



Central Florida  
Hotel & Lodging Association

**MEMBERS DOING BUSINESS WITH MEMBERS**



  
**2023**

**SPONSORSHIP  
OPPORTUNITIES**



As a CFHLA Member, you are invited to become a **CFHLA Events and Programs Sponsor** through the Association's **2023 Sponsorship Opportunities**. Through these opportunities, you can reach your target audience and heighten your company's visibility!

In 2023, CFHLA will conduct a range of member-exclusive and community events that will attract hospitality executives and business leaders from companies across Central Florida. These events give our sponsors an opportunity to reach a **large and responsive business audience**.

On the following pages, you will find a calendar of these activities, with a detailed description of each and its sponsorship opportunities. **For your convenience, sponsorships may be purchased online at [www.CFHLA.org/sponsorship-opportunities](http://www.CFHLA.org/sponsorship-opportunities), starting November 18, 2022.**

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

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

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

Please contact the CFHLA Staff if you have questions or need additional information relating to 2023 sponsorships.

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## ASSOCIATION MEETINGS

(5-200 ATTENDEES: These meetings offered at a variety of times)



### AREA GENERAL MANAGER MEETINGS

*Quarterly Meetings - Guaranteed minimum 3 meetings per sponsorship*

*Areas Available: Downtown Orlando, Seminole County, Osceola County, Orlando International Airport, UCF Area, I-Drive / Lake Buena Vista Area*

#### **Luncheons**

**\$1,000 (5 Sponsors) (Downtown Orlando, Seminole County, Osceola County, Orlando International Airport and UCF Area)**

**8-10 General Managers (Per region)**

SPONSORSHIP INCLUDES:

- 1 COMPANY REPRESENTATIVE PRESENT AT EACH MEETING
- 2-3 MINUTE VERBAL PRESENTATION TO ATTENDEES
- BANNER AT LUNCHEON (PROVIDED BY SPONSOR)
- ONE PAGE ADVERTISEMENT IN MEETING MATERIALS BOOKLET

#### **Receptions**

**\$1,000 (1 Sponsor) (I-Drive/LBV Area)**

SPONSORSHIP INCLUDES:

- 1 COMPANY REPRESENTATIVE PRESENT AT EACH MEETING
- 2-3 MINUTE VERBAL PRESENTATION TO ATTENDEES
- BANNER AT LUNCHEON (PROVIDED BY SPONSOR)
- ONE PAGE ADVERTISEMENT IN MEETING MATERIALS BOOKLET

### BOARD OF DIRECTORS MEETINGS

*January 25 March 29, May 31, July 26, September 27 Board Retreat, November 15 (subject to change)*

*This CFHLA Leadership Group meets bi-monthly to discuss the goals and direction of the Association*

**\$2,000 per meeting (5 Sponsors) (Limit one Board Meeting Sponsorship per Company)**

**\$2,500 Board of Directors Retreat (1 Sponsor)**

**Approximately 60 Attendees (Lodging Executive Majority)**

SPONSORSHIP INCLUDES:

- 3 MINUTE VERBAL PRESENTATION TO BOARD OF DIRECTORS
- CONTACT LIST INCLUDING ALL CFHLA BOARD MEMBERS
- FULL PAGE COLOR ADVERTISEMENT ON BACK OF MEETING BOOKLET
- RECOGNITION TABLE TENTS WITH LOGO AT EACH TABLE
- COMPANY NAME AND WEB LINK ON ALL MEETING INVITATIONS
- ONE COMPANY REPRESENTATIVE INVITED TO ATTEND MEETING
- OPPORTUNITY TO PROVIDE GIFTS WITH COMPANY LOGO

## ASSOCIATION MEETINGS

(5-200 ATTENDEES: These meetings offered at a variety of times)



### EXECUTIVE COMMITTEE MEETINGS

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

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

**\$300 (12 Sponsors)** (Limit one Executive Committee Meeting Sponsorship per Company)

5-8 Lodging Executives (CFHLA Executive Committee Members)

#### SPONSORSHIP INCLUDES:

- 3 MINUTE VERBAL PRESENTATION TO EXECUTIVE COMMITTEE
- FULL PAGE COLOR ADVERTISEMENT ON BACK OF MEETING BOOKLET
- RECOGNITION TABLE TENTS WITH LOGO AT EACH TABLE
- OPPORTUNITY TO PROVIDE GIFTS WITH COMPANY LOGO
- COMPANY NAME AND WEB LINK ON ALL MEETING INVITATIONS





