

OHIO HOTEL & LODGING ASSOCIATION

2020 ALLIED SPONSORSHIP & ADVERTISING OPPORTUNITIES

EXCLUSIVELY FOR OHLA ALLIED MEMBERS

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MAXIMIZE YOUR REACH AND IMPACT TO ONE OF OHIO'S LARGEST INDUSTRIES

Premier Partnership* Benefits:

- Invest in the programs, activities and contacts to match your focus and goals
- Receive the highest level of endorsement
- Logo and links on the OHLA Website
- Exclusive direct marketing on your behalf from OHLA to our members
- Advance planning for your budget-total annual commitment agreed in advance
- Prime Exhibiting location at the Annual Conference & Gala
- Custom full-page promotional content in OHLA New Member Kits and detailed listing in the OHLA Prospective Member Kits

**All OHLA Premier Partners are approved by the OHLA Board of Trustees. Minimum annual commitment begins at \$6,500.*

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.

Ask us how we can assist you in increasing your ROI with OHLA in 2020!

OHLA Areas of Focus:

Together we are stronger as we work together to:

Produce favorable public policy

Improve service and professionalism

Grow our travel economy

Provide resources and connections

Support Ohio's unique lodging sector

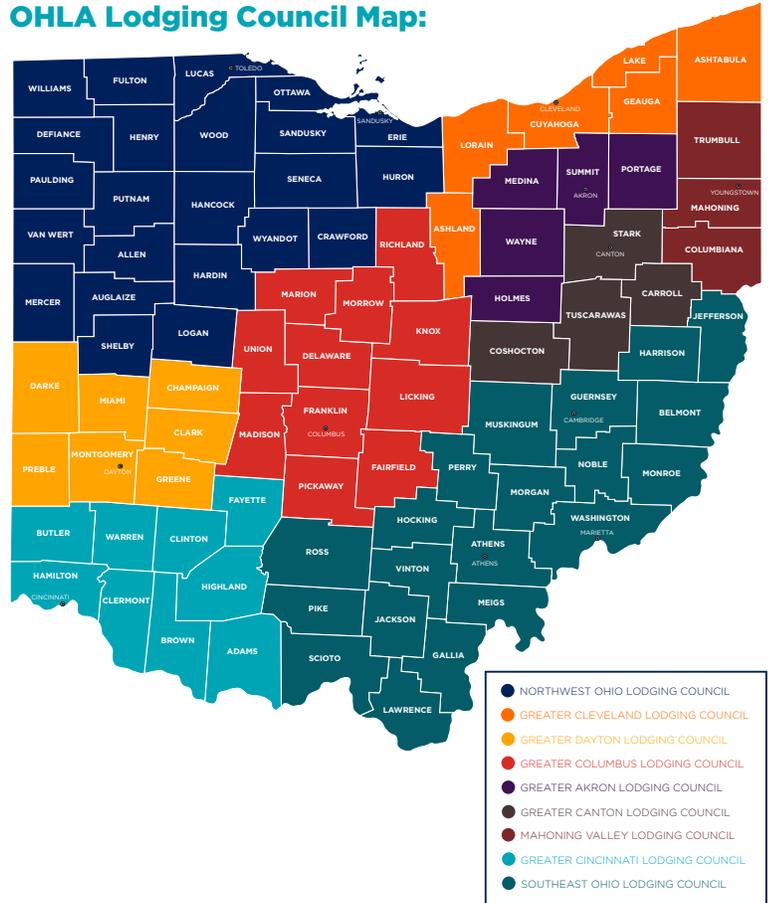
Increase profitability and sustainability

Further charitable and community involvement

Champion safety and security

Raise the stature of our industry

OHLA Lodging Council Map:



2020 is an opportunity for growth, transformation and diversification. It's the chance to reset, reimagine and redefine. Your commitment to the success of Ohio's lodging industry is proven in your partnership.

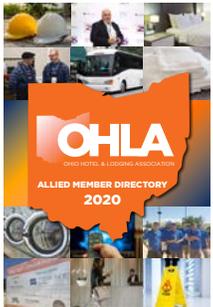
Ohio Hotel & Lodging Association (OHLA) is one of America's longest established hotel associations. Founded in 1893, the mission of OHLA is to provide advocacy, representation, information, resources, and education for Ohio's lodging industry while promoting the growth of Ohio's travel economy.

