MEMBERS DOING BUSINESS WITH MEMBERS

2022 SPONSORSHIP OPPORTUNITIES

As of 11/5/2021
As a CFHLA Member, you are invited to become a CFHLA Events and Programs Sponsor through the Association’s 2022 Sponsorship Opportunities. Through these opportunities, you can reach your target audience and heighten your company’s visibility!

In 2022, CFHLA will conduct a range of member-exclusive and community events that will attract hospitality executives and business leaders from companies across Central Florida. These events give our sponsors an opportunity to reach a large and responsive business audience.

On the following pages, you will find a calendar of these activities, with a detailed description of each and its sponsorship opportunities. For your convenience, sponsorships may be purchased online at www.CFHLA.org/sponsorship-opportunities, starting November 19, 2021.

You may sponsor one or several events. CFHLA can customize a sponsorship strategy that meets your company’s specific needs.

When selecting the sponsorship opportunity that best fits your marketing needs, please be advised that all sponsorships are a FIRM COMMITMENT. Once your sponsorship has been secured on any medium (flyers, programs, invitations, etc.) your sponsorship will NOT be eligible for a refund or cancellation. Thank you for your understanding of this policy.

Please note, this sponsorship program is available only to CFHLA Members and is offered through an online purchase format. Regrettably, sponsorship opportunities may not be shared with another company.

Please contact the CFHLA Staff if you have questions or need additional information relating to 2022 sponsorships.
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ASSOCIATION MEETINGS
(5-200 ATTENDEES: These meetings offered at a variety of times)

AREA GENERAL MANAGER MEETINGS
Quarterly Meetings - Guaranteed minimum 3 meetings per sponsorship
Areas Available: Downtown Orlando, Seminole County, Osceola County, Orlando International Airport, UCF Area, I-Drive / Lake Buena Vista Area

$1,000 (6 Sponsors)
8-10 General Managers (Per region)
SPONSORSHIP INCLUDES:
- 1 COMPANY REPRESENTATIVE PRESENT AT EACH MEETING
- 2-3 MINUTE VERBAL PRESENTATION TO ATTENDEES
- BANNER AT LUNCHEON (PROVIDED BY SPONSOR)
- ONE PAGE ADVERTISEMENT IN MEETING MATERIALS BOOKLET
- “BACK OF THE HOUSE” RECOGNITION

BOARD OF DIRECTORS MEETINGS
January 25, March 29, May 24, July 26, September 27, November 17 Board Retreat (subject to change)
This CFHLA Leadership Group meets bi-monthly to discuss the goals and direction of the Association
$1,500 per meeting (5 Sponsors)
$2,500 Board of Directors Retreat (1 Sponsor)
Approximately 60 Attendees (Lodging Executive Majority)
SPONSORSHIP INCLUDES:
- 3 MINUTE VERBAL PRESENTATION TO BOARD OF DIRECTORS
- CONTACT LIST INCLUDING ALL CFHLA BOARD MEMBERS
- FULL PAGE COLOR ADVERTISEMENT ON BACK OF MEETING BOOKLET
- RECOGNITION TABLE TENTS WITH LOGO AT EACH TABLE
- COMPANY NAME AND WEB LINK ON ALL MEETING INVITATIONS
- “BACK OF THE HOUSE” RECOGNITION
- OPPORTUNITY TO PROVIDE GIFTS WITH COMPANY LOGO

Downtown and UCF Area Hoteliers Groups
ASSOCIATION MEETINGS
(5-200 ATTENDEES: These meetings offered at a variety of times)

EXECUTIVE COMMITTEE MEETINGS

January 11, February 8, March 8, April 12, May 10, June 14, July 12, August 9, September 20
October 11, November 4, December 13 (subject to change)

This selective Committee comprised of the Executive Leadership Members of the Board of Directors
meets monthly to maintain the integrity and direction of the Association

$300 (12 Sponsors)

5-8 Lodging Executives (CFHLA Executive Committee Members)

SPONSORSHIP INCLUDES:

