

# 2023 ALLIED SPONSORSHIP & ADVERTISING OPPORTUNITIES

EXCLUSIVELY FOR OHLA ALLIED MEMBERS



## CONTENTS

Who Is OHLA? .....	2
Your Involvement, Your Opportunity .....	3
2022 Premier Partners .....	4
Signature Packages .....	5-6
Lodging Council Meetings & Events .....	7
Women In Lodging CONNECT Programs .....	8
Innovation & Technology Programs .....	8
Unique Lodging of Ohio Programs .....	9
Special Events & Community .....	10-11
Board of Trustees Meetings .....	10
Charity Volleyball Tournament .....	11
Allied Connections .....	12
Stars of the Industry Awards Programs .....	13
Annual Conference & Gala .....	14-15
Advertising & Media Pricing .....	16
Your OHLA Team .....	17

# OHLA

OHIO HOTEL & LODGING ASSOCIATION



**ROI Opportunities through involvement, volunteering, visibility and creativity**

Stay connected to OHLA all year long by engaging in volunteer committees, attending meetings and events, or ask us about getting creative with your sponsorship this year.

**OHLA Areas of Focus**  
Together we are stronger as we work to:

PRODUCE FAVORABLE PUBLIC POLICY	IMPROVE SERVICE AND PROFESSIONALISM	GROW OUR TRAVEL ECONOMY
PROVIDE RESOURCES AND CONNECTIONS	SUPPORT OHIO'S UNIQUE LODGING SECTOR	INCREASE PROFITABILITY AND SUSTAINABILITY
FURTHER CHARITABLE & COMMUNITY INVOLVEMENT	CHAMPION SAFETY AND SECURITY	RAISE STATURE OF OUR INDUSTRY



**The Allied Member Network—the Network OHLA Members Refer to First**

**Utilize tools & resources available to help you navigate Ohio's lodging industry**

Regional *Quarterly Supply Chain Updates*—stay current with statewide new development; *OHLA Brand Guide*—a thorough and easy-to-navigate tool to help you keep track of the ever-changing brand landscape; *Hierarchy Report*—take the guessing game out of the relationships among ownership groups, management companies and property membership.

**Build your Network**

Attend events to make long lasting connections (we host 40+ events statewide each year!); Connect with members via full access to membership list; Volunteer on one of the impactful OHLA committees and councils with members from across the state.

**Be Recognized as an Industry Partner**

Promote your business through your free *Allied Directory Listing*—our directory is both printed and online for easy access for members; Stand out as an industry partner by using the *OHLA Allied Member logo* for co-branded collateral and education; Exclusive sponsorship opportunities to Allied Members to help you gain even greater visibility; Exhibit at our Annual Conference—must be a member to exhibit.





RESTORE. REBUILD. RECOVER.

**Heartland****FlexCart™****Morgan Stanley****THANK YOU FOR YOUR SUPPORT!****2023 Premier Partnership Benefits**

- Receive the highest level of endorsement
- Advance planning for your budget-total annual commitment agreed in advance
- Owner-Management-Investor (OMI) quarterly Premier Partner Spotlight distributed to more than 500 individual contacts representing nearly 100 companies nationwide
- Exclusive direct marketing on your behalf from OHLA to members
- Hyperlinked logo in banner rotation on OHLA homepage at [ohiolodging.com](http://ohiolodging.com)
- Premier Partner rotating spotlight at footer of monthly OHLA eNewsletter
- Full-page ad in the printed *Allied Member Directory* in addition to traditional listing
- Hyperlinked logo on landing page of digital *Allied Member Directory*
- Prime Exhibiting location at the Annual Conference & Gala and opportunity to choose your booth

*All OHLA Premier Partners are approved by the OHLA Board of Trustees. Minimum annual commitment begins at \$7,500, inclusive of membership investment dues.*

The lodging industry is a complex network of ownership, corporate management, on-property management & leadership and team members. Each individual plays a key role in the consumption of, and decisions surrounding, the products and services a property uses. These multifaceted decision-making layers can make it difficult for Allied partners to understand how to best position their product or service. We have developed these curated Sponsorship Packages to help you reach a broader audience, target all levels of decision makers and influence as many individuals that will utilize your product or service as possible. We feel that in the end, overall brand recognition, service level and community/relational engagement is what drives our property members to their buying decisions.

