



2021 ALLIED SPONSORSHIP & ADVERTISING OPPORTUNITIES

EXCLUSIVELY FOR OHLA ALLIED MEMBERS

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



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OHIO HOTEL & LODGING ASSOCIATION



Premier Partnership* Benefits:

- Receive the highest level of endorsement
- Hyperlinked logo in rotation on OHLA website
- Hyperlinked logo on landing page of digital Allied Member Directory
- One Allied Member Spotlight in E-Newsletter (month of your choosing based on availability)
- Premier Partners banner at footer of most e-communications
- 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
- Full-page ad in the printed Allied Member Directory

**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 2021!

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

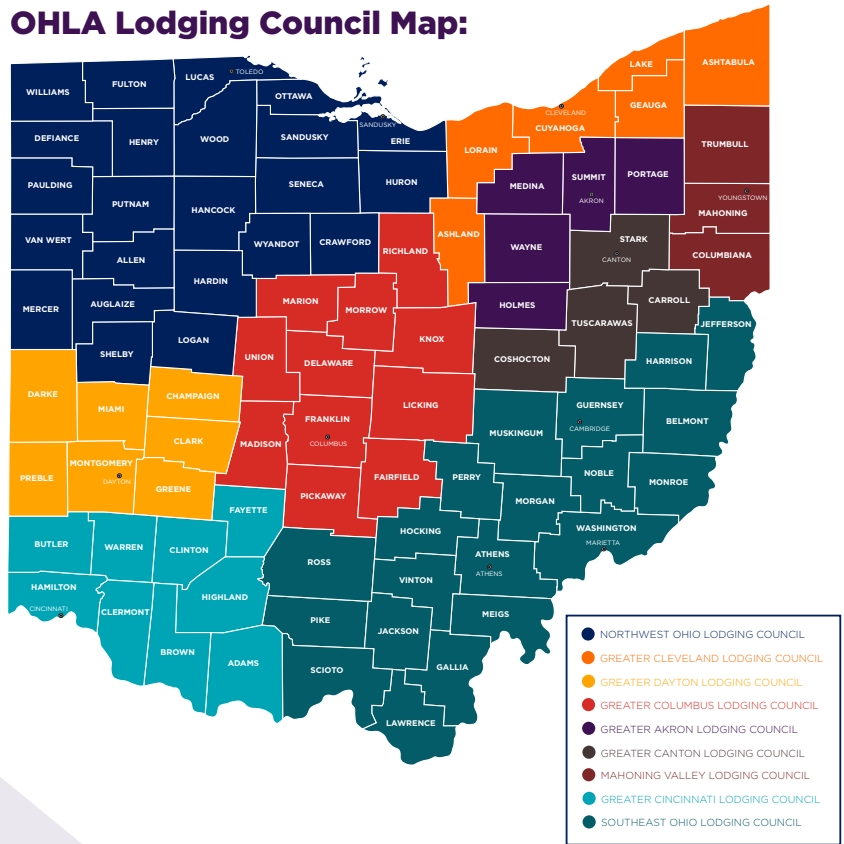
INCREASE PROFITABILITY AND SUSTAINABILITY

FURTHER CHARITABLE & COMMUNITY INVOLVEMENT

CHAMPION SAFETY AND SECURITY

RAISE STATURE OF OUR INDUSTRY

OHLA Lodging Council Map:



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 everchanging brand landscape; Hierarchy Report—take the guessing game out of the relationships among ownership groups, management companies and property membership; Plus, NEW in 2021—Allied Member Quarterly Newsletter with news you can use.

Build your Network

Attend events both in-person and virtually to make long lasting connections (we host nearly 40 events statewide each year!); Connect with members with access to membership list; Volunteer on one of the many 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 from members; Stand out as an industry partner by using the OHLA Allied Member logo for cobranded 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.



Virtual Presenting Sponsor

With a heightened need and new appreciation to go virtual and offer hybrid events, this is your opportunity to help us continue to offer complete and thorough virtual meetings & events. Your logo will be included as a feature on the first slide of all virtual meetings and events as well as noted within introductory remarks. Your logo is also included within meeting and event communications.

