



# 2024 ALLIED SPONSORSHIP & ADVERTISING OPPORTUNITIES

EXCLUSIVELY FOR  
OHILA ALLIED MEMBERS

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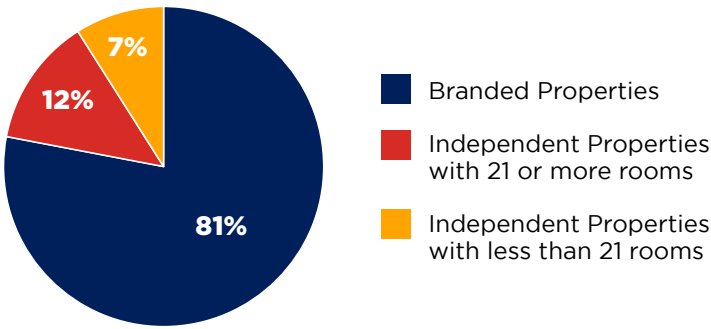
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## PROPERTY MEMBER DEMOGRAPHICS

The Ohio Hotel & Lodging Association (OHLA) represents Ohio's commercial lodging industry. OHLA members are part of Ohio's more than \$38 billion travel economy and membership is comprised of lodging properties from the smallest to the largest; from rural, tourist destinations, to major metros and everywhere in between.

### Property Members



OHLA members make purchasing decisions on products and services, including:

- Supplies & Services for Operations
- HR & Payroll
- IT & Digital Services
- Accounting
- Advertising/Promotion/Publication

The diversity of our membership is illustrated by these examples which are just a representative sample:

- 21C Museum Hotel Cincinnati
- AC Hotel Dayton
- Canopy Ridge Cabins
- Concord Hospitality
- Great Ohio Lodges
- Home2 Suites by Hilton Canton
- InterContinental Hotel Cleveland
- Kalahari Resort – Sandusky
- Middletown Hotel Management
- Nationwide Hotel & Conference Center
- Red Roof
- Renaissance Columbus Downtown
- Sauder Heritage Inn at Sauder Village
- Shaner Hotel Group
- The Casa & Villas at Gervasi Vineyard

## OHLA LODGING COUNCIL MAP



● NORTHWEST OHIO LODGING COUNCIL	● GREATER CANTON LODGING COUNCIL
● GREATER CLEVELAND LODGING COUNCIL	● MAHONING VALLEY LODGING COUNCIL
● GREATER DAYTON LODGING COUNCIL	● GREATER CINCINNATI LODGING COUNCIL
● GREATER COLUMBUS LODGING COUNCIL	● SOUTHEAST OHIO LODGING COUNCIL
● GREATER AKRON LODGING COUNCIL	

## EVENT TYPES

### Local Lodging Council Meetings

Regional business meetings focused on local issues & updates occurring in all 9 local lodging councils throughout the year. Hoteliers of all experience levels are welcome.

### Stars of the Industry Luncheons

Our second-largest events in Cincinnati, Cleveland, Columbus, and Dayton. These celebratory events occur in late summer and bring together a diverse representation of property departments and associate levels. You can expect to network with line-level associates, supervisors, managers, General Managers, Area Managers, sales leaders, and ownership & management company representatives.

### Annual Conference & Gala

The largest gathering of lodging professionals in the state of Ohio. The Annual Conference & Gala occurs annually the second to last week of November. Historically, it has been in Columbus, Sandusky, Cleveland, & Cincinnati. Where to next? This event has seen over 500 guests including line-level associates, supervisors, managers, General Managers, Area Managers, Sales Leaders, and ownership & management company representatives. Take part in this 2-day conference complete with education, networking, trade show, awards gala, and MORE!

**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.

**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.

**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





## Heartland



## Morgan Stanley



## THANK YOU FOR YOUR SUPPORT!

### 2024 PREMIER PARTNERSHIP BENEFITS

- Receive the exclusive endorsement within area of expertise
- 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.