Ohio's hotel & lodging industry has a new headquarters as of Jan. 1 with the completion of the move of OHLA's offices to a location just off of Capitol Square in Columbus. This historic occasion is the culmination of years of hard work and commitment from OHLA members, partners and team members. It will allow the organization to service OHLA members and Allied businesses in a more productive, dynamic and creative environment. It will also allow members to gather and collaborate, and will provide much greater visibility and promotion of your products and services.

Government Affairs Update 2020

This monthly report offers members a valuable quick look at current issues facing the lodging industry on a local, state and national level. Your logo will be featured in the monthly e-Newsletter sent to nearly 2,000 hoteliers and can also be found in the members only portal, under the Government Affairs Resource section.

- \$1,200 (First half of the year – Feb-July)**
- \$1,200 (Second half of the year – Aug-Jan)**



Allied Member Directory

Prime advertising is yours for the taking in the 2020 print and online Allied Directory. The directory is the go-to resource for thousands of OHLA member property employees from the Chief Engineer, to Housekeeping Managers, to the GM, and other Allied Partners. The online directory is accessible 24/7 on OHLA's website OhioLodging.com.

The directory is distributed at the Annual Conference and sent to all members.

SOLD **\$1,250 • Full page ad – inside front cover**

- \$1,250 • Full page ad – back cover**
- \$750 • Full page ad – inside back cover**
- \$500 • Half page ad (multiples)**

Local Council Updates

Do you want to regionally target your messaging this year? Sponsoring a Local Council Update provides the opportunity to speak directly to one of our nine lodging councils. Imagine a way of offering regional incentives, announcing regional programs & specials, and identifying your local representative in a specific area. Sponsoring a Lodging Council Meeting? Ask about bundling a Lodging Council Meeting + Update to maximize your impact in the region.

- \$1,500 (12 months)**

Quarterly Industry Spotlight on Website

Market your product or service to hoteliers using this in-depth opportunity to discuss ways you help hotels thrive.

- SOLD** **1st Quarter • \$500**
- SOLD** **2nd Quarter • \$500**
- SOLD** **3rd Quarter • \$500**
- SOLD** **4th Quarter • \$500**



OHLA Monthly e-Newsletter 2020

Drive hoteliers to your business by advertising in the OHLA e-Newsletter. This expanded monthly electronic publication educates hoteliers and management company executives about the hospitality industry, and the many benefits that Allied businesses have to offer. The e-Newsletter is an effective

marketing tool to connect decision-makers in Ohio's hospitality industry—just a click away from ordering your product or service!

SOLD **One Top Banner Advertisement • \$2,000**

12 months – Linking to your customers. Top monthly visibility upon opening the e-Newsletter.

Four Logo Advertisements • \$1,250 each

12 months – Consumers link directly to your website. Keep in front of your customers monthly.

Three e-Newsletter Banner Ads • \$1,000 each (1 SOLD)

12 months – Be visible to Members as they read through e-News.

OHLA Website Ads Resource Pages • \$1,500

12 months – Be recognized as the industry expert as an official sponsor of an OhioLodging.com Resource Center page. Sponsors of a Resource Center page provide hoteliers with educational content, branded company resources and tools to help operations run smoothly.



Brand Guide

Be the sponsor of one of OHLA's most sought after resources. The Brand Guide helps hoteliers and partners alike stay abreast of the ever changing hotel market. Demonstrate your company's mission to be cutting edge and an industry expert with this mass produced print piece.

- \$2,500 (annually)**

Podcast Underwriting

Coming online in 2020 and bringing critical industry information to light through national speakers, local industry experts & trusted partners, and webinars on many different topics. Be a technology leader and support this new format of sharing information with OHLA members.

Annual Conference & Gala Program

This program is a resource in itself. See pages 8-9 for details.

“I have been working closely with OHLA for several years now and because of the opportunities this organization has provided me, I was able to form relationships with hoteliers, management companies, and even other Allied Members, which have grown into repeat business for my company.” – Kent Manor, Plunkett's Pest Control



Women in Lodging CONNECT Leadership Programs

In 2019, the AHLA Foundation & The Castell Project reported that about half of director-level employees at hotel companies are now women. Supporting OHLA's Women in Lodging (WIL) CONNECT programming isn't only an opportunity to support growth and leadership in the hospitality industry, it makes business sense. As more female leaders move into decision-making roles, this is your chance to make an impact, put your brand in front of these managers and build a long-lasting relationship of trust, value and loyalty. Don't miss out on these exclusive WIL events that allow you to diversify your dollar spend with today's leaders.