☐ **\$2,500***

**Interested in being our hybrid sponsor at Annual Conference? This opportunity could be yours for a total of \$5,000 and this includes two full conference registrations!*

Government Affairs Update

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 2022 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 printed in November 2021, distributed at the Annual Conference and mailed to all members.

☐ **\$500 • Half page ad (multiples) (1 SOLD)**

Local Council Updates

Maximize your reach & visibility in a targeted lodging council. 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.

☐ **\$1,500 (12 months) (CLEVELAND SOLD, CANTON SOLD)**

eNewsletter Monthly Industry Spotlights

Use this in-depth opportunity to market your product, educate consumers and discuss ways you can help the lodging industry thrive.

Monthly Opportunities Available at \$300 Each

Maximum of two spotlights will be featured per month. One per Allied Member per month.

SOLD ☐ **January**
SOLD ☐ **February**
SOLD ☐ **March**
SOLD ☐ **April**
SOLD ☐ **May**
SOLD ☐ **June**

☐ **July**
☐ **August**
☐ **September**
☐ **October**
☐ **November**
SOLD ☐ **December**



OhioLodging.com Display Ads

Display ads are available on each of our landing pages, including: About, Membership, Advocacy, Resources, Events and Join. Your logo ad will appear on the left hand side of the webpage under the colored easy navigation blocks.

☐ **\$500 (12 months)**

Quarterly Industry Article on Website

Market your product or service to hoteliers using this in-depth opportunity to discuss ways you help hotels thrive. This spotlight is visible on the homepage at www.ohiolodging.com.

Quarterly Industry Article



SOLD ☐ **1st Quarter • \$500**

☐ **3rd Quarter • \$500**

SOLD ☐ **2nd Quarter • \$500**

☐ **4th Quarter • \$500**



OHLA Monthly e-Newsletter

Our keynote monthly electronic publication educates hoteliers and management company executives about the hospitality industry, OHLA updates & events 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!

☐ Top Banner Advertisement • \$2,000

This banner is top, front and center! Customize your messaging month to month and link directly to your website or other link of your choosing.

☐ Logo Advertisements • \$1,250 each (12 months)

Located just underneath the top banner advertisement at the top and center of the e-Newsletter communication. Your logo links directly to your website.

☐ e-Newsletter Banner Ads • \$1,000 each (12 months) (1 SOLD)

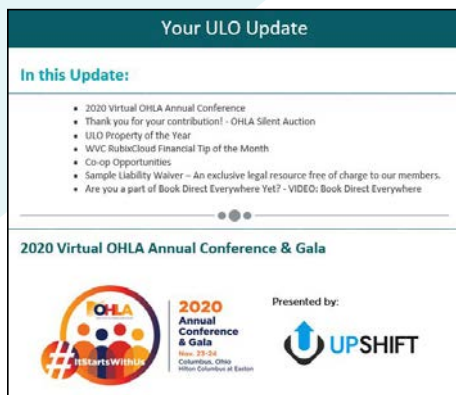
These in-content banners are a great way to catch the eye of those scrolling through e-News. The banners are plugged in between content sections. A maximum of 3 are available.

ULO Update Contributor

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

☐ \$350 (February–July)

☐ \$350 (August–January)



Quarterly President's Message

Support the communication that keeps membership informed of the happenings among our Board of Trustees and Executive Committee. This communication will be sent quarterly to over 2,000 contacts statewide. You'll have the opportunity to have a branded top banner ad to link directly to your company or other landing page. Banner ads may be changed each quarter.

☒ \$500 (Quarters 1 & 2)

☐ \$500 (Quarters 3 & 4)



Annual Conference & Gala Program

Full conference details including floor plan, speaker highlights and conference schedule. This is a resource in itself! See pages 12-13 for details.

OHLA Website Ads Resource Pages

Be recognized as an industry expert through collaboration 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. Interested in being a collaborator? Inquire for more details.



Workers' Compensation Program

The Ohio Hotel & Lodging Association (OHLA) endorses CareWorks Comp because they help employers maximize their premium savings. CareWorks Comp analyzes each employer's unique claim and premium history to find the highest level of savings in all available workers' compensation programs.