Selecting one of these Sponsorship Packages comes with additional benefits, including:

- Advanced planning of annual sponsorship & advertising
- Annual planning session with OHLA
- 10% discount on additional sponsorship & advertising opportunities
- Priority Exhibit Booth Selection at OHLA Annual Conference

## □ OHLA Member Engagement Sponsorship Package • \$3,000

The Member Engagement Sponsorship Package positions your company as a supporter of leadership initiatives across OHLA. Being in front of leadership is always a target for Allied partners. This opportunity gives you a broad spectrum of brand recognition to the largest audience of OHLA leadership—through the sponsorship of OHLA Committee work, philanthropic initiatives and member programs and content.

- Official Sponsor of the Quarterly President's Message (Your Banner Ad on this important, all-member communication to nearly 2,000 contacts, quarterly)
- Display Ad on myOHLA Login Page (Your Display Ad on the second most visited page on the OHLA website with over 4,000 hits annually, this is where all users must go to access members only content and register for events)
- Annual OHLA Giveback Sponsor (Logo on all pre-event notices, communications & printed event documents, social media promotion and ability to speak at the in-person *Give Back* opportunity at the OHLA Annual Conference)
- OHLA Committees (Logo on all pre-event notices, communications & printed event documents; listing of all OHLA Committee Members, 10 committees, over 85 hoteliers and advocates)



## THE FUTURE OF LODGING SUMMIT

### □ The Future of Lodging Sponsorship Package • \$3,000

The Future of Lodging Sponsorship Package builds on community support of Ohio's lodging industry and provides resources for workforce development and solutions.

With sponsorships centered around growing the industry, advancing future leaders and supporting key initiatives, this sponsorship highlights your company as being an ally within our industry.

#### • The Future of Lodging Summit

- Participate in a day-long, statewide Summit bringing together key lodging professionals, travel industry partners and educators to address the industry's most pressing challenge: attracting and retaining employees.
- Our inaugural Summit was hosted in September '22 and brought together over 100 attendees from across the state.
- Includes:
  - Opportunity to speak for 3-5 minutes
  - Branding on all pre and post event communications
  - Social media recognition post event
  - Opportunity to provide collateral and/or giveaways or raffle one item
  - Two registrations for The Future of Lodging Summit
- Hospitality Helping Hands (HHH) Sponsor (Display ad on HHH webpage, Logo on all communications sent to nearly 2,000 contacts monthly, social media promotion of HHH)
- OHLA Emerging Professionals (EP) Supporter (Logo on all EP communications & event notices & communications—distributed to all OHLA contacts, Display ad on EP webpage)
- OHLA Education & Training Fund (ETF) Supporter (Logo on OHLA ETF application, Display ad on ETF Webpage)



## Women in Lodging CONNECTION Sponsorship Package • \$3,000

The OHLA Women in Lodging (WIL) CONNECTION sponsorship aligns your company with OHLA's focus to grow female leadership in the lodging industry—a crucial step in advancing our industry. WIL CONNECTION is a consortium of leaders across the state, from ownership and management company executives to property-level leadership. These leaders come together for in-person events with Nationally recognized speakers, peer-led small group sessions and programs and social networking events.

### Stand Alongside Female Leaders in Lodging

- Branding on all pre-event notices, communications & printed event documents
- Two registrations to attend the WIL Luncheon
- One registration per WIL CONNECTION Coffee or Cocktails (3 total)
- Opportunity to welcome guests & introduce keynote speaker at WIL Luncheon
- Opportunity to provide collateral and/or giveaway item at each setting
- WIL Thrive eNewsletter quarterly banner ad



## Innovation & Technology Sponsorship Package • \$3,500

OHLA's industry-leading Innovation & Technology Initiative and its partners continue to source and provide tech & innovative solutions to grow & support your business in ways that focus on health & wellness, sustainability, and automation/robotics. This initiative seeks to find solutions in five key areas including labor, supply chain/inventory management, communication, property management and guest experience/delivery.

### Be a Part of OHLA's Industry-Leading I&T Initiative

- Minimum investment for your company to be associated with OHLA's Innovation & Technology Initiative. Includes your logo on Innovation & Technology landing page, one exhibitor booth with opportunity to participate in Test the Tech (a hands-on approach for attendees to touch, see, feel, your technology), half page ad in Annual Conference program.

## The Industry Voice—Advocacy Sponsorship Package • \$3,000

Advocacy is at the core of our association and the foundation of everything we do—advancing the lodging industry through policy, best practices and our network of government agencies. Supporting these efforts speaks to our core values of producing favorable public policy, growing our travel economy, and raising the stature of our industry. OHLA is the voice of Ohio's lodging industry.

### Align your company with our industry's core values—promoting your business to hotel ownership groups, investors and management companies.