SOLD WIL CONNECT Presenting Sponsorship for 2020 • \$2,000

The Presenting Sponsor will be invited to all WIL CONNECT Events and Meetings and will have the opportunity to welcome and speak to attendees. This sponsor will be shown through logo placement in all print and online promotions throughout the year, including the WIL Facebook page.

SOLD Annual Conference Women in Lodging Session • \$1,250

Welcome conference attendees to this key reception program that kicks off this year's Annual Conference & Gala at the Hilton Columbus at Easton. Your brand prominently displayed on all conference promotions.

Luncheons • \$1,000 each

Two leadership events including speakers and a luncheon will serve as our primary mid-year events. Multiple department managers attend these meetings to gain insight into their roles and hone new skills.

Northern Ohio WIL CONNECT Luncheon

Thursday, May 7 • 11:00 am-12:30 pm

Southern Ohio WIL CONNECT Luncheon

Thursday, May 21 • 11:00 am-12:30 pm

Luncheon Support for WIL • \$250 (multiple)

Coffees — Espresso Myself • \$500

Akron/Canton/Youngstown WIL CONNECT Coffee

Thursday, Feb. 27 • 7:30-9:00 am

Cincinnati/ Northern Kentucky WIL CONNECT Coffee

Thursday, March 12 • 7:30-9:00 am

More coffees to be planned during 2020.

4 2020 ALLIED SPONSORSHIP & ADVERTISING OPPORTUNITIES



Unique Lodging of Ohio

Unique Lodging of Ohio (ULO) is just that, unique! Our ULO Community is comprised of independent properties across the state. These properties vary in size and type from a one bedroom guest house, to cabins, to a 200-room full-service hotel. Among the community, buying decisions are made daily for their businesses. Industry knowledge, consumer experience, and referrals flourish in this tight network.

Set yourself apart by supporting the growing and diverse unique lodging community.

ULO Sponsor of the Year • \$2,500

- Your company logo and tagline (if applicable) at footer of all mail and electronic communications being distributed to 200+ contacts. Inclusive of, but not limited to: ULO monthly newsletter, council materials, and event & training invitations (inclusive of ULO track communications for Annual Conference).
- Opportunity to welcome and present at one event or training.
- Opportunity to meet and greet council at one council meeting.
- Opportunity to attend ULO Reception at Annual Conference.

ULO Supporting Sponsors

Annual Conference Education Session Sponsor • (3) \$1,250 (1 SOLD)

- Your company logo on conference materials as it pertains to ULO educational sessions.
- Opportunity to introduce the speaker or panel to session attendees.

Reception Co-Sponsor • (2) \$1,000 each

- Your company logo on conference materials as it pertains to ULO reception.
- Opportunity to exclusively attend private reception.

ULO of the Year Award Naming Rights • \$1,250

The ULO of the Year Award is given at our Stars of the Industry Gala at Annual Conference on November 23rd. There are two awards available for sponsorship (1-20 rooms and 21+ rooms). Your logo on the award and sponsorship announced upon awarding the recipient.

Allied Industry Insights

The Best Event Ever — and the fastest growing — For You, Allied Members Only

Don't miss out on the opportunity to create a greater impact from your engagement in OHLA! By sponsoring this targeted, annual event, you can help your own company's reputation and build your central network.

You'll be learning current and more efficient ways to sell to today's hoteliers and the opportunity to engage with our panel with owner management company, on-property and independent property representation.

Columbus

Jan. 30, 2020 • 9:00-11:00 am **(3 SOLD)**

Cincinnati

Feb. 11, 2020 • 10:30 am-12:00 pm (after LC Meeting)

\$250 • Allied Member Sponsors will have special access to our panelists at a luncheon meeting following this program.

Anti-Human Trafficking Training

Support meeting materials, event amenities, host a location. Ask OHLA for opportunities.



2020 Board of Trustees Meetings & Events

You will find a unique assembly of business leaders in the lodging industry or directly connected to it. The OHLA Board of Trustees consists of representatives from hotel properties, Management Companies, Ownership Groups, Unique Lodging, Allied companies, DMOs to Educators, and Local Council Chairs.