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 local and state pandemic advisories and orders.

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 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.

Virtual options include either a live event or an on-demand event. A live event is planned for a specified date and time. On-demand, new in 2020 and extremely well received among members, allows for a pre-recorded meeting to be sent to the lodging council for viewing at the member's discretion. Recordings available to all members.

Sponsorship Includes:

Virtual

- Recognition on all pre-event notices & communications
- Opportunity to present 3-5 minutes
- Opportunity to include collateral to be sent to attendees post event
- A report of member attendees for post event reference available upon request

In-Person

- Recognition on all pre-event notices, communications and printed event documents
- Opportunity to present 3-5 minutes with multimedia content
- Opportunity to include collateral and/or giveaways for attendees
- A report of member attendees for post event reference available 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.

2021 Meetings and Events:

Greater Akron	4/1/21	<input checked="" type="checkbox"/> SOLD	\$250 Virtual Meeting
	9/9/21	<input checked="" type="checkbox"/> SOLD	\$450 In-Person Meeting
Greater Canton/ Mahoning Valley	4/6/21	<input checked="" type="checkbox"/> SOLD	\$250 Virtual Meeting
	9/14/21	<input checked="" type="checkbox"/> SOLD	\$450 In-Person Meeting
Greater Cincinnati	2/18/21	<input checked="" type="checkbox"/> SOLD	\$250 Virtual Meeting
	7/15/21	<input checked="" type="checkbox"/> SOLD	\$450 In-Person Meeting
Greater Cleveland	3/2/21	<input checked="" type="checkbox"/> SOLD	\$250 Virtual Meeting
	6/17/21	<input checked="" type="checkbox"/> SOLD	\$600 In-Person Meeting & Reception
Greater Columbus	2/2/21	<input checked="" type="checkbox"/> SOLD	\$250 Virtual Meeting
	6/22/21	<input checked="" type="checkbox"/> SOLD	\$600 In-Person Meeting & Reception
Greater Dayton	3/25/21	<input checked="" type="checkbox"/> SOLD	\$250 Virtual Meeting
	7/1/21	<input checked="" type="checkbox"/> SOLD	\$450 In-Person Meeting
Northwest Ohio	4/13/21	<input checked="" type="checkbox"/> SOLD	\$250 Virtual Meeting
	9/23/21	<input type="checkbox"/> <input type="checkbox"/>	\$450 In-Person Meeting
Southeast Ohio	3/4/21	<input type="checkbox"/> <input type="checkbox"/>	\$250 Virtual Meeting
	8/3/21	<input checked="" type="checkbox"/> SOLD	\$450 In-Person Meeting





WOMEN IN LODGING CONNECT LEADERSHIP PROGRAMS

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 Mentorship Program Sponsor • \$2,500**
Become a sponsor of our newly revamped WIL Mentorship Program. Be a part of the professional development and leadership growth of women leaders statewide.

WIL CONNECT Statewide Education Sponsor • (2) \$1,500

The Statewide Education Sponsor will be invited to this WIL CONNECT Event and will have the opportunity to welcome and speak to attendees. This sponsor will be promoted through logo placement in all print and online communications for the event, including the WIL Facebook page.

SOLD March 30

☐ September 30

Regional WIL CONNECT Professional Development Coffee Chats • \$500

The Coffee Chat Sponsor will be invited to the regional event and will have the opportunity to welcome and speak to attendees. This sponsor will be promoted through logo placement in all print and online communications for the events, including the WIL Facebook page.

SOLD Columbus WIL CONNECT Coffee • October 28

☐ Cleveland WIL CONNECT Coffee • October 12

☐ Dayton WIL CONNECT Coffee • May 4

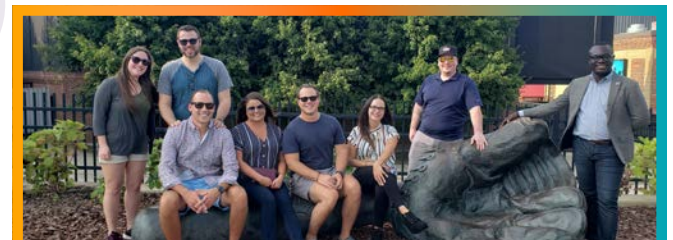
SOLD Cincinnati WIL CONNECT Coffee • June 10



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

Welcome statewide conference attendees to this highly-attended program that helps kick off this year's 2021 Hybrid Annual Conference & Gala.