## LOCAL LODGING COUNCIL MEETINGS AND EVENTS

These meetings occur in each of our lodging councils across the state including Greater Akron, Greater Canton/Mahoning Valley, Greater Cincinnati, Greater Cleveland, Greater Columbus, Greater Dayton, Northwest, and Southeast. 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 marketing development in their regions.



### Presenting Sponsorship • \$5,500

Your company will have sponsorship of all local lodging council business meetings that occur through the state (8-10 in total) plus the Greater Columbus annual holiday reception.

Presenting Sponsor will receive:

- Company logo on all business meeting pre-event notices & communications
- Opportunity to present 3-5 minutes or provide a 30-60 second commercial/promotion to be played at the beginning of the meeting
- 2 registrations per meeting
- Opportunity to provide collateral and/or giveaway items



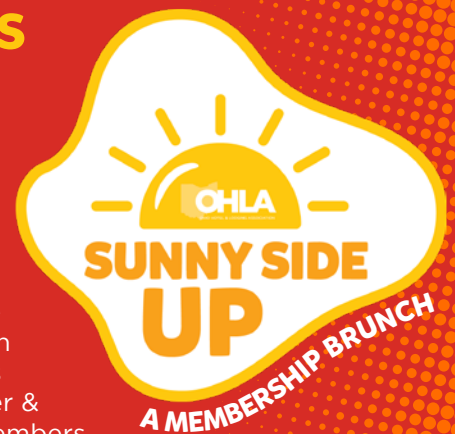
### Sponsorship Expectations

- 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.



## 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.



Toledo • \$500

Columbus • \$500



## EMERGING PROFESSIONALS

### EDUCATION & WORKFORCE

Be a catalyst in growing Ohio's lodging workforce, advancing future leaders, and supporting key initiatives that move our lodging industry forward.

#### Presenting Sponsorship • \$5,000

Your company will be a part of the inaugural Hotel Summer Camp being brought to Ohio by OHLA's Education & Workforce Committee. This camp will bring together junior and senior high school students to expose them to the many opportunities that exist in the lodging industry. The camp will feature education & certification in customer service, on-site tours of hotels and hospitality facilities, and more.

Presenting Sponsor will receive:

- Speaking opportunity to kick-off the camp
- Company logo & branding on all statewide communications to hoteliers, management companies & ownership groups
- Social media recognition pre & post event
- Opportunity to provide raffle item or giveaways
- Recognition as sponsor for Student Education Day at OHLA's Annual Conference & Gala

In addition to direct recognition associated with the camp & our Student Education Day, you'll receive:

- Display ad on our Education & Training Fund and Hospitality Helping Hands webpages
- Ad in Education & Workforce Quarterly e-Newsletter (quarter of your choosing)
- Company logo recognized as an Annual Conference & Gala sponsor
- One Exhibitor Booth (includes 1 full conference registration)

#### Supporting Sponsorship • \$1,500

- Company logo & branding on all statewide communications to hoteliers
- Social media recognition pre & post event
- Company logo on OHLA Education & Training Fund and Hospitality Helping Hands webpages

### EMERGING PROFESSIONALS

Be a catalyst in growing Ohio's lodging workforce, advancing future leaders, and supporting key initiatives that move our lodging industry forward.

#### Third Thursday Presenting Sponsor • \$2,500

Presenting sponsor will receive:

- Recognition & attendance at 8+ events throughout the year
- Sponsorship of Emerging Professionals Reception in Greater Cleveland Lodging Council
- Social media recognition prior to each event
- Company logo on all Emerging Professionals invitations & statewide communications
- Display ad on our Emerging Professionals webpage



#### Equitable Education Donor • \$250

By opting in, your company is supporting, on average, two certification opportunities for lodging professionals by offsetting out of pocket costs.