- Government Affairs Update Sponsor (Logo and branding on monthly OHLA Government Affairs Update, distributed to nearly 2,000+ contacts)
- Display Ad on Advocacy Landing Page
- Exclusive invitation and registration for 2 team members to annual Legislative and Advocacy Days
- Eligibility for scholarships to attend federal Legislative Summits in Washington D.C.
- Owner - Management - Investor (OMI) Communications Sponsor (Logo and branding on all OMI communications from OHLA President & CEO, distributed to more than 500 individual contacts representing nearly 100 hospitality companies nationwide)
- Invitation to participate in additional advocacy events, briefings and updates



## Local Lodging Council Meetings and Events

Target specific regions by being a Local Lodging Council Meeting sponsor. These meetings occur across all 9 of our lodging councils throughout the year. Through local lodging council meetings, attendees have the opportunity to come together with colleagues to learn and discuss issues that the lodging industry is facing on both the state and local levels, updates on OHLA initiatives and market development in their regions.

### Sponsorship Includes:

- Recognition on all pre-event notices, communications, and printed event documents for each lodging council within the identified region
- 30-60 second commercial played during each council meeting
- Opportunity to present 3-5 minutes with multimedia content at 2 meetings per region
- Opportunity to include collateral and/or giveaways to attendees
- Post event report of attendees
- 2 registrations at 2 meetings per region + member pricing at all other meetings

### Sponsorship Expectations

- As a sponsor for an OHLA event or meeting, we ask that you come prepared both professionally and mentally to make the most of your time in front of the attendees.
- As a part of the presentation we invite you to speak about your service offerings, demo your product, or educate attendees on updates in our industry as it pertains to your business.

 Indicates speaking opportunity



### Central Region (Columbus)

Sponsorships

- \$1,000
- \$1,000
- \$1,000

### Eastern Region (Akron, Canton, Mahoning Valley & Southeast)

Sponsorships

- \$1,000
- \$1,000
- \$1,000
- \$1,000

### Northern Region (Northwest & Cleveland)

Sponsorships

- \$1,000
- \$1,000
- \$1,000
- \$1,000

### Southwestern Region (Dayton, Cincinnati)

Sponsorships

- \$1,000
- \$1,000
- \$1,000
- \$1,000

## Wednesdays Sunny Side Up: A Membership Brunch

This social affair is hosted & planned by the membership committee and is focused on fostering the community aspect within OHLA. Invited attendees will include both member & prospective property members. This is an **exclusive** sponsorship opportunity; one brunch per Allied Member. Not open to attend by the Allied Member Network outside of the Allied Member Working Group.



- Columbus • \$750
- Mahoning Valley • \$750



The mission of WIL CONNECT is to be a catalyst; to enable the personal and professional development of women with strategies and actions focused on removing barriers and providing solutions. Supporting OHLA's Women in Lodging (WIL) CONNECT programming is an opportunity to support growth, leadership, and diversity in the hospitality industry, it makes business sense. Now more than ever women leaders are occupying decision-making roles—this is your chance to make an impact, put your brand in front of these key individuals and build a long-lasting relationship of trust, value and loyalty. Don't miss out on these exclusive WIL events that allow you to represent this long standing & always innovating program.

**WIL CONNECTIONS Signature Package • \$3,000**

For details, see Signature Packages on pages 5-6.

**WIL Luncheon Sponsor • \$1,000 (2 Available)**

**Annual Conference Women in Lodging Session • \$2,000** 

Welcome statewide conference attendees to this well-attended session

- Opportunity to speak 3-5 minutes
- Your logo on all invitations, promotions, & Conference material as they relate to the WIL Session at Annual Conference
- Opportunity to provide branded materials and/or giveaways at WIL session to attendees
- Session attendee list upon request
- Exhibit Booth & One Full Conference Registration

 **Indicates speaking opportunity**



OHLA's industry-leading Innovation & Technology Initiative and its partners continue to source and provide tech & innovative solutions to grow & support your business in ways that focus on health & wellness, sustainability, and automation/robotics. This initiative seeks to find solutions in five key areas including labor, supply chain/inventory management, communication, property management and guest experience/delivery.

**Innovation & Technology Entry • \$3,500**

Minimum investment for your company to be associated with OHLA's Innovation & Technology Initiative. Includes your logo on Innovation & Technology landing page, one exhibitor booth with opportunity to participate in *Test the Tech* (a hands-on approach for attendees to touch, see, feel, your technology), half page ad in annual conference program.

**Imagination • \$10K**

Opportunity to get to know participating companies as a panel judge in the Reverse Pitch Program, reviewing and judging qualifying entries with statewide lodging professionals. Branding opportunities such as website link on OHLA Innovation & Technology landing page, one exhibitor booth with opportunity to participate in *Test the Tech* (a hands-on approach for attendees to touch, see, feel, your technology).