- Annual Conference Registration
- Opportunity to speak 3-5 minutes
- Help introduce the speaker for this session
- Your logo on all invitations, promotions, & Conference material as they relate to the WIL Session(s) at Annual Conference
- Opportunity to provide branded materials at WIL session to attendees
- Session attendee list upon request



Emerging Professionals

Emerging Professionals is an affiliate program of OHLA designed to address the personal and professional goals for young adult hotel & lodging industry members. Emerging Professionals offers valuable resources, networking opportunities, and educational programming to promote career advancement and the formation of strategic relationships. Reaffirm your commitment to education & workforce development by supporting the next generation of leaders.

☐ May 18 • Virtual • \$500

☐ October 14 • In-Person • \$800



UNIQUE LODGING OF OHIO (ULO) IS JUST THAT—UNIQUE!

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

SOLD 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).

- 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 of the Year Naming Rights.

ULO Education Co-Sponsors • (2) \$1,500

ULO-specific educational opportunities are provided to the ULO Community throughout the year. At minimum there are 2 workshop-style events.

- Logo on all invitations, communications and handouts (if applicable)
- Opportunity to provide 5 minute welcome and introduce speaker
- Attendee list upon request

SOLD Education Workshop • April 22

☐ Education Workshop • August 10 **(1 SOLD)**

ULO Update Contributor

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

☐ \$350 (February–July)

☐ \$350 (August–January)

Did you know that OHLA/ULO launched a consumer facing ULO website this year? You can be a part of this growing industry!

www.unique lodging of ohio.com



Featured Destinations



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 local and state pandemic advisories and orders.

Allied Industry Insights—an Allied Member Exclusive Event

Build your company's reputation by supporting the hotel and lodging industry through educating the Allied Member Network while learning a few tips and tricks yourself from our panel. Panelists represent ownership groups, management companies, independent properties and branded properties. Through this in-depth session, we will discuss key pipeline, development and brand updates from OHLA plus a panel conversation and Q&A.

As a co-sponsor, you will receive:

- One registration to the event
- Your logo on all communications and invitations for this event
- Exclusive invitation for lunch with our panel following the event

Events • \$250 (3 Available per event)

SOLD March 11

☐ July 20

Board of Trustees Meetings & Events

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 to Educators, and Local Council Chairs.

SOLD \$250 Feb. 12 **Board Orientation**

SOLD \$700 Feb. 25 **Board Meeting**

SOLD \$700 May 27 **Board Meeting**

SOLD \$1,400 Aug. 19-20 **Board Retreat**
Opportunity 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.

SOLD \$700 Nov. 22-23 **Annual Conference**



Anti-Human Trafficking Initiative

Be associated with the ongoing work of OHLA and our lodging industry partners in the fight against Human Trafficking. This sponsorship gives the opportunity to reach a diverse group of associates as training looks different for each department.

- Recognition on all pre-event notices, communications and printed event documents
- Opportunity to present 3-5 minutes with multimedia content
- Opportunity to include collateral and/or giveaways for attendees
- A report of member attendees for post event reference available upon request
- Complimentary training provided to your organization upon request

Trainings • \$800 per event

SOLD January 26 • Virtual

SOLD May 13 • Cincinnati

☐ July 28 • Toledo

☐ October 5 • Athens





Hotel Games

Join in the fun! Hotel Games is 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 9, 2022

- ☐ **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. Your logo on back of all participant t-shirts.
- ☐ **Trophy Sponsor • \$500**
Your logo on all awards and company announced upon award ceremony. Your logo on back of all participant t-shirts.
- ☐ **Photo Backdrop Sponsor • \$300**
Custom backdrop inclusive of your company's logo. Verbal recognition. Your logo on back of all participant t-shirts.
- ☐ **Lunch Sponsor • Donation**
Responsible for the ordering, payment and logistics of lunch delivery. Your logo on back of all participant t-shirts. Verbal recognition. Your logo on back of all participant t-shirts.