As a supporter of equitable education opportunities, your company will receive:

- Social media recognition
- Company logo on footer of all certification opportunities and Education & Workforce webpage
- Recognition at Annual Conference & Gala



**WOMEN IN LODGING (WIL) CONNECT**

The OHLA Women in Lodging (WIL) CONNECT sponsorships aligns your company with OHLA's focus to grow female leadership in the lodging industry—a crucial step in advancing our industry. WIL CONNECT is a consortium of leaders from 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.

**SOLO Presenting Sponsorship • \$5,000\***

This sponsorship includes presenting sponsorship for OHLA's Annual Statewide WIL Leadership Luncheon and the WIL Session at Annual Conference & Gala.

Presenting Sponsor will receive:

- Speaking opportunity to kick-off the WIL Luncheon
- Company logo & branding on all statewide communications to hoteliers, management companies & ownership groups
- Social media recognition pre & post event
- Opportunity to provide raffle item or giveaways
- Recognition as sponsor for the Women in Lodging Session at OHLA's Annual Conference & Gala

In addition to direct recognition associated with the luncheon & WIL Session at Annual Conference, you'll receive:

- Display ad on Ohio Women in Lodging webpage
- Ad in the WIL THRIVE quarterly e-Newsletter (quarter of your choosing)
- Company logo recognized as an Annual Conference & Gala sponsor
- One Exhibitor Booth (includes 1 full conference registration)

**Luncheon Supporting Sponsor • \$1,500**

- Company logo & branding on all statewide communications to hoteliers
- Social media recognition pre & post event
- Company logo on Women in Lodging webpage

**\$1,500**

**\$1,500**

**\$1,500**

**\$1,500**

**WIL CONNECTION Hosts • \$1,000**

Throughout the year, the WIL Advisory Council organizes intimate networking opportunities throughout the state over coffee or cocktails. This is your company's opportunity to host! As a host, your company will organize (with the support of a WIL Advisory Council member and OHLA staff) and host the event. OHLA will simply provide means for registration and communications regarding the event. Company must work with OHLA to secure date ahead of time.

- Company logo & branding on all statewide communications to hoteliers
- Social media recognition pre & post event
- Company logo on Women in Lodging webpage

**\$1,000**

**\$1,000**

**\$1,000**





**UNIQUE LODGING OF OHIO**

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.

- Community Catalyst • \$1,500**
  - Recognized as the ULO presenting sponsor for:
    - Community Interest Groups
    - Webinar Series
    - Education Track at Annual Conference
    - Unique Lodging of Ohio Property of the Year Naming Rights presented at the State Stars of the Industry Awards at Conference
  - Opportunity to include 1 ad per quarter in the ULO Update, a dedicated quarterly eNewsletter sent to the independent member properties
  - Company logo included on all ULO Communications

**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**



**ULO You Host Us Sponsorship**

Interested in offering education for the independent lodging community? Provide your time and training for our 2024 Webinar series! Opportunities are still available.



**INNOVATION & TECHNOLOGY**

OHLA's Innovation & Technology initiative was created to bring new partners with needed solutions into our industry, to identify pain points for hotels that can be addressed through creation and adoption of new ideas, to support emerging technologies in the hospitality space through R&D, funding, marketing and promotion, and to involve public agencies with resources in helping facilitate these solutions. A new generation of travelers, comfortable with technology, will see value in hotels that are adapting technology that allows self-service, flexibility, and a better guest experience.

Your company will be recognized as a forward-thinking innovative leader by supporting this initiative and the future of the lodging industry.