**Inspiration • \$25K**

As a leader powering innovation for Ohio's lodging industry, you'll have the opportunity to work alongside industry leaders and provide insight and expertise in the continuation of our Ideation process. Recognition through promotional materials of OHLA's Innovation & Technology Initiatives such as press releases, social media campaigns, print materials and e-communications.

**Innovation • \$45K**

Demonstrate your commitment to Innovation & Technology, while expanding your brand as a OHLA partner. Collaborate and work alongside industry leaders and provide insight and expertise in the continuation of our Ideation process and participate in OHLA's Call for Solutions Program; your company logo on the Call for Solutions homepage. Recognition through promotional materials of OHLA's Innovation & technology Initiatives such as press releases, social media campaigns, print materials and e-communications. Other opportunities include 60-second commercial during Ohio's largest gathering of lodging professionals among other marketing features.



*Unique Lodging of Ohio*

OHIO HOTEL & LODGING ASSOCIATION

Set yourself apart by supporting the growing and diverse unique lodging community. Our ULO Community consists of independent, non-branded properties across the state. These properties vary in size and type from a one bedroom guest house, to cabins, yurts, or full-service hotels. Among the community, buying decisions are made daily for their businesses. These owners and property managers focus on going outside of the status quo and creating experiences.

**ULO Annual Conference Sponsor • \$2,500** 

- Official ULO Track Sponsor
- ULO of the Year Award Naming Rights
- Exclusive opportunity to attend the ULO private reception at Annual Conference
- Branding on all pre-event notices, communications & printed event documents
- 1 Exhibitor Booth and One Full Conference Registration

**Industry knowledge, consumer experience, and referrals flourish in this tight network.**



 **Indicates speaking opportunity**



**ULO Community Connections Sponsor • \$1,500** 

- Branding on ULO-targeted communications (non-conference materials)
- Banner ad in the quarterly ULO Update electronic communication
- Opportunity to attend & present at one educational and/or networking event

**ULO Update Contributor**

The ULO update is a quarterly communication sent to over 250 contacts who identify as independent hoteliers.

- Q1 • \$250**
- Q2 • \$250**
- Q3 • \$250**
- Q4 • \$250**

All events are subject to change. Notice will be expressed as timely as possible. Changes to events are at the discretion of the OHLA staff and will be in accordance with any state and local emergency orders.

**Board of Trustees Meetings**



As a Board of Trustees Meeting & Event sponsor, you have the opportunity to provide branded materials for each attendee and greet the board with a brief address and/or presentation.

The OHLA Board of Trustees consists of representatives from hotel properties, Management Companies, Ownership Groups, Unique Lodging, Allied companies, CVB partners, Educators, and Local Council Chairs.

- \$850 February Board Meeting**
- \$850 May Board Meeting**
- \$1,750 August Board Retreat**  
*Sponsor to attend afternoon activity on the first day of the retreat plus brief welcome and/or presentation at the beginning of the board meeting the following morning.*
- \$850 November Annual Conference**



The OHLA Board represents more than 100 Ohio properties and extends to ownership and management nationwide. The Board also includes Allied Members, Destination Marketing Organization partners and educators.