SOLD	\$350	Feb. 7	Board Orientation
SOLD	\$600	Feb. 20	Board Meeting
SOLD	\$700	May 14	Board Meeting
<input type="checkbox"/>	\$1,400	Aug. 13-14	Board Retreat
SOLD	\$700	Nov. 23	Annual Conference





Hotel Games

Join in the fun! Hotel Games is a dynamic event bringing together all departments and leadership levels throughout the hospitality community. This is a fun-filled and high energy afternoon focused on team building and industry comradery. This 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 • Feb. 5, 2020
Greater Columbus Convention Center

SOLD **Presenting Sponsor • \$1,000**
 Your company's logo and tagline (if applicable) on all mail and electronic communications. Opportunity to welcome participants at opening of event.

Trophy Sponsor • \$500
 Your logo on all awards.

SOLD **Photo Backdrop Sponsor • \$300**
 Custom backdrop inclusive of your company's logo.

SOLD **Lunch Sponsor • Donation**
 Signage and verbal recognition.

Cleveland • Date TBD

SOLD **Presenting Sponsor • \$1,000**
 Your company's logo and tagline (if applicable) on all mail and electronic communications. Opportunity to welcome participants at opening of event.

Trophy Sponsor • \$500
 Your logo on all awards.

Photo Backdrop Sponsor • \$300
 Custom backdrop inclusive of your company's logo.

Lunch Sponsor • Donation
 Signage and verbal recognition.



Volleyball

OHLA's 2nd Annual Charity Volleyball Tournament • May 30, 2020
BUMP. SET. SPIKE.

Join OHLA and property leadership teams for a day of friendly competition at Woodlands Backyard in Columbus. This is an outdoor sand volleyball tournament dedicated to raising funds and growing visibility to the fight against human trafficking. All team registrations in 2019 were contributed to Freedom a la Carte, an organization committed to helping trafficking victims return to the workforce. In 2020, OHLA will continue to donate to those businesses supporting this cause. In our inaugural tournament, this event drew 16 teams with over 120 total attendees through players and supporters. 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.

SOLD **Presenting Sponsor • \$3,000**
 Your company's logo and tagline (if applicable) on all mail and electronic communications and on the event banner. Opportunity to welcome teams and kick off the event. Opportunity to have two teams (sponsorship includes one team registration).

Supporting Sponsors:

Two-Hour Bar Sponsorship • \$1,500 each
 Your company's logo on bar top during your timeframe of sponsorship. Your logo also included on event banner. Opportunity to register one team (registration not included in sponsorship).

- 10:00 am – 12:00 pm
- 12:00 pm – 2:00 pm
- 2:00 pm – 4:00 pm

Team Bandanas • \$1,250
 Your company's logo on event banner. Get creative! You'll be producing and purchasing the bandanas for our teams to wear throughout the day. We encourage you to brand these with your company's logo. Each team must have 8 bandanas and a unique team color. Opportunity to register one team (registration not included in sponsorship).

Team Rally Towels • \$1,250
 Your company's logo on event banner. You'll be producing and purchasing the team rally towels for our players to use throughout the day. We encourage you to brand these with your company's logo and colors. Opportunity to register one team (registration not included in sponsorship).



Local Lodging Council Meetings and Events

Local Lodging Council Meetings allow you to target specific markets across the state of Ohio and provide you the opportunity to educate attendees of your products, services, and industry updates. Breakfasts, luncheons, and receptions include even greater opportunities for networking and forming relationships with the area hoteliers.

Local Lodging Council Meeting:

This hour and a half meeting provides attendees access to current issues, OHLA initiatives, and market updates happening in the region.

Local Lodging Council Breakfast or Luncheon:

This two-hour engagement provides attendees with an educational speaker, a meal, and regional lodging council updates.

Local Lodging Council Industry Reception:

This two-and-a-half-hour evening engagement provides attendees with an educational speaker, regional lodging council updates and a reception to follow.

Sponsorship Includes:

- Recognition on all pre-event notices, emails and event print material
- The opportunity to display company marketing at event (ie. Handouts, giveaways, & company banners)
- A 3-5 minute presentation to attendees
- Ability to network with attendees pre and post meeting
- A report of member attendees for post-event reference (upon request)

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.