Cleveland • Date to be determined

- ☒ **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. Your logo on back of all participant t-shirts.
- ☐ **Trophy Sponsor • \$500**
Your logo on all awards and company announced upon award ceremony. Your logo on back of all participant t-shirts.
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Volleyball

OHLA's 2nd Annual Charity Volleyball Tournament • September 18, 2021

BUMP. SET. SPIKE.

Join OHLA and property leadership teams for a day of friendly competition 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 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.

☐ **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 & PPE • \$1,500**

Your company's logo on event banner. Get creative! You'll be producing and purchasing the bandanas and PPE to keep our teams safe! We encourage you to brand these with your company's logo. Each team must have 8 bandanas and PPE 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).



Get Engaged

Get involved in new ways this year. Spend time with property members among various committees, sponsor a coffee chat or speed networking event or give back through volunteering.

\$750 per Event

☒ **April 15 — Social Networking Event**

☐ **June 8**

Give Back

Be it virtual or in-person, there is always a good reason to support a give back opportunity, be the company that supports this 3 times per year! Work with OHLA to put together Give Back events. Is there a nonprofit that your company aligns with?

- Logo on all event communications and information
- Social media promotion
- Participate in Give Back

Give Back Sponsor • \$1,500

☐ **July**

☐ **November** (takes place at Annual Conference)



Committee Sponsorship

Want to be a part of the conversation? Volunteer and sponsor an OHLA committee or council. These groups are composed of property members across all positions, venue and Convention & Visitor Bureau (CVB) representatives along with fellow Allied Members.

- Logo on all committee correspondence inclusive of but not limited to committee/council agendas and minutes
- Attend and participate in OHLA's committee work and be a part of the voice among members

Committee Sponsorship • \$500 per Committee

- ☐ **Conference & Events Committee**
- ☐ **Education & Workforce Development**
- ☐ **Emerging Professionals**
- ☐ **Government Affairs**
- ☐ **Membership Committee**
- ☐ **Trends & Tech Committee**
- ☐ **Women in Lodging CONNECT Advisory Council**



OHIO HOTEL & LODGING ASSOCIATION

Hospitality Helping Hands

Supporting the talented and unique individuals in our workforce has always been one of the core values of OHLA. In recent years, we have put more focus on those efforts with the creation of a dedicated Education & Workforce Committee, renewed and expanded partnerships with local, state and national entities, and an expanded scholarship program.

OHLA has also provided relief to hotel & lodging associates and communities in response to specific emergencies, with local relief funds in previous years.

Now, hotel & lodging professionals are being impacted in a way never seen before. The economic impact of the response to COVID-19 is historic in its proportions, affecting every person in our industry, and temporarily idling as much as 80 percent of our dedicated team members.

Through this sponsorship you help us continue to provide support to those who need it most.

- Display Ad on Hospitality Hands homepage
- Logo on all communications sent to over 2,000 contacts regularly
- Media alerts regarding support for the industry and associates
- Social media promotion of program
- Includes one full annual conference registration

☐ **Hospitality Helping Hands Sponsor • \$5,000**



REGIONAL STARS OF THE INDUSTRY AWARDS PROGRAM

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 our Annual Conference.

Outside of Annual Conference, these are our largest events of the year with the most diverse audiences! Annually, over 1,500 attendees witness the celebration of their peers.

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

Annual Conference Gala Fee NOT included.

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

Two registrations to each luncheon, opportunity to introduce our speaker, ten minutes to speak, opportunity to have giveaway at each setting and/or a raffle item to be given at conclusion of event, your branding on all regional Stars of the Industry digital & print communications, print & digital recognition at event, and a vendor table opportunity.

☐ **Stars of the Industry Awards Program Sponsor (Regional & Statewide) • \$4,500**

Logo recognition on Stars of the Industry online nomination page and all Stars of the Industry digital & print communications, print & digital recognition at each Stars of the Industry event (both regional & statewide), one registration to each regional luncheon and one registration to Ohio Stars of the Industry Gala with preferred seating, opportunity to serve on the voting panel for the Stars of the Industry Awards Process.

