



SPONSORSHIP PROGRAMME

2023-2024

THE SRA X SPONSORSHIP

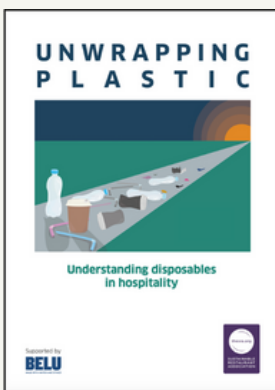
Accelerating progress toward a more sustainable future in the hospitality industry is a difficult and urgent task. We would like to offer you the opportunity to join us in supporting meaningful change.

The Sustainable Restaurant Association sets the global standard for sustainability in the F+B sector. We advocate for challenges to be considered holistically and offer practical and impactful solutions.

Our audience is keenly aware that business operations must change in order to tackle climate change and social injustice in the food system, but often lacks the toolkits and knowledge to do so.

Through sponsorship opportunities with The SRA, we are developing a Knowledge Library rich with practical resources and guidance on how to address the key impactful issues facing restaurants and foodservice operators.

We're delighted to offer you the opportunity to align with our supportive approach to encourage and inform the wider industry. With this in mind, we are creating a series of toolkits and webinars highlighting feasible actions to deploy and assess impact now – for a more sustainable future in the hospitality industry.



"In a variety of ways the SRA team and the access they provide us to the wider Food Made Good community and resources has been fundamental in supporting our efforts towards becoming an increasingly sustainable caterer."

- Fooditude, 3-star accredited London-based caterer

SPONSORED ASSETS

All materials produced will be accessible to sponsors and we strongly encourage you to share them across your networks as well. They will remain on our channels for a minimum of 2 years. The SRA will ultimately have control of content with contributions from the sponsor. Sponsors will be informed on progress and consulted before sign off.

GUIDES & TOOLKITS

In the form of a 2-5 page designed downloadable PDF document.

The asset will explain the issue(s) and why it matters to operators. It will identify some practical actions businesses can take to improve the sustainability of their operations; including specific applicable tools and templates to support taking action. A minimum of one case study will be included and the asset will point to additional supporting/ relevant resources. The topics and actions will be closely linked to FMG Standard and scoring.

TRAINING MODULES

A pre-recorded video or podcast hosted by the SRA.

A focused approach to facilitate learning about the issue and framework area. The module will be run by the SRA and cover explanations, facts and examples of good practice through the use of case studies. Training modules will support the use of the practical resources and templates created in the guides toolkits.

WEBINAR OR PODCAST

A 30-45 minute discussion about the topic in practice, with the SRA and your business.

A live recorded discussion about the issue hosted by the SRA with the opportunity for your business or one of your customers to join. Discussing the challenges/ barriers and how to overcome them with practical solutions in operations. An educational but engaging dialogue aimed to increase awareness and motivate action.

FRAMEWORK AREA

Exclusive sponsorship of an entire issue.

Sponsoring a framework area would allow you the opportunity to be named on the guide, toolkit, webinar and training module. Featuring your case studies and examples of how your business can be a solution provider.

KNOWLEDGE LIBRARY

	<i>Basic £2,500</i>	<i>Exclusive £5,000</i>
Guides & Toolkits	<ul style="list-style-type: none"> Your logo featured (non-exclusive) on a relevant guide or toolkit resource covering one of our 10 framework areas An opportunity to feature as a case study/solution for the relevant impact area 	<ul style="list-style-type: none"> Your logo featured exclusively on a relevant guide and/or toolkit resource covering one of our 10 framework areas An opportunity to feature as a case study/solution for the relevant impact area

	<i>Basic £2,500</i>	<i>Exclusive £5,000</i>
Webinar or Podcast	<ul style="list-style-type: none"> Your logo featured (non-exclusive) on a relevant webinar covering one of our 10 framework areas An opportunity to join the webinar panel discussing the framework area as a solution provider 	<ul style="list-style-type: none"> Your logo featured exclusively on a relevant webinar or podcast covering one of our 10 framework areas An opportunity to be hosted on the webinar or podcast to discuss your experience as a solution provider

	<i>Basic £2,500</i>	<i>Exclusive £5,000</i>
Training Modules	<ul style="list-style-type: none"> Your logo featured (non-exclusive) in support of our framework area training module (pre-recorded video) Mention of your business as a solution provider 	<ul style="list-style-type: none"> Your logo featured exclusively in support of our framework area training module (pre-recorded video or podcast) A case study example of how your business helps tackle the issue shared as a part of the training

	<i>Starting at £20,000 POA depending on number of assets</i>
Framework Area	<ul style="list-style-type: none"> Your logo featured exclusively in support of all the assets produced for one framework area Case study examples of how your business helps restaurants address the issue The SRA will ensure the content and message of all assets aligns to our Framework & Standard Assessment

OUR CHANNELS & REACH

Our dynamic channels function as a platform where interested individuals and businesses in the global hospitality landscape gather to connect, learn and collaborate in our shared commitment to accelerating sustainable change within the hospitality industry. You can discover insights, learn from experts and be inspired by new ideas. You can also share your thoughts, find solutions to challenges, celebrate those who meet our #FoodMadeGood Standard and learn about our exciting projects and partnerships. Plus, receive invitations to global speaking engagements and more!



	Basic £2,500	Exclusive £5,000
+ Exposure	<ul style="list-style-type: none"> • 1 co-branded Instagram grid post • 1 co-branded Instagram story post • 1 newsletter feature • 1 LinkedIn post • The asset will be hosted on our online community (850 members) 	<ul style="list-style-type: none"> • 2 co-branded Instagram grid posts • 2 co-branded Instagram story posts • 2 newsletter features • 2 LinkedIn posts • The asset will be hosted on our online community (850 members) and directly linked to in our Standard action plan reports when relevant

OUR FRAMEWORK



Celebrate Provenance



Support Farmers and Fishers



More Plants, Better Meat



Source Seafood Sustainably



Reduce Your Footprint



Waste No Food



Support the Community



Reduce, Reuse, Recycle



Treat Staff Fairly



Feed People Well

For over 10 years, The Sustainable Restaurant Association has connected businesses around the world to accelerate change toward a hospitality sector that is socially and progressive and environmentally restorative. Limiting global warming to 1.5 degrees or below is an immense and urgent challenge that requires every one of us to act. Every part of the world is experiencing the consequences of the climate crisis: increasingly extreme weather events, rising sea levels, flooding, fires, droughts, famine, eroded soils, biodiversity loss, severely reduced fish stocks and terrifying declines in the populations of pollinating insects. Meanwhile, social inequalities continue to widen, and the brutal impact of the climate crisis is felt disproportionately by the most vulnerable ecosystems and communities among us.

If we stand any chance of meeting our climate targets, then immediate, radical and sustained change is needed across all sectors, within this decade. It is not enough for businesses to simply signal that sustainability matters – they must demonstrate that they are taking measurable action across a wide range of sustainability issues.

Our core mission is to support the industry in defining what ‘good’ looks like for the hospitality industry in today’s world and, more importantly, to provide practical solutions and a clear understanding of how to get there. Your support would allow us to expand our Knowledge Library and provide more targeted supporting materials to the industry – join us in creating a more sustainable hospitality sector!

THE SRA x YOUR BUSINESS

Space to share details about the potential sponsor, why they make sense and what area we think would be best suited.

FOR FURTHER INFORMATION

Please contact:

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Visit our website at:
www.thesra.org



SUSTAINABLE
RESTAURANT
ASSOCIATION

WE THANK YOU
FOR YOUR CONTINUED SUPPORT IN
ACCELERATING CHANGE