- 3 MINUTE VERBAL PRESENTATION TO EXECUTIVE COMMITTEE
- FULL PAGE COLOR ADVERTISEMENT ON BACK OF MEETING BOOKLET
- RECOGNITION TABLE TENTS WITH LOGO AT EACH TABLE
- OPPORTUNITY TO PROVIDE GIFTS WITH COMPANY LOGO
- COMPANY NAME AND WEB LINK ON ALL MEETING INVITATIONS
- "BACK OF THE HOUSE RECOGNITION"
ASSOCIATION MEETINGS
(5-200 ATTENDEES: These meetings offered at a variety of times)

VACATION OWNERSHIP COUNCIL MEETINGS
Minimum of 5 Meetings per year, based on Council availability
This selective Committee comprised of Vacation Ownership Operators meets bi-monthly to
discuss industry issues specifically relating to the Vacation Ownership properties

$1,500 (1 Sponsor)
10-20 Lodging Executives (Vacation Ownership Council Members)

SPONSORSHIP INCLUDES:
- 2-3 MINUTE VERBAL PRESENTATION TO ATTENDEES
- FULL PAGE COLOR ADVERTISEMENT ON BACK OF MEETING BOOKLET
- RECOGNITION TABLE TENTS WITH LOGO AT EACH TABLE
- OPPORTUNITY TO PROVIDE GIFTS WITH COMPANY LOGO
- COMPANY NAME ON ALL MEETING INVITATIONS
- “BACK OF THE HOUSE” RECOGNITION

The CFHLA Vacation Ownership Council
ALLIED RELATIONS COUNCIL BREAKFASTS

January 11, March 8, May 10, July 12, September 13

The CFHLA Allied Relations Council conducts 6 breakfast meetings annually with topic discussions relating to conducting business with Central Florida Lodging Establishments

$2,000 (1 Sponsor)

125 - 150 Allied Members, plus Lodging Speaker Panel

SPONSORSHIP INCLUDES:

- 5 ARC BREAKFASTS
- 2 COMPLIMENTARY SEATS PER BREAKFAST
- 3 MINUTE VERBAL PRESENTATION AT EACH BREAKFAST
- RECOGNITION TABLE TENTS WITH LOGO AT EACH TABLE
- COMPANY LOGO FEATURED ON ALL DISTRIBUTED ITEMS
- "BACK OF THE HOUSE" RECOGNITION

*NOTE: NOVEMBER BREAKFAST NOT INCLUDED IN THIS SPONSORSHIP
BREAKFASTS / RECEPTIONS
(50-500 ATTENDEES)

Patriot Day Remembrance
September 9, 2022
An outstanding annual breakfast in honor of the first responders of Central Florida (Law Enforcement, Fire Rescue, EMS, and Hospitality Security) and in remembrance of the victims of September 11, 2001.

Sponsorships Levels:
- Corporate Sponsor: $7,500 (1 Available)
- Heroes Table Sponsor: $250 (10 Available)

500+ Attendees (including Local First Responders)
CORPORATE SPONSORSHIP INCLUDES:
- BREAKFAST TABLE OF 8
- 3-5 MINUTE WELCOME PRESENTATION AT THE BEGINNING OF PROGRAM
- CORPORATE LOGO ON RECOGNITION TABLE TENTS AND POWERPOINT
- DISPLAY TABLE NEAR ATTENDEE REGISTRATION
- LOGO ON ALL RELATED PRINTED MATERIALS AND CFHLA WEBSITE (FLYERS, PROGRAMS, NEWSLETTER ARTICLES, ETC.)
- “BACK OF THE HOUSE” RECOGNITION

HEROES TABLE SPONSORSHIP INCLUDES:
- DONATED TABLE OF 8 FOR EVENT HONOREES / FIRST RESPONDERS
- SPECIAL TABLE TENT WITH COMPANY NAME
- “BACK OF THE HOUSE” RECOGNITION
- LISTED ON CFHLA WEBSITE

The 2020 Patriot Day Remembrance
EDUCATIONAL SEMINARS
(50 - 200+ ATTENDEES)

HUMAN RESOURCES SEMINAR SERIES
(Dates TBD)
CFHLA partners with HHRA Central Florida Chapter to provide a 3 part educational seminar series for all CFHLA HR Members.

