



## **Who We Are**

The Nashville Independent Restaurant Association – known as the Nashville Originals – is dedicated to the preservation and enhancement of the culinary scene in our city.

What we eat, and where we eat, comprise an integral part of our culture. Our home-grown restaurants reflect who we are.

Nashville Originals support one another, and together we aid local initiatives and work to protect the interests of our members and the dining public.

## **What We Do**

-- Our highly successful citywide Nashville Restaurant Week, which has grown into a popular twice-yearly event, is recognized as among the best in the nation.

-- We continually raise awareness of Nashville Originals members and affiliates through print, broadcast and online advertising, interviews and events, social media collaboration and other opportunities.

-- We print thousands of Nashville Originals rack cards, an attractive color pamphlet that directs people to the Nashville Originals mobile app, that are distributed through member restaurants and strategic hospitality and tourism sites around Middle Tennessee.

-- The NashvilleOriginals.com website serves as a critical online resource, offering detailed profiles and photographs for each member restaurant, an event calendar, Originals recipes, a job board and more, along with an affiliate member resource guide. An average month sees upwards of 20,000 visits to the site.

-- With more than 12,500 Facebook fans, 5,500 Twitter followers and active presences on Pinterest, Instagram and other social media sites, the Originals can help you get the word out about your specific news and promotions.

--We have also built an e-mail list of several thousand Nashvillians and visitors. This is a highly targeted list of supporters with whom we communicate regularly.



-- We support community initiatives such as Second Harvest Food Bank, the Nashville Farmers' Market, Cheekwood's Highballs and Hydrangeas, the Belcourt Theatre and the culinary arts program at Nashville State Community College.

-- Our discount gift certificate program has become one of the country's most successful. Gift certificates are posted for sale once each quarter.

-- Separately, Nashville Originals gift certificates are available throughout the year, and are popular marketing tools. These are redeemable at any member restaurant, and members are fully reimbursed through the simple and reliable InstaGift system.

-- We represent our members on a number of important industry matters, such as reducing tip credit, food handling and other restaurant-related regulatory issues and legislation. We work through our professional lobbyist and represent a powerful grassroots network.

-- Affiliate members are positioned on our website as a comprehensive resource of "endorsed local providers" for both our membership and the general public.

### **Membership Benefits**

*Publicity* – As an organization, the Originals command significant earned media. Additionally, we work with a full-service public relations firm who is ready and willing to help you individually. There are endless opportunities for promotion of your restaurant through your association with the Nashville Originals.

*Collaboration* – Membership in the Originals means that you've established yourself as a critical component of Nashville's culture. Originals members work together to advance the common mission, and recognize that individual success is essential to that of the organization.

*More traffic, more revenue* – Through Restaurant Weeks, an ongoing advertising campaign, considerable online and print resources and other efforts, we can move the needle. More full dining rooms means more dollars to the bottom line. That has a downstream effect on suppliers.

*Industry news* – A monthly e-newsletter, social media and other communications outlets help keep you abreast of the latest industry news and issues.



*Ongoing training and professional development* – At membership meetings and at other times throughout the year, opportunities exist for additional training and professional development. Best practices, legislative updates, seminars and more are some of the benefits of membership.

*Buying power* – Suppliers and producers know the collective impact of the Nashville Originals, and sometimes that results in opportunities to cut costs or secure local, limited-supply product as part of your membership. For affiliates, that means special members-only partnerships that we can help promote.

*Year-round Support* – The full resources of our organization are there to support you, year-round. We love to find ways to work together, for everyone's benefit.

### **Membership Requirements**

- \* In business for more than one year
- \* Endorsed by a Nashville Original in good standing
- \* Demonstrated commitment to Nashville's culinary culture

In return, you enjoy the increased awareness (and revenue) that results from our ongoing campaign and promotion to members and others. You'll also benefit from frequent updates on local restaurant news and issues, a voice in Metro and on Capitol Hill, and support from other restaurant vendors and suppliers.

Why not join us? The cost is marginal, and the benefits are a great return on investment. We welcome the opportunity to discuss membership in greater detail, and to tailor a package that works best for you.

Please complete the following forms and return them with your membership dues to:

Nashville Originals

P.O. Box 120571

Nashville, TN 37212



## **Nashville Originals**

### *Affiliate Membership Program*

Since 2006, the non-profit Nashville Independent Restaurant Association has been known as the “Nashville Originals” – locally owned and loved dining destinations that range from burger joints and ethnic options to fine dining establishments. The nearly 60 members work together to sustain the independent restaurant as an essential component of Nashville’s cultural identity.

Now, for the first time ever, the organization is offering affiliate memberships to qualified local suppliers – the companies that help our members thrive.

To qualify for affiliate membership, a company must be: Locally owned and operated (franchises and local offices of national/international corporations can qualify on a case-by-case basis); in business for more a minimum of one year; licensed, bonded and insured; endorsed by at least one Nashville Originals member. Affiliate Membership levels include:

#### **Affiliate Member (\$750 annual)**

- Basic listing on nashvilleoriginals.com, including contact info and live link
- Attendance at quarterly Originals events
- Group promotion through Originals communication resources

#### **Affiliate Sponsor (\$1,000 annual)**

- All of the above, plus:
- Website listing includes logo
- Two dedicated ads in the Originals e-newsletter
- Social media mentions and collaboration
- Opportunities to participate as a sponsor in Originals events

#### **Affiliate Partner (\$1,500 annual + Sales Program: ~1%)**

- All of the above, plus:
- Premium website listing (top line banner ad)
- Top billing in e-newsletter “ads”
- Opportunities to serve as a presenting sponsor on Originals events
- Dedicated cross promotion through social media and advertising
- Custom promotions –member introductions, mutually beneficial sales programs, first choice on presentation of Originals socials and seminars



Affiliate Membership Agreement

I \_\_\_\_\_(print name) from  
\_\_\_\_\_(company name) agree to be an affiliate member of Nashville Originals.

As an affiliate member, I agree to pay required dues, attend meetings, actively participate in events and promotions, and represent the organization with integrity.

Signed \_\_\_\_\_ Date\_\_\_\_\_

Witnessed \_\_\_\_\_

Please fill out and return to:

Nashville Originals  
P.O. Box 120571  
Nashville, TN 37212



Please provide the following information.

Company/Organization \_\_\_\_\_  
Name \_\_\_\_\_  
Authorized Contact(s) \_\_\_\_\_  
Contact(s) Cell#(s) \_\_\_\_\_  
Contact E-mail \_\_\_\_\_  
Website \_\_\_\_\_  
Street Address \_\_\_\_\_  
City/ZIP \_\_\_\_\_  
Business Phone: (615) \_\_\_\_\_  
Business Fax (615) \_\_\_\_\_  
Type of Business: \_\_\_\_\_  
General Cost of Services: \_\_\_\_\_  
Hours: \_\_\_\_\_  
Endorsing Member: \_\_\_\_\_

Please describe your organization:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Check the category under which you would like to be listed:

- Beer/Liquor/Wine  Other Beverages  Cleaning Supplies & Services
- Linen Services  Grease Traps/HVAC/Plumbing  Furniture & Equipment
- Electronic Equipment & Computers  Exterminators  Waste Services
- Fire Protection & Suppression Systems  Payroll Services  Office Supplies
- Florists  Bakery/Breads  Dairy Products  Eggs/Meat/Poultry/Seafood
- Produce  Specialty Foods  Other: \_\_\_\_\_



**Please mail all documents to:**

Nashville Originals  
P.O. Box 120571  
Nashville, TN 37212

***Thank you for supporting Music City's independent restaurant community!***