2020 Meeting and Events:

Greater Akron	3/6/20	LC Combo Breakfast	SOLD <input type="checkbox"/> \$450 Half	SOLD <input type="checkbox"/> \$450 Half
	7/16/20	LC Luncheon	SOLD <input type="checkbox"/> \$400 Half	<input type="checkbox"/> \$400 Half
Greater Canton	4/23/20	LC Meeting (AM or PM)	SOLD <input type="checkbox"/> \$250 Half	<input type="checkbox"/> \$250 Half
	9/24/20	LC Meeting (AM or PM)	<input type="checkbox"/> \$250 Half	<input type="checkbox"/> \$250 Half
Greater Cincinnati	2/11/20	LC Breakfast Allied Insights	SOLD <input type="checkbox"/> \$400 Half	<input type="checkbox"/> \$400 Half
	6/16/20	LC Reception	SOLD <input type="checkbox"/> \$400 Half	<input type="checkbox"/> \$400 Half
Greater Cleveland	3/6/20	LC Combo Breakfast	SOLD <input type="checkbox"/> \$450 Half	<input type="checkbox"/> \$450 Half
	7/17/20	LC Meeting	SOLD <input type="checkbox"/> \$300 Half	<input type="checkbox"/> \$300 Half
Greater Columbus	1/9/20	LC Luncheon (w/ HSMIA)	SOLD <input type="checkbox"/> \$400 Half	SOLD <input type="checkbox"/> \$400 Half
	6/10/20	LC Reception	<input type="checkbox"/> \$600 Half	<input type="checkbox"/> \$600 Half
Greater Dayton	3/19/20	LC Meeting & Reception	SOLD <input type="checkbox"/> \$400 Half	<input type="checkbox"/> \$400 Half
	7/8/20	LC Meeting	SOLD <input type="checkbox"/> \$300 Half	SOLD <input type="checkbox"/> \$300 Half
Mahoning Valley	4/23/20	LC Meeting	<input type="checkbox"/> \$250 Half	<input type="checkbox"/> \$250 Half
	9/24/20	LC Meeting (AM or PM)	<input type="checkbox"/> \$250 Half	<input type="checkbox"/> \$250 Half
Northwest Ohio	3/24/20	Luncheon	SOLD <input type="checkbox"/> \$300 Half	<input type="checkbox"/> \$300 Half
	9/17/20	LC Meeting	SOLD <input type="checkbox"/> \$250 Half	<input type="checkbox"/> \$250 Half
Southeast Ohio	3/31/20	LC Meeting (Athens)	SOLD <input type="checkbox"/> \$250 Half	<input type="checkbox"/> \$250 Half
	8/5/20	LC Meeting	<input type="checkbox"/> \$250 Half	<input type="checkbox"/> \$250 Half



ANNUAL CONFERENCE & GALA • NOVEMBER 23-24, 2020

Join us for OHLA's 2020 Annual Conference & Gala in Columbus! This event gives you the opportunity to stand out from the rest in front of 500 hoteliers, partners and guests from across the state. Sponsorship includes the opportunity to exhibit, promote your company, and provide solutions to help hotel operations run smoothly.

Basic benefits to all sponsors:

- One basic exhibitor booth — 6ft table with linen and 2 chairs
- At least One Full Registration to event (contingent on sponsorship amount)
- Logo on OHLA website conference page and conference signage
- Promotional recognition in email and online/social media communications when appropriate
- List of attendees upon request

Visibility

SOLD **\$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. Eight Full Registrations

SOLD **\$3,500 • Stars of the Industry Awards Sponsor**

Sponsorship includes your logo on the Stars of the Industry photo backdrop at the Gala and throughout the conference. Two Full Registrations

- \$2,000 • Registration Desk Sponsor**
Display company marketing at registration desk. Use a banner, handouts, etc. Two Full Registrations

- \$2,000 • Conference Bag Sponsor**
Work with us to have your logo on the attendee bags and help greet all attendees. You purchase the conference bags in addition to the sponsorship. Two Full Registrations

SOLD **\$2,000 • Lanyard and Name Badge Sponsor**

Your logo on all lanyard/badge combinations, additional cost in the purchase of lanyards/badges, Two Full Registrations



- \$1,500 • Conference Signage**
Your logo on all Annual Conference signs, cost in addition to sponsorship. Two Full Registrations

- \$1,500 • Ice Sculpture**
Your logo or appropriate symbol incorporated into the ice sculpture. One Full Registration

- \$1,500 • OHLA Oasis**
Area for conference attendees to escape the hustle and bustle of conference. One Full Registration