Sponsorship Levels
- Corporate Sponsor: $1,500 (1 Sponsor)
- Corporate Partners: $500 (3 Sponsors)
- Breakfast Sponsor: $750

40 - 60 HR Professionals (Majority Lodging)

SPONSORSHIP INCLUDES:
• COMPANY LOGO FEATURED ON ALL DISTRIBUTED ITEMS
• RECOGNITION ON SPONSOR TABLE TENT
• 1-2 MINUTE WELCOME REMARKS AT EACH SEMINAR
• OPPORTUNITY TO DISTRIBUTE MARKETING MATERIALS AT EACH SEMINAR
• "BACK OF THE HOUSE" RECOGNITION

OTHER EDUCATIONAL SEMINARS
Various dates throughout the year
CFHLA offers several educational opportunities to various groups within the Membership throughout the year.

These sponsorships are sold as demands occurs. These seminars include the following:

• Engineers Council Seminars
• Food & Beverage Council Seminars
• Security & Safety Council Seminars
• Other (needs based)

*Sponsorship costs vary based on topic, target group and anticipated number of attendees.
**SPORTS EVENTS**

60-150 Attendees

HALLOWEEN GOLF OPEN

*IMPORTANT: To respect both new and current CFHLA members, sales of this sponsorship will occur in July 2022.*

**OCTOBER 28, 2022**

Sponsorship Levels

- Corporate Sponsor: $7,500 (1 Sponsor)
- Alcohol Serving Hole Sponsors: $600 (8 Sponsors*)
- Non-Alcohol Hole Sponsors: $400 (9 Sponsors)
- Putting Contest Sponsor (Alcohol): $600 (1 Sponsor)
- Breakfast Sponsor (Non-Alcohol): $350 (1 Sponsor)
  - Sponsor must provide food and coffee for 100 people & may attend the breakfast only
- Pumpkin Raffle Sponsor: $500 (1 Sponsor)
- NEW FOR 2022 - Closet to the Pin and Longest Drive
  - Sponsorship upgrade will be available at a later date

CORPORATE SPONSORSHIP INCLUDES:

- All benefits of an alcohol hole sponsorship
- “no more than 2” service/segment representatives guarantee**
- 1 golf foursome
- Presentation before outing / at luncheon
- Company logo featured on all distributed marketing items
- Additional signage at the tournament (3 signs)
- Logo on polo shirt or gift given to all golfers
  (to be selected/provided by CFHLA)
- “back of the house” recognition

HOLE SPONSORSHIP INCLUDES:

(BENEFITS ALSO APPLY TO PUTTING CONTEST SPONSOR)

- Display table and signage at assigned hole
- Logo on cart GPS (if available at host course)
- Company name on sponsor appreciation sign at player registration
- “no more than 3” service/segment representatives guarantee**
- 2 seats at the luncheon
- “back of the house” recognition

PUMPKIN RAFFLE SPONSORSHIP INCLUDES:

- Corporate logo on 375 pumpkin raffle tickets
- Table-top display at the event luncheon (if requested)
- Company banner (up to 3’ x 5’), or pull-up displayed at event
  (to be provided by your company)
- Logo on the luncheon powerpoint presentation
- 2 seats at the luncheon
- “back of the house” recognition

*Please note CFHLA implements an Alcohol Policy at all Golf Events (page 23)

**A limited number of companies shall represent the same service or industry segment per event
ST. PATRICK’S DAY GOLF OUTING
March 17, 2022
This golf outing draws prominent industry leaders to Central Florida golf courses

Sponsorship Levels
- Corporate Sponsor: $7,500 (1 Available)
- Alcohol Serving Hole Sponsors: $600 (8 Available*)
- Non-Alcohol Hole Sponsors: $400 (9 Available)
- Putting Contest Sponsor (Alcohol): $600 (1 Available)
- Shamrock Raffle Sponsor $500 (1 Available)
- Breakfast Sponsor (Non-Alcohol): $350 (1 Available)
  - SPONSOR MUST PROVIDE FOOD AND COFFEE FOR 100 PEOPLE & MAY ATTEND THE BREAKFAST ONLY
- NEW FOR 2022- Closet to the Pin and Longest Drive
- Sponsorship Upgrade will be Available at a Later Date

