

# 10 Ways to Leverage your Allied Membership Today!

01

## SPECIAL OFFERS

Our Member Savings Program allows you to promote special incentives available only to CRA members. Whether that's a special discount, a free upgrade, or other special incentives, it's free for you to use and the CRA actively promotes the program.

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## EVENT PROMOTION

We know you offer many great programs and events throughout the year, and we want to share them with our members! Our Community Calendar is free for members and a great place for you to promote your webinars, info sessions, networking events, fundraising events, product expos and more!

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## INDUSTRY PARTNER

One of the most powerful benefits of being an Allied Member is promoting yourself as a dedicated partner of the CRA. Your membership demonstrates your commitment to the industry and your support of our critical advocacy work.

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## ASSOCIATION EVENTS

The CRA hosts three signature events every year, the ProStart Invitational in March, our Annual Golf Classic in June, and the CRAZies Awards in December. These are highly promoted events with incredible attendance and high value branding visibility. If you don't have a big budget for sponsorships, purchase a ticket (or volunteer) and attend for the networking value.

Promote

Engage

Be a Resource

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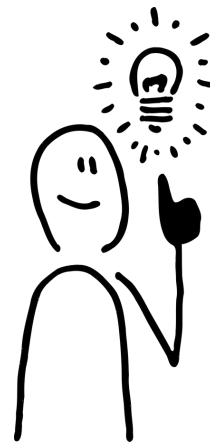
## BUILD YOUR NETWORK

We know that growing business is about building relationships. But building trust takes time and requires that you show up! There's no more effective way to do that than being actively engaged with the CRA. Attend our events, be at our seminars, support our foundation or share our resources. Our network is your network.

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## GIVE BACK

Did you know the CRA has a non-profit arm? The Connecticut Hospitality Educational Foundation (501)(c)(3) works to promote the health and prosperity of CT's hospitality industry through education, work force development, scholarships and financial assistance. Help us to raise funds and awareness or get involved as a volunteer, mentor, judge, or field trip host.



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## RESOURCE GUIDE

All CRA members get a copy of our Member Resource Guide, our go to resource for industry support and information. Your membership includes a free listing in our guide! Core Members get your business name listed and Advantage and Prime Partners get a detailed listing with contact information and prime placement.

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## INDUSTRY UPDATES

The CRA regularly hosts industry update webinars and informational seminars. Staying informed about issues impacting the industry allows you to position yourself as trusted resource to your restaurant clients.

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## DIRECTORY LISTING

Our Allied Member directory is a resource to our members. Make sure your listing is up to date including your primary contact, business description, keywords, website, and social media handles. This makes it easier for people to find you and helps your profile to stand out. Advantage and Prime members can also list in multiple categories.

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## THOUGHT LEADERSHIP

Have you written any creative industry articles recently? Send it to us! We are always looking for thoughtful content to share across our media channels.