- Innovator Sponsorship • \$2,500**
  - Recognition as presenting sponsor of the Innovation & Technology committee & happenings
  - Company logo on all innovation & technology-related communications and promotions; included on committee agendas and communications
  - Banner ad as part of the quarterly Innovation & Technology eNewsletter

**Tech Champion Sponsorship • \$500**

- Company logo included at footer of innovation & technology-related communications & promotions and footer of quarterly Innovation & Technology eNewsletter

- \$500**
- \$500**





**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.**

**2024 OHLA BOARD OF TRUSTEES**  
OHIO HOTEL & LODGING ASSOCIATION

**EXECUTIVE COMMITTEE**

**Chad Bortle**

President  
SJB Management, Inc./SJB Hotels LLC  
Granville, OH

**Bill Reed**

Vice President  
Flats East Bank  
Cleveland, OH

**Holly Hollingsworth**

Second Vice President  
Cogwheel Marketing  
Columbus, OH

**Alan Assaf**

Treasurer  
Indus Hotels  
Columbus, OH

**Steve Wolever**

Allied Officer  
Signature Worldwide  
Dublin, OH

**Stephen Stewart**

Past President  
Hyatt Regency Columbus  
Columbus, OH

**Geri Lombard**

Ex Officio Member  
Hotel LeVeque  
Columbus, OH

**BOARD OF TRUSTEES**

**Frank Arena**

SpringHill Suites Cincinnati Midtown  
Cincinnati, OH

**Eric Belfrage**

CBRE Hotels-Investment Properties  
Columbus, OH

**DJ Falcoski**

RE/MAX Commercial Real Estate  
Columbus, OH

**Lisa Garner**

Marriott & Residence Inn Columbus OSU  
Columbus, OH

**Nancy Howard**

Hilton Columbus Polaris  
Columbus, OH

**Monika Lindsay**

Image Hotel Management  
Xenia, OH

**Nicole McCabe**

Inn & Spa at Cedar Falls & Hocking Hills Golf Club  
Logan, OH

**David Minah**

Hyatt Place Lyndhurst/  
Legacy Village  
Lyndhurst, OH

**Viren Patel**

Sirius Capital Group  
Grove City, OH

**Wade Riedman**

Graduate Cincinnati  
Cincinnati, OH

**Jennifer Ruiz**

Embassy Suites by Hilton  
Canton Akron Airport  
Canton, OH

**Cristian Teusan**

Commonwealth Hotels  
North Canton, OH

**Ryan Tomaro**

MCR Development  
Cincinnati, OH

**Steve Van Sickle**

Sauder Heritage Village  
Inn & Campground  
Archbold, OH

**Deon Watkins**

NEO Hotel Group  
Stow, OH

**ALLIED TRUSTEES**

**Larry Fletcher**

Shores & Islands Ohio  
Sandusky, OH

**Gretchen Friend**

Columbus State  
Community College  
Columbus, Ohio



**VOLLEYBALL**

**OHLA's 5<sup>th</sup> Annual Charity Volleyball Tournament • May 11, 2024**

**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 for the fight to end human trafficking. All team registrations in the past 5 years have totaled more than \$24,000 raised for our benefactor Freedom a la Cart, an organization committed to helping trafficking victims return to the workforce.

**BUMP • \$1,000**

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 • \$2,500**

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 • \$5,000**

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.



**HOTEL GAMES**

**February 7, 2024**

Join in the fun! OHLA supports the local HR community through a collaboration on, Hotel Games, a dynamic event bringing together all departments and leadership levels throughout the hospitality community. Comradery among teams and friendly competition is crucial to build trust, create connections, and raise the industry's stature. This high energy event is exclusive to property and tourism industry members only.

**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.



**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 2023, QCC sold out fast! Claim your spot. Meet with operations executives from:**



**Quarter 1 - Columbus**

**SOLD \$1,000    SOLD \$1,000    SOLD \$1,000     \$1,000**

**Quarter 2 - Columbus**

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

**Quarter 3 - Cleveland**

\$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.

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

Opportunity to speak and present an award at each of the regional luncheons (4), 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, and logo on name badges. 4 Full Registrations to the Annual Conference & Gala and an exhibitor booth.

**Stars of the Industry Regional Luncheons • \$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 • \$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).