CORPORATE SPONSORSHIP INCLUDES:
- ALL BENEFITS OF AN ALCOHOL HOLE SPONSORSHIP
- ‘NO MORE THAN 2’ SERVICE/SEGMENT REPRESENTATIVES GUARANTEE**
- 1 GOLF FOURSOMES
- PRESENTATION BEFORE OUTING / AT LUNCHEON
- COMPANY LOGO FEATURED ON ALL DISTRIBUTED MARKETING ITEMS
- ADDITIONAL SIGNAGE AT THE TOURNAMENT (3 SIGNS)
- 2 SEATS AT THE LUNCHEON
- LOGO ON POLO SHIRT OR GIFT GIVEN TO ALL GOLFERS
  (TO BE SELECTED/PROVIDED BY CFHLA)
- ‘BACK OF THE HOUSE’ RECOGNITION

HOLE SPONSORSHIP INCLUDES:
(BENEFITS ALSO APPLY TO PUTTING CONTEST SPONSOR)
- DISPLAY TABLE AND SIGNAGE AT ASSIGNED HOLE
- LOGO ON CART GPS (IF AVAILABLE AT HOST LOCATION)
- COMPANY NAME ON SPONSOR APPRECIATION SIGN AT PLAYER REGISTRATION
- ‘NO MORE THAN 3’ SERVICE/SEGMENT REPRESENTATIVES GUARANTEE**
- 2 SEATS AT THE LUNCHEON
- ‘BACK OF THE HOUSE’ RECOGNITION

SHAMROCK RAFFLE SPONSORSHIP INCLUDES:
- CORPORATE LOGO ON 375 PUMPKIN RAFFLE TICKETS
- TABLE-TOP DISPLAY AT THE EVENT LUNCHEON (IF REQUESTED)
- COMPANY BANNER (UP TO 3’ X 5’), OR PULL-UP DISPLAYED AT EVENT
  (TO BE PROVIDED BY YOUR COMPANY)
- LOGO ON THE LUNCHEON POWERPOINT PRESENTATION
- 2 SEATS AT THE LUNCHEON
- ‘BACK OF THE HOUSE’ RECOGNITION

*Please note CFHLA implements an Alcohol Policy at all Golf Events (page 23)
**A limited number of companies shall represent the same service or industry segment per event
SPORTS EVENTS
(60 - 150 ATTENDEES)

TEAM BUILDING BOWLING
*TBD*

$1,500 (1 Available)

SPONSORSHIP INCLUDES:
- LOGO ON PROMOTIONAL FLYERS AND TABLE TENTS
- ONE COMPLIMENTARY BOWLING TEAM
- 2-3 MINUTE SPONSOR “WELCOME” COMMENTS
- CEREMONIAL “FIRST ROLL”
- PROFESSIONALLY PRINTED WELCOME SIGNAGE WITH LOGO
- “BACK OF THE HOUSE” RECOGNITION

2020 Team Building Bowling
LUNCHEONS / DINNERS
(50 - 1000+ ATTENDEES)

GOLDEN PINEAPPLE AWARDS DINNER
February 3, 2022 (Subject to Change)
This Academy Awards style dinner recognizes the “Best of the Best” among hotel front line, hourly employees.

$2,000 (5 Available)
500+ Attendees (Lodging Majority)
CORPORATE PARTNER SPONSORSHIP INCLUDES:
• RECOGNITION WITH LOGO ON EVENT INVITATION, CFHLA WEBSITE, PROGRAM, AND POWERPOINT PRESENTATION
• 2 PREMIUM SEATS AT DINNER
• “BACK OF THE HOUSE” RECOGNITION

$5,000 (1 Available)
NOMINEE GIFT SPONSORSHIP INCLUDES:
• COMPANY LOGO ON GIFT DISTRIBUTED TO ALL GPA NOMINEES (APPROXIMATELY 300)
• RECOGNITION WITH LOGO ON EVENT INVITATION, WEBSITE, PROGRAM, AND POWERPOINT PRESENTATION
• 2 PREMIUM SEATS AT DINNER
• “BACK OF THE HOUSE” RECOGNITION
LUNCHEONS / DINNERS
(50 - 1000+ ATTENDEES)

HOSPITALITY GALA
December 2022
A unique sponsorship opportunity providing exposure at a premier event. This end of year, black-tie celebration is held at an upscale CFHLA Member Property.