Indicates speaking opportunity

**2022 OHLA Board of Trustees**

**EXECUTIVE COMMITTEE**

**Stephen Stewart**  
President  
Hyatt Regency Columbus  
Columbus, OH

**Bill Reed**  
Vice President  
Flats East Bank  
Cleveland, OH

**Chad Bortle**  
Second Vice President  
SJB Management Inc.  
Granville, OH

**Alan Assaf**  
Treasurer  
Indus Hotels  
Columbus, OH

**Steve Wolever**  
Allied Officer  
Signature Worldwide  
Dublin, OH

**Geri Lombard**  
Ex Officio Member  
Hotel LeVeque  
Columbus, OH

**BOARD OF TRUSTEES**

**Eric Belfrage**  
CBRE Hotels-Investment  
Properties  
Columbus, OH

**DJ Falcoski**  
New Avenue Architects •  
Engineers  
Upper Arlington, OH

**Lisa Garner**  
Marriott & Residence Inn  
Columbus OSU  
Columbus, OH

**Sue Graves**  
Experience Alive  
Columbus, OH

**Steve Groppe**  
DoubleTree by Hilton Hotel  
Cleveland - Westlake  
Westlake, OH

**Holly Hollingsworth**  
First Hospitality  
Columbus, OH

**Nancy Howard**  
Hilton Columbus/Polaris  
Columbus, OH

**Linda Klug**  
Among the Trees Lodging  
Logan, OH

**George Limbert**  
Red Roof  
New Albany, OH

**David Minah**  
Hyatt Place Lyndhurst/  
Legacy Village  
Lyndhurst, OH

**Viren Patel**  
Sirius Capital Group  
Grove City, OH

**Wade Riedman**  
The Graduate Cincinnati  
Cincinnati, OH

**Derek Roorda**  
The Lytle Park Hotel,  
Autograph Collection  
Cincinnati, OH

**Cristian Teusan**  
Commonwealth Hotels  
North Canton, OH

**Steve Van Sickle**  
Sauder Heritage Village  
Inn & Campground  
Archbold, OH

**ALLIED TRUSTEES**

**Mark Hecquet**  
Travel Butler County  
West Chester, OH

**Gretchen Friend**  
Columbus State  
Community College  
Columbus, Ohio

All events are subject to change. Notice will be expressed as timely as possible. Changes to events are at the discretion of the OHLA staff and will be in accordance with any state and local emergency orders.



**Volleyball**  
**OHLA's 4<sup>th</sup> Annual Charity Volleyball Tournament**  
**May 13, 2023**

**BUMP. SET. SPIKE.** Join OHLA and property leadership teams for a day of friendly competition in Columbus. This highly anticipated annual event is an outdoor sand volleyball tournament dedicated to raising funds and growing visibility to the fight against human trafficking. All team registrations in 2019, 2021 & 2022 were contributed to Freedom a la Cart, an organization committed to helping trafficking victims return to the workforce. This event draws lodging staff, management & ownership. Team registration is exclusive to property and tourism industry members only. As a sponsor, you have the opportunity to have a team and/or attend as a supporter.

**BUMP**

This event is limited to sponsors only. Buy your way in! This includes 1 team of 6 (limited to four).

- \$1,000**       **\$1,000**
- \$1,000**       **\$1,000**

**SET**

Your company's logo on rally towels and banner signage at event. Includes 1 team of 6 (limited to two).

- \$2,500**       **\$2,500**

**SPIKE • Presenting Sponsor**

Your company's logo on all pre & post event notices, banner signage at the event, rally towels and on trophies. Invitation to assist in check presentation at benefactor location. Naming rights for the Stars of the Industry Community Involvement Award which includes your company's name as part of award presentation and company logo on award.

- \$5,000**



**Hotel Games**

Join in the fun! OHLA supports the local hotel HR community through a collaboration on Hotel Games, a dynamic event bringing together all departments and leadership levels throughout the hospitality community. Comradery among the hotel & lodging industry is at an all-time high as the industry works to overcome their biggest challenge in over a decade. This high energy event is exclusive to property and tourism industry members only. As a sponsor, you'll get PR perks and you have the opportunity to attend as an Allied Member. See your logo on the back of team t-shirts!

**Columbus • February 8, 2023**

- Presenting Sponsor • \$1,500**  
Your company's logo included on all pre-event notices & communications, participant t-shirts, and trophies. Opportunity to welcome and kick-off the games. Plus, you'll have the chance to join the OHLA team as a referee!
- Lunch Sponsor • \$1,000**  
Branded stickers on all boxed lunches for attendees, your logo included on pre-event notices and participant t-shirts.

**Cleveland • Date to be determined**

- Presenting Sponsor • \$1,500**  
Your company's logo included on all pre-event notices & communications, participant t-shirts, and trophies. Opportunity to welcome and kick-off the games. Plus, you'll have the chance to join the OHLA team as a referee!
- Lunch Sponsor • \$1,000**  
Branded stickers on all boxed lunches for attendees, your logo included on pre-event notices and participant t-shirts.

**Indicates speaking opportunity**

**More of a fan and less of a player?**

**Sponsor a team of hoteliers! A great way to show client appreciation or support a prospect.**



**Quarterly Collaboration Collective**

Our opportunity to give Allied Members more opportunities for meaningful conversations and connections with key contacts of management companies, ownership groups and brands. Your company along with an additional 3, non-competing, Allied Members will have the opportunity to present your product or service to designated representatives, discuss, and collaborate. Lunch is included. This is a limited engagement opportunity with 4 total non-competing Allied Members per quarter and 4 industry representatives as outlined below.

This is your opportunity to showcase your company, build relationships & ask questions & garner feedback.

