>

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### Our Membership Team

Feel free to reach out to anyone on our Membership Team with questions about the CRA or our Allied Membership program.

**Yvette M Tavares**  
Vice President of Sales & Operations  
[tavares@ctrestaurant.org](mailto:tavares@ctrestaurant.org)

**Liz Barry**  
Membership & Events Manager  
[barry@ctrestaurant.org](mailto:barry@ctrestaurant.org)

**Katie Gerber**  
Administrative Coordinator  
[gerber@ctrestaurant.org](mailto:gerber@ctrestaurant.org)

For general inquiries, please email us at [membership@ctrestaurant.org](mailto:membership@ctrestaurant.org).