**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.*



## INTERESTED IN HAVING AN EXHIBITOR TABLE THROUGHOUT THE YEAR?

All Allied Members are eligible to have a booth at a non-conference event including Local Lodging Council Meetings, Women in Lodging Luncheon, & Regional Stars of the Industry Luncheons.

### EXHIBITOR TABLE PRICING

**Sponsor\* • \$350**  
**Non-Sponsor • \$500**

*\*Any sponsor in 2024 is eligible for sponsor pricing.*



**ANNUAL CONFERENCE & GALA • NOVEMBER 25-26, 2024**

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



**SOLD 5-Diamond • \$9,000\***

- Exclusive presenting sponsorship of OHLA's Annual Conference & Gala with speaking opportunities:
  - Opening Session and opportunity to give welcome address (3-minute)
  - Introduction of keynote at Gala Dinner
  - Conclude conference at the end of Tuesday's luncheon
- Company logo on all conference marketing & communications with recognition as 'Presenting Sponsor'
- Dedicated social media promotions
- Full page in ad in program or app
- Exhibitor booth + 4 full conference registrations
- Discount code to be shared exclusively with lodging property prospects & clients

**4-Diamond • \$7,500\***

- Exclusive sponsorship of Dinner Gala with opportunity to speak at dinner (3-minutes)
- Dedicated social media promotion
- Full page in ad in program or app
- Exhibitor booth + 3 full conference registrations

**SOLD 3-Diamond • \$5,500\***

- Exclusive sponsorship of Luncheon & Annual Business Meeting with opportunity to speak at luncheon (3-minutes)
- Dedicated social media promotion
- Full page in ad in program or app
- Exhibitor booth + 3 full conference registrations

**SOLD 2-Diamond • \$3,500\***

- Exclusive sponsorship of breakfast with speaking opportunity (3-minutes)
- Dedicated social media promotion
- Full page in ad in program or app
- Exhibitor booth + 3 full conference registrations



## A LA CARTE SPONSORSHIPS

**SOLD** **Cocktail Hour • \$3,000**

Recognition as Annual Conference & Gala sponsor and company logo featured on specialty cocktail/mocktail signage, each attendee's drink ticket, & custom imprinted cocktail napkins. Includes 1 exhibitor booth and 2 full conference registrations.

**SOLD** **Owner/Management Company Reception • \$3,000**

Invitation-only event bringing together leaders from management companies and ownership groups. Recognition as Annual Conference & Gala sponsor. Opportunity for brief address to attendees. Includes 1 exhibitor booth and 2 full conference registrations.

**Recharge Breaks • \$2,500**

Be the company behind a “recharging” afternoon food & beverage break. Recognition as Annual Conference & Gala sponsor. Your company logo featured on signage at each individual recharge station. Includes 1 exhibitor booth and 2 full conference registrations.

**Entertainment • \$2,500**

Support the high energy atmosphere at the dinner gala, leading into our Stars of the Industry Awards. House band? Check! Two full registrations.

**Monday Night Cap • \$1,000**

Celebrate our Stars with a nightcap! Cover the tab at the hotel bar or discuss alternative options with an OHLA team member.

## IN-KIND OPPORTUNITIES

Each of the below is an opportunity to build your brand awareness. Your company covers the cost of production. Company must work with OHLA team and abide by branding policies and production timelines.

**Conference Bags (Dual Branded)**

**In-Room Amenities (1 per room for conference room block attendees)**

**Lanyards (Dual Branded)**



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, 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*

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; Sponsorship & Advertising opportunities.

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

**Michele Marcinick, CTA**  
*Director of Event Strategy & Development*

Event scheduling and logistics; Annual Conference & Events Committee; Emerging Professionals initiatives; event promotions.

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

**Emily Squance**  
*Marketing & Partnership Manager*

Social media; email communications & publications; all OHLA-affiliate websites updates; submissions of articles; billing & invoices; database updates.

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

**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.**





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