SOLD ☐ **Regional Branding Package • \$3,500**

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

SOLD ☐ **Reception & Registration Sponsor Package • \$2,500**

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

☐ **Star Supporter • \$1,000 (2 SOLD)**

Branding on all print and digital communications for regional Stars of the Industry events, name/Logo on table stanchion. Multiple available

Dayton • Aug. 24

Columbus • Aug. 31

Cleveland • Aug. 26

Cincinnati • Sept. 2

Naming Rights for Stars Categories

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 (if applicable)
- One registration at each city's luncheon
- Your logo on all promotions and signage at the event

☐ **Leadership Team of the Year**

☐ **HSMAI Sales Leader of the Year**

☐ **Service Super Star of the Year**

SOLD ☐ **ULO of the Year**

SOLD ☐ **Engineer of the Year (Full)**

SOLD ☐ **Engineer of the Year (SEL)**

☐ **Front Desk Associate of the Year (Full)**

☐ **Front Desk Associate of the Year (SEL)**

SOLD ☐ **Housekeeper of the Year (Full)**

SOLD ☐ **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)**



ANNUAL CONFERENCE & GALA • NOVEMBER 22-23, 2021

OHLA's 2021 Annual Conference will be hosted on November 22-23 at the Hyatt Regency Columbus in downtown Columbus. We are thrilled to be bringing together the lodging industry and travel economy's leaders with the trusted advisors of our Allied Member Network. This is our largest event of the year, hosting 400+ attendees who come together for education, networking and of course the exhibitor experience!

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, conference signage and program
- 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

☐ **\$2,500 • Conference Bag Sponsor**

Work with us to have your logo on the attendee bags and help greet all attendees. Two Full Registrations

SOLD ☒ **\$2,000 • Registration Desk Sponsor**

Create an experience at our registration desk! Display company marketing, a banner, handouts, etc. Two Full Registrations

☐ **\$2,000 • Name Badge Sponsor**

Your logo on name badges. Two full registrations

☐ **\$1,500 • Conference Signage**

Your logo on all Annual Conference signs. One Full Registration

☐ **\$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. You are responsible for the cost of amenities and layout-related additions. One Full Registration

☐ **\$1,500 • Premium Exhibitor Booth**

2x the exhibiting space when available. One Full Registration

☐ **\$1,500 • Photography Sponsor**

Logo on digital photos. One Full Registration

☐ **\$1,500 • Conference Platform Banner Ads (5)**

The platform is a crucial source of information for conference. Here attendees will find venue layouts, schedule, presenter information and the exhibitor experience map! Create a branded banner ad that will be one of 5 to scroll on the homepage of the Annual Conference platform—customize your messaging and have it link to your website or other landing page!

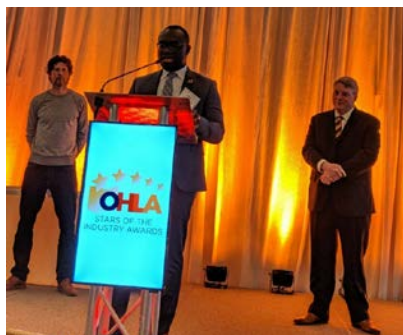
Events

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

Four Full Registrations to Ohio Stars of the Industry Gala w/ preferred seating, the ability to speak 10 minutes, intro our keynote, opportunity to have giveaway at each setting and/or a raffle item to be given at conclusion of event, recognition on Ohio Stars of the Industry Gala digital & print communications and recognition at event

☐ **\$3,500 • Luncheon Sponsor**

Speaking opportunity at Conference Luncheon, Three Full Registrations




SOLD
\$2,000 • Cocktail Hour Sponsor

Your logo on all promotions and signage at the event; You supply branded napkins and/or drink stirrers in addition. 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


\$2,000 • Annual Business Meeting Sponsor

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

SOLD
\$2,000 • Morning Break Sponsor

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


\$2,000 • Afternoon Break Sponsor

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

Programming

SOLD
\$3,000 • Opening Session Sponsor

Welcome conference attendees. Three Full Registrations

\$3,000 • Unique Lodging of Ohio Track Co-Sponsor (2 Available)