Sponsorship Levels:
- Presenting Sponsor: $10,000 (1 Available)
- Corporate Sponsors: $3,600 (10 Available)
- Wine Sponsor: $3,200 (1 Available)

1,000+ Attendees
PRESENTING SPONSORSHIP INCLUDES:
- TWO TABLES OF 10 AT A PREMIER SEATING LOCATION
- A 30-SECOND VIDEO MESSAGE / WELCOME (PROVIDED BY SPONSOR)
- SPONSOR’S CHOICE OF A SPECIALTY COCKTAIL OR DESSERT AT THE EVENT
- VERBAL RECOGNITION AT THE EVENT
- LOGO FEATURED ON EVENT POWERPOINT
- LOGO FEATURED ON ALL DISTRIBUTED MARKETING ITEMS AND CFHLA WEBSITE
- ‘BACK OF THE HOUSE’ RECOGNITION

CORPORATE SPONSORSHIP INCLUDES:
- TABLE OF 10 AT A PREMIER SEATING LOCATION
- VERBAL RECOGNITION AT THE EVENT
- LOGO FEATURED ON EVENT POWERPOINT
- COMPANY NAME AND/OR LOGO FEATURED ON ALL DISTRIBUTED MARKETING ITEMS AND CFHLA WEBSITE
- ‘BACK OF THE HOUSE’ RECOGNITION

WINE SPONSORSHIP INCLUDES:
- LOGO FEATURED ON CUSTOM PRINTED LABEL ON TWO BOTTLES OF WINE PER TABLE (APPROXIMATELY 200 BOTTLES OF WINE)
- 2 SEATS AT THE PRESIDENT’S TABLE
- VERBAL RECOGNITION AT THE EVENT
- LOGO FEATURED ON EVENT POWERPOINT
- LOGO FEATURED ON ALL DISTRIBUTED ITEMS AND CFHLA WEBSITE
- ‘BACK OF THE HOUSE’ RECOGNITION

2019 CFHLA Hospitality Gala
LUNCHEONS / DINNERS
(50 - 1000+ ATTENDEES)

MEMBERSHIP LUNCHEONS
February, April, July and October 2022
Informational luncheon meetings scheduled throughout the year. Topics include: STR (Smith Travel Research) in February, CFHLA Gives in April, July and October.

$2,000 (8 Available / 2 Per Luncheon)
250-400+ Attendees
SPONSORSHIP INCLUDES:
- 4 SEATS AT THE SPONSORED LUNCHEON
- A 30 SECOND VIDEO MESSAGE / WELCOME DURING THE LUNCHEON (PROVIDED BY SPONSOR)
- VERBAL RECOGNITION AT THE EVENT
- BUSINESS CARD AD IN THE MEMBERSHIP LUNCHEON NEWSLETTER
- CORPORATE LOGO ON RECOGNITION TABLE TENTS AND POWERPOINT
- OPPORTUNITY TO DISPLAY A PULL-UP BANNER ON STAGE
- DISPLAY TABLE OUTSIDE OF EVENT ROOM
- LOGO FEATURED ON ALL DISTRIBUTED MARKETING ITEMS AND CFHLA WEBSITE
- “BACK OF THE HOUSE” RECOGNITION

CFHLA STR Luncheon
PUBLICATIONS
(DISTRIBUTION TO 2,000+)

ANNUAL REPORT/ 13 MONTH CALENDAR
Distributed Early 2022
The CFHLA Annual Report serves as a review of the previous year, in a convenient 13 month Calendar format. Each month features a CFHLA Activity and a sponsor advertisement.
Artwork / AD Due by December 6, 2021
$500 (12 Available)
Approximately 2,000 distributed
SPONSORSHIP INCLUDES:
• FULL COLOR AD FEATURED IN DESIGNATED MONTH
• "BACK OF THE HOUSE" RECOGNITION