- \$1,500 • Premium Exhibitor Booth**
2x the exhibiting space when available. One Full Registration

- \$1,000 • Photography Sponsor**
Logo on digital photos. One Full Registration

Events

- \$5,000 • Stars of the Industry Dinner Gala Sponsor**
Speaking Opportunity at Dinner Gala. Four Full Registrations

SOLD **\$3,500 • Luncheon Sponsor**

Speaking opportunity at Conference Luncheon, Reserved Table to invite attendees to join you. Three Full Registrations

SOLD **\$2,000 • Cocktail Hour Sponsor**

Your logo on all promotions and signage at the event; You supply logo'd napkins or drink stirrers in addition. Two Full Registrations

SOLD **\$2,000 • Silent Auction Sponsor**

Your logo on all promotions and signage at the event. Two Full Registrations

- \$2,000 • Annual Business Meeting Sponsor**
Your logo on all promotions and signage at the event. Two Full Registrations

- \$2,000 • Morning Break Sponsor**
Your logo on all promotions and signage at the event. Two Full Registrations



- \$2,000 • Afternoon Break Sponsor**
Your logo on all promotions and signage at the event. Two Full Registrations

Programming

- \$3,000 • Opening Session Sponsor**
Welcome conference attendees. Three Full Registrations
- \$2,500 • Closing Session Sponsor**
Thank conference attendees for participating in this year's conference. Two Full Registrations

- \$2,500 • Education Sponsor Session 1**
Introduce a Speaker. Two Full Registrations

- \$2,500 • Education Sponsor Session 2**
Introduce a Speaker. Two Full Registrations

- \$2,500 • Conference Speaker Presenting Sponsor**
Your logo on all promotions and signage at the event. Two Full Registrations

- \$2,000 • HSMAI Sales Track Sponsor**
Sponsor the most sought after education sessions. Two Full Registrations

- \$1,250 • Unique Lodging of Ohio Session Sponsor**
Your logo on all promotions and signage at the event (3). One Full Registration **(1 SOLD)**

Receptions & Activities

- \$3,000 • Entertainment Sponsor**
Support high energy and keep the party going! Three Full Registrations

- \$1,750 • Owner/Management Company Executive Event**
Exclusive event for you to mingle with invited hotel owners and management company personnel. Two Full Registrations

- \$1,500 • Unique Lodging of Ohio Reception Co-Sponsor (2) (1 SOLD)**
Logo on all invitations and signage at the event. One Full Registration

- \$1,500 • New Member Reception Sponsor**
Exclusive Sponsor of this Event, networking with new OHLA property members. Your logo on all promotions and signage at the event. One Full Registration

- \$1,250 • Women in Lodging CONNECT Program Sponsor**

Your brand on all promotions and opportunity to welcome attendees. Reception to follow session. One Full Registration

Connectivity

- \$2,000 • Annual Conference App Sponsor**
Your logo on the App as conference attendees check-out the schedule. Two Full Registrations

- \$2,000 • Wi-Fi Sponsor Connectivity for the Conference!**
Signage will tell attendees that your brand is keeping them connected. Two Full Registrations

- \$2,000 • Charging Station**
Have this much needed technical item sitting by your booth and help our hoteliers stay at full charge

Conference Program Ad Sales 2020

- Full page ad – inside front cover • \$1,250**

- Full page ad – inside back cover • \$1,250**

- Half page ad (2 available) • \$600 (1 SOLD)**

- Quarter page ad (4 available) • \$450**

“This past year as presenting sponsor, I used the OHLA Annual Conference & Gala as an opportunity to make connections, display our product, and provide solutions to attendees. This opportunity resulted in five new clients for our company.” – Mark Lasure, Upshift

“As a new member of OHLA, we were thrilled to make an excellent business connection at our very first event attended this past November. What started out as a networking introduction, resulted in a new business relationship with a local Cincinnati hotel owner. We also made several new contacts at the 2019 Conference at Kalahari resulting in additional opportunities to service the Ohio hospitality market.” – Renae & Arnold Becker, Advanced Floor Care





Regional Stars of the Industry Awards Program 2020

Did you know that YOU, as an Allied Member, have the opportunity to submit a nomination for a standout employee? What better way to continue your support

than to be a sponsor at one of our Stars of the Industry events! The 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 Gala that takes place at our Annual Conference. Outside of Annual Conference, these are our largest events of the year with the most diverse audiences! Over 1,500 attendees were witness to the celebrations of their peers. The addition of our SEL (Select, Economy, & Limited Service) members to Stars allows you to gain entrée into this segment with all-new opportunities.