Your logo on all promotions and applicable signage at the event. Attendance at the ULO Reception. Two Full Registrations (see page 6 for details)

☐ **\$1,500**
☐ **\$1,500**

\$2,500 • Closing Session Sponsor

Thank conference attendees for participating in this year's conference. Two Full Registrations


\$2,500 • Education Session Sponsor

Your logo on all promotions and signage at the event. Two Full Registrations (Multiple available)


\$2,000 • HSMAI Sales Track Sponsor

Sponsor the most sought after education sessions. Two Full Registrations

Receptions & Activities


\$3,000 • Entertainment Sponsor

Support the high energy atmosphere at the dinner gala, leading into our Stars of the Industry Awards. House band? Check! Three Full Registrations

SOLD
\$2,500 • Owner/Management Company Executive Event

Exclusive event for you to mingle with invited hotel owners and management company personnel. Two Full Registrations


\$2,500 • Women in Lodging CONNECT Program Sponsor

Your brand on all promotions and opportunity to welcome attendees. Reception to follow session. Two Full Registrations


\$1,500 • OHLA Give Back Volunteer Opportunity

Have your branding associated with OHLA's members giving back. This is a volunteer opportunity for all members that will take place prior to cocktail hour on Monday afternoon of the conference

Connectivity


\$8,000 • Annual Conference Platform Sponsor

Providing opportunities for more participants, in different ways is crucial in a time where local areas may still be limited by government orders. Building on our successful 2020 virtual conference; this opportunity will build recognition for your brand before, during and after the event. Logo on all pre and post conference materials, banner ad on platform and 6 full conference registrations.


\$5,000 • Virtual Presenting Sponsor

Your logo will be included as a feature on the first slide of all virtual meetings and events as well as noted within introductory remarks. Your logo is also included within meeting and event communications. Two Full Registrations


\$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

Conference Program Ad Sales



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



Full page ad – inside back cover • \$1,000



Half page ad (2 available) • \$600



Quarter page ad (4 available) • \$450



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; Pandemic compliance issues.

joe@ohla.org • 614.461.6462, x5

Cindy Sams

Director of Education, Workforce & Programs

Sponsorship opportunities; education and professional programming; 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

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 • 614.461.6462, x4

Halle Markwas

Director of Strategy & Engagement

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

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www.ohiolodging.com

Your continued support of the lodging and greater travel industry has not gone unnoticed. Our Allied Member Offers guide, outlining our COVID-19 Response partners, is a tool that will continue to be distributed to all of our members. There are a variety of offers from providing education & resources that help our properties protect their employees and guests, to extending special pricing for essential supplies & services and creating cost saving programs & products.

OHIA Allied Member Offers

Cost Savings Programs

Program: OHIA Workers Compensation Group Rating Program, administered by CareWorks Comp

CareWorks

Potential savings:
Average \$5,191.67/Year

Workers' compensation can be a BIG expense for hoteliers! Now is the time to ask for an OHIA group quote to help you save on your workers' compensation premium costs. By agreeing to a no cost, no obligation evaluation now, it will save you time on the phone and allow you to compare the savings and services available to you through our program with CareWorks Comp.

Additional benefits:
CareWorks Comp offers OHIA program participants the following services:

- Unemployment Consultation
- Accident Investigation
- Hearing Representation
- Claims Management
- Risk Services including mergers and acquisition (including experience transfer) and manual classification

How to participate:
Complete this form and send to meredith.whitell@careworkscorp.com. For questions, contact Meredith Whitell at (614) 745-4935.

Program: IGS Energy

IGS Energy

Potential Savings: Variable (Based on current supply contract)

Whether you have one hotel or multiple locations, IGS Energy can help you control your energy costs with fixed rate products. Always remember by working directly with IGS Energy you eliminate broker/consultant fees. When locking in a fixed rate versus variable rates, IGS can help eliminate your exposure to market price fluctuations.