CFHLA WEBSITE
January 1, 2022- December 31, 2022
$800 (10 Available)
Average 7,000 Home Page Hits per Month
SPONSORSHIP INCLUDES: (ONE SPONSORSHIP PER MEMBER)
• COMPANY LOGO FEATURED IN A ROTATING FLASH IN THE TOP RIGHT CORNER OF THE CFHLA WEBSITE, INCLUDING WEB LINK
• "BACK OF THE HOUSE" RECOGNITION IN JANUARY 2022

MEMBER SPOTLIGHT
One per month from January 1, 2022 - December 31, 2022
$250 (12 Available)
Display your brand to all CFHLA Members during in-house meetings
SPONSORSHIP INCLUDES:
• COMPANY LOGO FEATURED IN THE CFHLA OFFICE POWERPOINT PRESENTATION
• COMPANY LOGO WILL BE DISPLAYED EVERY 10 SLIDE INTERVAL
• "BACK OF THE HOUSE" RECOGNITION WITH WEB LINK DURING THE MONTH OF THE SPONSORSHIP (LEFT SIDE BAR)

ONLINE AUCTIONS
Week-long auctions throughout the year
$1,000 (1 Available)
400 - 700+ Online Auction Page Hits per Event
3,000+ Email Advertisement Distribution
SPONSORSHIP INCLUDES:
• COMPANY LOGO AND WEB LINK FEATURED ON ONLINE AUCTION WEBPAGE
• COMPANY LOGO FEATURED ON ALL AUCTION ADVERTISEMENTS
• "BACK OF THE HOUSE" RECOGNITION
NEWSLETTERS
Distribution Dates Vary

Sponsor Types:
- Back of the House: $1,500 / quarter (4 Available)
- Mark Your Calendar: $1,200 / year
- The Insider: $2,000 / year

BACK OF THE HOUSE SPONSORSHIP INCLUDES:
- NEWSLETTER DISTRIBUTED EACH FRIDAY (13 EDITIONS PER QUARTER)
- COMPANY LOGO WITH WEB LINK FEATURED AT THE TOP OF NEWSLETTER
- BUSINESS CARD AD WITH WEB LINK AT THE BOTTOM OF NEWSLETTER
- SPONSOR ARTICLE FEATURE (1 PER QUARTER – SUBMITTED BY SPONSOR)

MARK YOUR CALENDAR SPONSORSHIP INCLUDES:
- NEWSLETTER DISTRIBUTED LAST MONDAY OF EACH MONTH (12 EDITIONS)
- COMPANY LOGO WITH WEB LINK FEATURED AT THE TOP OF NEWSLETTER
- BUSINESS CARD AD WITH WEB LINK AT THE BOTTOM OF NEWSLETTER
- LOGO FEATURED ON PRINTABLE CALENDAR ATTACHMENT

THE INSIDER: THE POLITICAL VOICE OF TOURISM SPONSORSHIP INCLUDES:
- NEWSLETTER DISTRIBUTED FOURTH THURSDAY OF EACH MONTH (12 EDITIONS), PLUS “SPECIAL EDITIONS”
- DISTRIBUTION INCLUDES ELECTED OFFICIALS AND COMMUNITY LEADERS
- COMPANY LOGO WITH WEB LINK FEATURED AT THE TOP OF NEWSLETTER
- BUSINESS CARD AD WITH WEB LINK AT THE BOTTOM OF NEWSLETTER

The Newsletter Sponsor’s logo is featured at the top on the left side bar (including a web link), with a business card type ad on the bottom of the newsletter.
TRADESHOWS

HEAT (TRADESHOW)

August 2022

Over 800 Lodging Professionals / Decision Makers attend the annual Tradeshow event - offering your company access to your specific target market!