**In 2022, QCC sold out fast! Claim your spot. Meet with operations executives from:**



**Quarter 1 - Columbus**

\$1,000     \$1,000     \$1,000     \$1,000

**Quarter 2 - Columbus**

\$1,000     \$1,000     \$1,000     \$1,000

**Quarter 2 - Cleveland**

\$1,000     \$1,000     \$1,000     \$1,000

**Quarter 3 - Columbus - Innovation & Technology Solutions**

\$1,000     \$1,000     \$1,000     \$1,000

**Quarter 4 - Columbus**

\$1,000     \$1,000     \$1,000     \$1,000





You have the ability to be associated with continuing the tradition of excellence among Ohio's lodging industry. Even through hardship, these associates stand out among their peers with the unwavering need to serve. The regional Stars of the Industry luncheons take place in Cincinnati, Cleveland, Columbus and Dayton and we end the year with our state awards at the Stars of the Industry Dinner Gala that takes place at the OHLA Annual Conference. These are our second largest events of the year with the most diverse audiences! Annually, over 1,500 attendees witness the celebration of their peers. In 2022, Columbus sold out with over 200 participants!

**Stars of the Industry Awards Presenting Sponsor • \$9,000** 

Opportunity to speak and present an award at each of the regional luncheons (4), kick off the industry awards at the Gala Dinner at Annual Conference. Includes two registrations to each regional luncheon (Cincinnati, Cleveland, Columbus, Dayton). Opportunity to offer giveaways, branding on all pre-event notices, communications (electronic & print), event documents, submission forms and materials, logo on name badges. 4 Full Registrations to the Annual Conference & Gala and an exhibitor booth.

**Stars of the Industry Gala Dinner Sponsor • \$5,500** 

Opportunity to speak at Gala Dinner, branding on all pre-event notices and conference communications and printed event documents, opportunity to have a giveaway for attendees, 4 Full Registrations to the Annual Conference & Gala inclusive of an exhibitor booth.

**Stars of the Industry Regional Luncheons Sponsor • \$5,500** 

Opportunity to welcome attendees at each luncheon (Cincinnati, Cleveland, Columbus, Dayton), branding on all pre-event notices, communications, and printed event documents as applicable, opportunity to have a giveaway for attendees. 2 registrations for each luncheon (Cincinnati, Cleveland, Columbus, Dayton).

**Red Carpet Sponsor • \$750**

*For tourism industry partners.* Help us roll out the red carpet to honor extraordinary hospitality in your region with this local sponsorship. Stars of the Industry nominees are the individuals working hard to make your region shine, help us show them how much they're valued. This sponsorship includes your logo on all pre-event notices, signage, and recognition from the stage. Welcome nominees at the VIP registration. You will receive a press release for your region as well as a post-event list of attendees, denoting nominees and winners. Sponsorship includes two registrations to your regional luncheon (Cincinnati, Cleveland, Columbus or Dayton).



**Indicates speaking opportunity**

**Did you know that Allied Members can also submit nominations of deserving hotel associates?**

**Naming Rights for Stars Categories**

Diversify your marketing dollars and be in front of the top hotels in the state, in Cincinnati, Cleveland, Columbus and Dayton. Available at each city's Stars Awards Program and the Ohio Stars of the Industry Program, you will be the named sponsor of a specific award category. Choose one your company is related to or passionate about!

Each category is **\$1,750** and includes the following benefits:

- Your company's name on that category's award for both full and SEL properties (if applicable)
- One registration at each city's luncheon
- Your logo on all promotions and signage at the event

- Community Involvement Award\***
- Leadership Team of the Year**
- HSMAI Sales Leader of the Year**
- Service Super Star of the Year**
- ULO of the Year\***
- Engineer of the Year (Full)**
- Engineer of the Year (SEL)**
- Front Desk Associate of the Year (Full)**
- Front Desk Associate of the Year (SEL)**
- Housekeeper of the Year (Full)**
- Housekeeper of the Year (SEL)**
- Server of the Year (Full)**
- Attendant/Host of the Year (SEL)**
- Supervisor/Manager of the Year (Full)**
- Jack of All Trades (SEL)**
- General Manager of the Year (Full)**
- General Manager of the Year (SEL)**

*\*Denotes naming rights is part of a sponsorship package.*

## ANNUAL CONFERENCE & GALA • NOVEMBER 20-21, 2023

OHLA's Annual Conference & Gala brings together industry leaders and emerging professionals from across the state for 24 hours of education, networking, and camaraderie. Your opportunity to get in front of 400+ individuals is waiting for you! This is our largest event of the year, and we are proud to provide our Allied Members an opportunity to showcase their services & goods.