You have the ability to be associated with these leading hospitality professionals, their properties, and their companies. By supporting the different awards categories and events around the state, your company will be rewarded by being an integral part of the industry's workforce development, visibility, and recognition of the dedicated associates in our industry. Ask about the opportunity to have a vendor table with your sponsorship.

Annual Conference Gala Fee NOT included.

Keynote Speaker Sponsor Package • \$4,000

Four registrations for each luncheon, online recognition, ten minutes to speak, opportunity to include a raffle item at the luncheon, signage and a vendor table opportunity.

Luncheon Sponsor Package • \$3,000

Three registrations for each luncheon, online recognition, opportunity to include a raffle item at the luncheon, signage and a vendor table opportunity.

Reception & Registration Sponsor Package • \$2,500

Two registrations for each luncheon, opportunity to offer a give-away item at registration, online recognition, signage and a vendor table opportunity.

Name Badge Sponsor Package • \$2,200

Two registrations for each luncheon, online recognition, your logo on name badges, signage and a vendor table opportunity.

Stars Signage Sponsor Package • \$1,000

One registration each luncheon, online recognition, your logo on all signage and a vendor table opportunity.

Table Host Sponsor Packages • \$1,000

A table host company will receive one registration and a table runner for hosting a table at the luncheon. It will include your company's logo. Choose which Stars of the Industry Luncheon(s) you wish to host a table. The Stars cities are Dayton, Cleveland, Columbus and Cincinnati.

Dayton • Aug. 20

Cleveland • Aug. 27

Columbus • Sept. 1

Cincinnati • Sept. 3

Naming Rights for Stars Categories

This growing opportunity has 8 city categories for 2020! Diversify your marketing dollars and be in front of the top hotels in the state, in Dayton, Cleveland, Columbus, Cincinnati. 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 **\$1,500** and includes the following benefits:

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

Server of the Year - Full Service Property

Attendant/Host of the Year - SEL Property

Housekeeper of the Year - Full Service Property

Housekeeper of the Year - SEL Property

Front Desk Associate of the Year - Full Service Property

Front Desk Associate of the Year - SEL Property

Supervisor/Manager of the Year - Full Service Property

Jack of All Trades - SEL Property

Engineer of the Year - Full Service Property

Engineer of the Year - SEL Property

Service Super Star of the Year - Full Service Property

Service Super Star of the Year - SEL Property

General Manager of the Year - Full Service Property

General Manager of the Year - SEL Property

Leadership Team of the Year - Full Service Property

Leadership Team of the Year - SEL Property

ULO of the Year - 20 or less rooms

ULO of the Year - 21 or more rooms

Signature Worldwide Sales Leader of the Year



Joe Savarise
Executive Director

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.

joe@ohla.org • 614.461.6462, x5

Cindy Sams
Director of Operations

Sponsorship opportunities; education and professional programming; Allied Member Council; Women in Lodging program; Emerging Professionals initiatives; college and university outreach; workforce development connections; internships; philanthropic events.

cindy@ohla.org • 614.461.6462, x2

Lauren Stazen
Director of Membership

Information on becoming an Allied Member or Premier Partner; referring lodging properties for membership; benefit programs and resources; Unique Lodging of Ohio; information on new hotel builds.

lauren@ohla.org • 614.461.6462, x4

Halle Markwas
Manager of Strategic Partnerships & Initiatives

Focused expertise on internal and external relationship management; working primarily with management & ownership groups; assisting Allied Members to reach their membership goals; strategic partnerships with hotel brands and industry partners; developing and maintaining the OHLA Brand Guide; collaboration with other industry organizations, specializing in hospitality sales and meeting/event planners.

halle@ohla.org • 614.461.6462, x6

Michele Marcinick
Communications & Events Coordinator

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

michele@ohla.org • 614.461.6462, x1

Michael Evans
Government Affairs Representative

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

michael@allphaseconsulting.com

Follow OHLA on Facebook, Twitter, Instagram and Linked In

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 [@ohiolodging](https://www.instagram.com/ohiolodging)

 [Ohio Hotel & Lodging Association](https://www.linkedin.com/company/ohio-hotel-lodging-association)

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