Sponsorship Levels:
- Corporate Sponsorships: $2,900 (13 Available)
- Email Banner Sponsorship: $1,500 (1 Available)
- Lounge Sponsor: $1000 (1 Available)
- Ultimate Chef Competition Sponsor: $2,000 (2 Available)
- Lodging Lanyard Sponsor: $2,800 (1 Available)
- Carpet Cling Ad: $300 (4 Available)

1,000 Attendees (Lodging Only)

CORPORATE SPONSORSHIP INCLUDES:
- ONE 8’X10’ EXHIBITOR BOOTH
- FIRST CHOICE FOR BOOTH LOCATION
- LOGO ON FRONT COVER OF EVENT FLYERS / PROGRAM
- FULL PAGE, BLACK AND WHITE AD IN EVENT PROGRAM
- CORPORATE LOGO ON EVENT SIGNAGE
- RECOGNITION ON THE DAY OF EVENT POWERPOINT LOOP
- INCLUSION IN ALL ADVERTISEMENTS
- RECOGNITION ON ALL RELATED PRINTED MATERIALS AND CFHLA WEBSITE
- “BACK OF THE HOUSE” RECOGNITION

EMAIL BANNER SPONSORSHIP INCLUDES:
- MUST BE AN EXHIBITOR - DOES NOT INCLUDE A BOOTH
- LOGO AND WEB LINK FEATURED ON ALL EMAIL ADVERTISEMENTS (SENT TO LODGING PERSONNEL)
- RECOGNITION ON THE DAY OF EVENT POWERPOINT LOOP
- “BACK OF THE HOUSE” RECOGNITION
TRADESHOWS

HEAT (TRADESHOW)

800 Attendees (Lodging Only)

LOUNGE NAMING OPPORTUNITY:
- **MUST BE AN EXHIBITOR - DOES NOT INCLUDE A BOOTH**
- EXCLUSIVE SIGNAGE FEATURED IN THE EVENT LOUNGE
- RECOGNITION ON THE DAY OF EVENT POWERPOINT LOOP
- "BACK OF THE HOUSE" RECOGNITION

ULTIMATE CHEF COMPETITION SPONSORSHIP INCLUDES:
- COMPLIMENTARY 8’ X 10’ CORNER BOOTH IN A PRIME LOCATION
- ½ PAGE AD IN DAY OF EVENT PROGRAM
- RECOGNITION ON THE DAY OF EVENT POWERPOINT LOOP
- INCLUSION IN ALL ADVERTISEMENTS
- RECOGNITION ON ALL RELATED PRINTED MATERIALS AND CFHLA WEBSITE
- "BACK OF THE HOUSE" RECOGNITION

LODGING LANYARD SPONSORSHIP INCLUDES:
- **MUST BE AN EXHIBITOR - DOES NOT INCLUDE A BOOTH**
- COMPANY NAME PRINTED ON 1,000+ LANYARDS FOR LODGING ATTENDEE NAME BADGES
- RECOGNITION ON THE DAY OF EVENT POWERPOINT LOOP
- INCLUSION IN ALL ADVERTISEMENTS
- RECOGNITION ON ALL RELATED PRINTED MATERIALS AND CFHLA WEBSITE
- BACK OF THE HOUSE RECOGNITION

BREAKFAST SPONSOR:
- **MUST BE AN EXHIBITOR - DOES NOT INCLUDE A BOOTH**
- RECOGNITION ON THE DAY OF EVENT POWERPOINT LOOP
- INCLUSION IN ALL ADVERTISEMENTS
- RECOGNITION ON ALL RELATED PRINTED MATERIALS AND CFHLA WEBSITE
- BACK OF THE HOUSE RECOGNITION

CARPET CLING AD:
- **MUST BE AN EXHIBITOR - DOES NOT INCLUDE A BOOTH**
- COMPANY LOGO FEATURED IN THE FOYER, LEADING TO THE EXHIBIT HALL
- 2 CLINGS PER SPONSORSHIP (24” X 24”)

MEMBERS DOING BUSINESS WITH MEMBERS
TRADESHOWS

HOB NOB (REVERSE TRADESHOW)

May 2022

Member to Member “Reverse Tradeshow” featuring representation from CFHLA Member Lodging Properties, and providing Allied Members the opportunity to walk the tradeshow floor to meet with the lodging professionals of their choice.