### Basic benefits to all sponsors:

- One basic exhibitor booth — 6 ft table with linen and 2 chairs (Contingent on Sponsorship of \$2,000+)
- At least one full registration to event
- Logo on OHLA website conference page, conference signage and program
- Promotional recognition in email and online/social media communications when appropriate
- List of attendees upon request

### Visibility

- \$9,000 • Annual Conference & Gala Presenting Sponsor**   
Lead Annual Conference Sponsor for exceptional national speakers and attendee experiences. Presenting Sponsor acknowledgment on all conference-related materials; Your logo on name badges; Premier Exhibit Booth; speaking opportunity. Eight full registrations
- \$2,500 • Marketplace Sponsor**  
Includes one Premium Exhibitor Booth (2x the space), half-page ad in Annual Conference Program, opportunity to participate in Test the Tech giving attendees the opportunity to feel, touch, experience technology in an interactive setting. Two full registrations



- \$1,500 • Conference Signage**  
Your logo on all Annual Conference signs. One full registration
- \$1,500 • Premium Exhibitor Booth**  
2x the exhibiting space when available. One full registration

### Events

- \$5,500 • Stars of the Industry Dinner Gala Sponsor**   
Preferred seating, speaking opportunity for 5 minutes, recognition on Ohio Stars of the Industry Gala digital & print communications and recognition at event, opportunity to offer a giveaway item at each setting and/or a raffle item to be given at conclusion of event. Four full registrations
- \$3,500 • Luncheon Sponsor**   
Preferred seating, speaking opportunity for 3-5 minutes, recognition on digital & print communications and at event, opportunity to offer a giveaway item at each setting and/or a raffle item to be given at conclusion of event. Three full registrations
- \$3,000 • Breakfast Sponsor**   
Preferred seating, speaking opportunity for 3-5 minutes, recognition on digital and print communications and at event, opportunity to offer a giveaway item at each setting and/or raffle item to be given at conclusion of breakfast. Two full registrations
- \$2,000 • Cocktail Hour Sponsor**  
Your logo on all promotions and signage at the event; Your logo on cocktail napkins. Two full registrations
- \$2,000 • Silent Auction Sponsor**  
Your logo on all promotions, landing page and signage at the event (when applicable). Two full registrations

 Indicates speaking opportunity



- \$2,000 • Annual Business Meeting Sponsor**  
Your logo on Annual Business Meeting agenda, all promotions & signage at the event and acknowledgment from the stage. Two full registrations
- \$2,500 • Refuel Sponsor**  
A “recharging” themed break with refreshments. Includes one exhibitor booth. Two full registrations

## Programming

- \$2,500 • Opening Session Sponsor**   
Welcome conference attendees and kick-off our Monday’s Opening Session. Two full registrations
- \$2,500 • HSMIA Sales Track Sponsor**   
Sponsor the most sought after education sessions, opportunity to introduce speaker. Two full registrations
- \$3,000 • Owner/Management Company Executive Event**   
Exclusive event for you to mingle with invited hotel owners and management company personnel. Two full registrations

 **Indicates speaking opportunity**

## Connectivity

- \$2,500 • Connectivity Sponsor**  
Connectivity for the Conference! Signage will tell attendees that your brand is keeping them connected. Plus, display OHLA’s mini portable charging unit at your table! Two full registrations

## Surprise & Delight

- \$2,000 • Entertainment Sponsor**  
Support the high energy atmosphere at the dinner gala, leading into our Stars of the Industry Awards. House band? Check! Two full registrations
- \$1,500 • OHLA Business Lounge**  
Business lounge area dedicated to one-on-one appointments for property & exhibitor attendees to connect. Attendees may also use this space to unwind, catch up on emails, or take a call. Sponsor is responsible for all layout, and food & beverage related additions. One full registration included.
- \$1,500 • Ice Sculpture**  
Your logo or appropriate symbol incorporated into the ice sculpture. One full registration
- \$1,500 • Photography Sponsor**  
Logo on digital photos. One full registration

## Conference Program Ad Sales

See advertising rate sheet on page 16



All events are subject to change. Notice will be expressed as timely as possible. Changes to events are at the discretion of the OHLA staff and will be in accordance with any state and local emergency orders.

