Members include owners and operators of restaurants ranging from quick service to fast casual, catering to fine dining, and everything in between.

Pre-COVID-19, represented more than 50,000 eating and drinking locations across Texas state.

Pre-COVID, Texas’ foodservice industry included more than 1.4 million jobs, equaling 10% of employment in the entire state.

Throughout the pandemic, TRA used its communication channels to broadcast updates statewide that kept Texas restaurants best prepared to tackle the worst catastrophe in the industry’s history.
BRAND NEW Mobile APP

TRA’s brand new mobile application will be the members go-to source for association and industry information. The app includes:

- A continuously updated newsfeed.
- Information on events throughout the year.
- A forum for discussion on industry trends and topics.
- Access to an online directory.

<table>
<thead>
<tr>
<th>Offerings</th>
<th>Level 1 (exclusive!)</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 spot</td>
<td>2 spots</td>
<td>4 spots</td>
<td>5 spots</td>
</tr>
<tr>
<td><strong>Offerings</strong></td>
<td>$4,500</td>
<td>$3,500</td>
<td>$2,500</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Banner Advertising</strong></td>
<td>Within newsfeed; 1032 x 360 pixels</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Sponsored Content</strong></td>
<td>Post within newsfeed</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Enhanced Engagement</strong></td>
<td>White Papers and Polls</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td><strong>Landing Page</strong></td>
<td>On main login screen</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Strong Reach and Readership

- **TRA Front Burner** is sent out bimonthly to 3,500 foodservice professionals.
- Provides members with industry news and trends, events, and compliance issues.
- Content based on membership interests

Banner Advertising

- Five positions, no rotation
- High visibility within content
- Headline Leaderboard (600 x 100 pixels) = $2,495
- Leaderboard 2 = $1,995
- Rectangle 1 and 2 (500 x 500 pixels) = $1,995
- Leaderboard 3 (600 x 100 pixels) = $1,795
- All positions will run annually

Sponsored Content

- Exclusive, one per issue
- Thought leadership opportunity
- Proofing assistance provided; writing services available ($375 fee)
- Includes logo/headshot, 75-word lead-in, author contact, and link to content
- $995 each month
NEW! TRA’s new monthly Thought Leadership series creates a forum for our industry suppliers to share their expertise with members throughout the state. This is an excellent opportunity for you to position your company as a go-to resource by keeping our members on top of trends such as sustainable dining, consumer behavior, technological innovation, and new government norms and standards.

Your Thought Leadership will distribute as an e-blast, designed to be purely educational in nature to keep readership interested. Your dedicated e-blast is exclusive to your company and includes both your content and an ad that links back to your website.

**SPECIFICATIONS:**

**Length = 500 to 600 words**  
**Ad size = 728 x 90**

All content is subject to review to ensure purely educational subject matter and may be edited for your review prior to publication. Writing services are available for help creating your content ($350).

Chris Chiccarello | 352-388-7030 | chrisc@thewymancompany.com
WEBINAR Sponsorships

What’s included:

1. Jointly marketed between TRA and sponsoring company

2. Sponsoring company’s logo included on the promotion and marketing of the event

3. Logo visible throughout the webinar

4. Webinar topic is introduced by the sponsor with a 90-second company promotion or overview.

5. Webinar concludes with thanking the sponsor

6. The webinar is recapped in a brief article and pushed out on TRA communication channels with sponsor recognition

7. List of registrants and contact information provided to the sponsor

8. Banner with “Sponsored by: [logo]” in the webinar listing on the app

Topic and date of webinar will be decided by TRA & sponsor.

Option 1:

Sponsor the topic and intro the speaker

$3,500

Option 2:

Sponsor the topic and be a speaker

$5,000

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