$2,000 (6 Available)

20-30 Lodging Properties / 80 Lodging Professionals / 110 Allied Attendees

CORPORATE SPONSORSHIP INCLUDES:

- ADMISSION FOR TWO
- LOGO ON FRONT PAGE OF EVENT BOOKLET
- HALF PAGE FEATURE AD IN EVENT BOOKLET
- VERBAL RECOGNITION AT THE EVENT
- CORPORATE LOGO ON EVENT SIGNAGE
- RECOGNITION ON ALL RELATED PRINTED MATERIALS AND CFHLA WEBSITE
- “BACK OF THE HOUSE” RECOGNITION

2021 Hob Nob
FOUNDATION EVENTS

(60 - 150 ATTENDEES)

ENGINEERS CHARITY GOLF OUTING

IMPORTANT: To respect both new and current CFHLA members, sales of this sponsorship will occur in July 2022.

December 2022

A portion of the proceeds from this Engineers Council Golf Outing will benefit the selected Engineers Council Charity

Sponsorship Levels

- Corporate Sponsor: $5,000 (1 Sponsor)
- Alcohol Serving Hole Sponsors: $500 (9 Sponsors)
- Non-Alcohol Hole Sponsors: $400 (8 Sponsors)

120+ Golfers

Hole Sponsorship includes:

- Display table and signage at assigned hole
- Lunch for 2 after the tournament
- "Back of the house" recognition

Corporate Sponsorship includes:

- 1 alcohol or non-alcohol hole sponsorship
- 2 golf foursomes
- Company logo featured on all distributed flyers and website
- Company logo on luncheon table tents
- Additional signage at the tournament
- 1-2 minute welcome remarks at the luncheon
- "Back of the house" recognition (left side bar and activity articles)

*Please note CFHLA implements an Alcohol Policy at ALL Golf Events (please see page 23)
FOUNDATION EVENTS
(60 - 150 ATTENDEES)

SECURI-TEE GOLF CLASSIC
June 3, 2022
A portion of the net proceeds from this outing will be utilized to support the Security & Safety Council selected charity

Sponsorship Levels
- Corporate Sponsor: $1,500 (1 Available)
- $250 Hole Sponsors (9 Available)
  NOTE: Only 4 will be permitted to serve alcohol
- $100 “Signage Only” Hole Sponsors (9 Available)

60+ Golfers
$100 HOLE SPONSORSHIP INCLUDES:
  • SIGNAGE AT ASSIGNED HOLE (NO TABLE OR EVENT PARTICIPATION)
  • “BACK OF THE HOUSE” RECOGNITION

$250 HOLE SPONSORSHIP INCLUDES:
  • DISPLAY TABLE AND SIGNAGE AT ASSIGNED HOLE
  • LOGO ON SPONSOR APPRECIATION SIGN AT PLAYER REGISTRATION
  • LUNCH FOR 2
  • “BACK OF THE HOUSE” RECOGNITION

CORPORATE SPONSORSHIP INCLUDES:
  • 1 HOLE SPONSORSHIP
  • 1 GOLF FOURSOME
  • 2 MINUTE PRESENTATION AT LUNCHEON
  • COMPANY LOGO ON LUNCHEON TABLE TENTS
  • COMPANY LOGO FEATURED ON ALL DISTRIBUTED ITEMS AND WEBSITE
  • “BACK OF THE HOUSE” RECOGNITION

*Please note CFHLA implements an Alcohol Policy at all Golf Events (page 23)
CFHLA ALCOHOL POLICY  
(APPLIES TO ALL CFHLA GOLF EVENTS)

To maintain the CFHLA Brand, the following policies shall be continued in 2022, for all four (4) CFHLA Golf Outings:

1. CFHLA will not secure any complimentary alcohol for the outings
2. Only 9 Alcohol Hole sponsorships will be permitted (every other hole), additionally Putting Contest sponsor may serve alcohol.
   3. “Shots” will not be permitted at any hole sponsor booths
4. CFHLA Staff will secure a “Sergeant of Arms” to detail this policy for all golf participants, prior to the start of play
5. No alcohol may be served to anyone under the legal drinking age
6. No alcohol may be served to anyone who is visibly intoxicated
7. Non-alcoholic drinks and / or food must be available at a minimum of 9 holes
   8. Unauthorized alcohol will be confiscated and disposed of
9. Anyone serving shots or unauthorized alcohol may be asked to leave the outing immediately, forfeiting their hole sponsorship and will not be permitted to participate in future golf outings