## DIGITAL Website Advertising & Editorial Articles

Publication	Cost	Type of Advertisement	Specifications
<b>OhioLodging.com</b>	\$500 per ad   12 months	Website Display Ad	
	\$750 per ad   12 months	Homepage Rotating Banner Ad (Footer)	Hi-res PNG; 500px width preferred, 75px max height; 96dpi
	\$1,500 per page   12 months	Branded Resource Page	Includes resources; company logo
<b>Monthly eNewsletter</b>	\$350 per spotlight/month	Industry Spotlight Feature	250 words or less; up to 3 images
	\$1,000   12 months	In-Content Banner Advertisement	Hi-res PNG; 500px width preferred, 75px max height; 96dpi
	\$1,250   12 months	Top Logo Placement	Hi-res PNG
	\$2,000   12 months	Top Banner Advertisement	Hi-res PNG; 500px width preferred, 500px max height
<b>ULO Update</b>	\$250   1 quarter	Top Banner Advertisement	Hi-res PNG; 500px width preferred, 75px max height; 96dpi
	\$500 per article   1 quarter	Quarterly Contributor Article	Hi-res PNG; 500px width preferred, 500px max height

## DIGITAL Video & Multimedia – Commercial Advertising

Event	Cost	Specifications
<b>Women in Lodging – WIL CONNECT Leadership Luncheon</b>	\$500 per commercial	60-90 seconds; mp4 file type only
<b>Stars of the Industry Awards Luncheons</b>	\$1,000 per commercial	60-90 seconds; mp4 file type only

## PRINT

Publication	Cost	Surfaces	Dimensions
<b>Allied Member Directory</b>	\$500	1/2 page ad; full color	5" x 3.81"
<b>Annual Conference Program</b>	\$650	1/2 page ad; full color	7.5" x 4.875"
	\$1,200	Full page ad; full color	7.5" x 9.75"
<b>OHLA Brand Guide</b>	\$1,500	Full page ad; full color	TBD

### REQUIREMENTS

- All ads, both digital & print, are due to [michele@ohla.org](mailto:michele@ohla.org), 7 business days prior to the event or distribution date
- Images and sizing guidelines must be followed as outlined
- Changes or updates to published ads is at the discretion of OHLA

## OHLA Staff

**Joe Savarise, CTA, CHIA**  
**President & CEO**

Creating partnerships with OHLA; affinity programs; coalition building; connecting with OHLA leadership; Board events; co-marketing with OHLA; industry data and statistics; legal questions; local lodging councils; best practices; public policy strategy; working with government and agencies; media inquiries and public relations; Pandemic compliance issues.

[joe@ohla.org](mailto:joe@ohla.org) • (614) 461-6462 x7

**Cindy Sams, CTA**  
**Director of Education, Workforce & Programs**

Sponsorship opportunities; education and professional programming; Women in Lodging program; college and university outreach; workforce development connections; internships; philanthropic events.

[cindy@ohla.org](mailto:cindy@ohla.org) • (614) 461-6462 x6

**Lauren Stazen, CTA**  
**Director of Membership**

Account management & relationship building among property and Allied Members; creating connections; key contact for current and prospective members; developing benefit programs and resources; staff liaison for Allied Member Council, Unique Lodging of Ohio Council & Membership Committee; information regarding pipeline reporting and new development.

[lauren@ohla.org](mailto:lauren@ohla.org) • (614) 461-6462 x5

**Michele Marcinick, CTA**  
**Communications & Events Coordinator**

Event scheduling and logistics; Annual Conference & Events Committee; Emerging Professionals initiatives; event promotions; OHLA website updates; submission of articles; email communications and publications; social media; billing and invoices; updating member information.

[michele@ohla.org](mailto:michele@ohla.org) • (614) 461-6462 x1

**Sue Graves**  
**Innovation & Technology Lead**

Innovation & Technology Committee Chair; bringing innovation and tech solutions to Ohio's lodging industry to help teams work more effectively and efficiently; CEO, Experience Alive.

[sue@experiencealive.com](mailto:sue@experiencealive.com)

**Mark Meyer**  
**Comptroller**

Accounts payable and receivable; budgeting & planning strategy.

[mark@ohla.org](mailto:mark@ohla.org) • (614) 461-6462 x3

**Michael-Lynn Evans**  
**Government Affairs Representative**

Government activity related to OHLA and the industry; legislation; regulations; campaigns and elections; Political Action Committee.

[michael@allphaseconsulting.com](mailto:michael@allphaseconsulting.com)

**Interested in growing your brand  
visibility & network through  
sponsorship and advertising?  
Scan here to set-up an  
appointment with Lauren.**





**Follow OHLA on Facebook, Twitter, Instagram and LinkedIn**

**f** @ohiolodging | @ULOCCommunity | **t** @OHLA\_OHIO | **@** @ohiolodging | **in** Ohio Hotel & Lodging Association

**SERVING OHIO'S LODGING INDUSTRY SINCE 1893**

175 S. Third Street, Suite 170 • Columbus, OH 43215  
614-461-6462

**[www.ohiolodging.com](http://www.ohiolodging.com)**