How to participate: Send the following items to abbie.stair@igs.com

- Recent gas and/or electric bills for each location
- Current contract and date

Electric Utility Savings Program

Information provided by Abbie Stair, IGS Energy

There have been recent changes to Ohio's Energy Efficiency & Peak Demand Reduction programs. These changes are on the utility-side of your bill and are non-competitive. It does not matter who supplies your electric, this is a utility charge.

In the past only a select subset of companies qualified to opt out of these charges, recent changes from House Bill 6 have reduced the requirements and opened the opportunity to more customers. If you are interested in this cost savings opportunity, [please see more information here](#).

Program: Evolution Energy Partners

Evolution Energy Partners

Evolution Energy Partners (EEP) understands that today's economic climate may bring uncertainty for many organizations, but let's not lose sight of the opportunity. Finding savings is critical, especially when the future is unknown. With current energy prices near 10-year lows, now is the time to lock in long-term contracts or renegotiate existing contracts.

How much can I save? We are seeing 20% savings on electric and 18% savings on natural gas for our customers. These low prices are a result of a combination of historically warm winter months and the Coronavirus reducing both commercial and industrial demand for energy products.

Why partner with Evolution Energy Partners? In addition to finding opportunities for energy savings, partnering with Evolution Energy Partners adds an extra layer of assurance through our energy risk management services. Our team constantly analyzes market dynamics, as well as client budgetary and risk guidelines, to create a customized program that works specifically for your organization.

Need to find additional savings? EEP's engineering division can develop and implement turnkey, design-build energy efficiency and renewable energy projects designed to have an excellent return on investment and immediate positive cash flow. No up-front capital needed.

How to Participate: Contact Evolution Energy Partners at info@evolutionenergypartners.com or (877)-280-4655.

OHIA Allied Member Offers

Sanitation & Deep Cleaning Resources

BELFOR

BELFOR

Offer: BELFOR is providing cleaning services for facilities exposed to or that could be exposed to COVID-19. Our services also meet Centers for Disease Control and Prevention (CDC) Guidelines. Our surface decontamination services are safer and more effective than most cleaning methods. We use small, portable electrostatic sprayers with solutions that can kill 99.99% of pathogens and leave no harmful residue.

Services:

- Biohazard Disinfection and Cleaning
- Installation of Critical Barriers
- Risk Management Review
- Coordination with Industrial Hygienists and Other Subject Matter Experts

How to Participate: For a professional consultation or to request our cleaning services, please contact the BELFOR office at (330) 916-6468. Also, can reach out to Spencer Rowlands at (330) 421-7970 or spencer.rowlands@us.belfor.com.

people ready

PeopleReady

Program details: PeopleReady can offer assistance with deep cleaning/sanitizing hotels and office buildings.

How to participate: Contact Nagel Lind at nlin@peopleready.com or (614) 361-0445.

BMS Cat

BMS Cat

Program details: Precautionary Services: There is no current concern that anyone infected with COVID-19 has come into contact with anyone in the property. Cleaning being performed for preventative measure only.

Reactive Services: Belief or knowledge that someone infected with COVID-19 has come into contact with someone in the property or has entered the property themselves. In this case, a more robust protocol is recommended.

How to participate: Contact OHIA representative Tyler Smetzer at tsmetzer@bmsmanagement.com or (216) 544-6316.

Commercial Laundry Equipment / Parts & Repair Services / Laundry Chemicals

Advantage Equipment, Inc.

Advantage Equipment, Inc. (Advantage) is geared towards helping your property adapt and thrive in this ever changing environment. As such, we're proudly partnering with all OHIA members to offer discounted commercial laundry parts & service, replacement equipment, laundry chemicals, and ozone systems to disinfect and sanitize your laundry.

Our COVID-19 Member Offer:

- Up to 35% Off Commercial Laundry Equipment Parts Orders
- Up to 35% Off Our Hourly Labor Rate For Commercial Laundry Service
- Free Replacement Equipment Quotes - Washers, Dryers, Ironers, Lint Collection Systems
- Free Laundry Chemical Cost Analysis
- Free Ozone Laundry System Quote - Disinfecting & Sanitizing System

Please reach out to Eric Vahos at eric@advantageequipment.com, (888) 676-5079 ext. 103 or (330) 842-7641 (cell) with questions or to redeem.

More resources on the next page



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