



*Inspiring youth, Our industry's future.*

PRESENTED BY:



Learn · Lead · Succeed

PROUD SUPPORTERS OF:



HONORING **ALFRED PORTALE**  
GOTHAM BAR AND GRILL

INDUSTRY PARTNER AWARD  
**Pesetsky and Bookman**  
ATTORNEYS AT LAW

**Monday, March 1, 2010** • Tribeca Grill • 375 Greenwich Street, New York, NY

I would like to support The New York State Restaurant Association Educational Foundation's TY Awards Dinner. Proceeds will benefit the NYSRAEF mission to serve as the preferred source of education, training, resources and research for the hospitality industries of New York. Please reserve the following sponsor packages by Friday, February 19, 2010.

**SPONSOR PACKAGES**

- Pacesetter** .....\$10,000  
Ten Event Tickets  
Ten Tickets to the VIP Reception  
Journal Cover Selection  
Name and/or Company Listed on All Promotional Material
- Benefactor** .....\$5,000  
Ten Event Tickets  
Six Tickets to the VIP Reception  
Gold Page in Journal  
Name and/or Company Listed on All Promotional Material
- Patron** .....\$3,000  
Ten Event Tickets  
Silver Page in Journal  
Name and/or Company Listed on All Promotional Material
- Friend** .....\$1,500  
Four Event Tickets  
Silver Page in Journal
- Individual Ticket(s)** .....\$150  
\_\_\_\_\_ at \$150 = \_\_\_\_\_

For Tax Purposes, the Fair Market Value of Your Dinner is \$110 Per Person. The Remainder is Your Charitable Contribution.

**JOURNAL ADS ONLY**

- Journal Cover Selections** .....\$2,500  
(Inside front, inside back and outside back)
  - Full Gold Page** .....\$1,500
  - Full Silver Page** .....\$1,000
  - Full White Page** .....\$750
  - Half White Page** .....\$500
  - Quarter White Page** .....\$250
    - Ad copy/artwork attached
    - Camera-ready art to follow
    - Electronic file
- Note:** When submitting an electronic file, please include sponsor/journal advertiser name in title of document. Email final file to michael@hrginc.net

**DEADLINE FOR JOURNAL COPY IS FRIDAY, FEBRUARY 19, 2010**

**JOURNAL AD SIZES**

- Full Page 7 1/2" x 10"
- Half Page 7 1/2" x 4 1/2"
- Quarter Page 3 1/2" x 4 1/2"

**FAX OR MAIL FORM TO:**

**NYSRAEF**

**c/o Hospitality Resource Group, Inc.**

237 Mamaroneck Avenue  
White Plains, NY 10605  
Phone (914) 761-7111 • Fax (914) 761-7854

**For more information, please call (914) 761-7111 or visit [www.NYSRA.org](http://www.NYSRA.org)**

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Total Amount Enclosed \_\_\_\_\_

**Make Check Payable to: NYSRAEF**

Visa / MasterCard / AMEX / Discover

Credit Card # \_\_\_\_\_

Exp. \_\_\_\_\_ Signature \_\_\_\_\_

**GOLD, SILVER AND FULL PAGES  
INSIDE FRONT AND BACK COVERS**

Image area – 7 1/2” x 10”  
Horizontal

**QUARTER PAGE**

Image area – 3 1/2” x 4 1/2”  
Vertical

**PAGE LAYOUT SPECIFICATIONS**

- All Gold, Silver and Full page ads and the Inside Front and Back Covers have an image area of 7 1/2” x 10”  
Area indicated by outer rule
- Half page ads have an image area of 7 1/2” x 4 1/2”  
Area indicated by black tint at bottom of page
- Quarter page ads have an image area of 3 1/2” x 4 1/2”  
Area indicated by green tint at top of page

Image area is smaller than page size due to borders and artwork used in the production of the journal. Pages do not bleed.

**HALF PAGE**

Image area – 7 1/2” x 4 1/2”  
Horizontal