## ASSOCIATION MEETINGS

(5-200 ATTENDEES: These meetings offered at a variety of times)



### VACATION OWNERSHIP COUNCIL MEETINGS

*Minimum of 5 Meetings per year, based on Council availability*

*This selective Committee comprised of Vacation Ownership Operators meets bi-monthly to discuss industry issues specifically relating to the Vacation Ownership properties*

**\$2,000 (1 Sponsor)**

10-20 Lodging Executives (Vacation Ownership Council Members)

SPONSORSHIP INCLUDES:

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



The CFHLA Vacation Ownership Council



## BREAKFASTS / RECEPTIONS

(50-500 ATTENDEES)



### MEMBERSHIP BREAKFAST

*February, 2023*

STR (Smith Travel Research) Breakfast in February.

**\$2,000 (2 Available)**

250-400+ Attendees

SPONSORSHIP INCLUDES:

- 4 SEATS AT THE SPONSORED BREAKFAST
- A 30 SECOND VIDEO MESSAGE / WELCOME DURING THE BREAKFAST (PROVIDED BY SPONSOR)
- VERBAL RECOGNITION AT THE EVENT
- BUSINESS CARD AD IN THE MEMBERSHIP BREAKFAST/LUNCHEON NEWSLETTER
- CORPORATE LOGO ON RECOGNITION TABLE TENTS AND POWERPOINT
- OPPORTUNITY TO DISPLAY A PULL-UP BANNER ON STAGE
- DISPLAY TABLE OUTSIDE OF EVENT ROOM
- LOGO FEATURED ON ALL DISTRIBUTED MARKETING ITEMS AND CFHLA WEBSITE

### ALLIED RELATIONS COUNCIL BREAKFASTS

*January 10, March 14, May 9, July 11, September 12*

*The CFHLA Allied Relations Council conducts 5 breakfast meetings annually with topic discussions relating to conducting business with Central Florida Lodging Establishments*

**\$2,500 (1 Sponsor)**

125 - 150 Allied Members, plus Lodging Speaker Panel

SPONSORSHIP INCLUDES:

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

*\*NOTE: NOVEMBER BREAKFAST NOT INCLUDED IN THIS SPONSORSHIP*



## BREAKFASTS / RECEPTIONS

(50-500 ATTENDEES)



### PATRIOT DAY REMEMBRANCE

September 8, 2023

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

#### **Sponsorships Levels:**

- **Corporate Sponsor: \$8,500 (1 Available)**
- **Heroes Table Sponsor: \$250 (10 Available)**

500+ Attendees (including Local First Responders)

#### CORPORATE SPONSORSHIP INCLUDES:

- BREAKFAST TABLE OF 8
- 3-5 MINUTE WELCOME PRESENTATION AT THE BEGINNING OF PROGRAM
- CORPORATE LOGO ON RECOGNITION TABLE TENTS AND POWERPOINT
- CORPORATE LOGO RECOGNITION ON AWARDS
- DISPLAY TABLE NEAR ATTENDEE REGISTRATION
- LOGO ON ALL RELATED PRINTED MATERIALS AND CFHLA WEBSITE (FLYERS, PROGRAMS, NEWSLETTER ARTICLES, ETC.)

#### HEROES TABLE SPONSORSHIP INCLUDES:

- DONATED TABLE OF 8 FOR EVENT HONOREES / FIRST RESPONDERS
- SPECIAL TABLE TENT WITH COMPANY NAME
- LISTED ON CFHLA WEBSITE



The 2022 Patriot Day Remembrance



## EDUCATIONAL SEMINARS

(50 - 200+ ATTENDEES)



### HUMAN RESOURCES SEMINAR SERIES

(Dates TBD)

CFHLA partners with HHRA Central Florida Chapter to provide a 3 part educational seminar series for all CFHLA HR Members.

#### **Sponsorship Levels**

- **Corporate Sponsor: \$2,000 (1 Sponsor)**
- **Corporate Partners: \$1,000 (4 Sponsors)**

40 - 60 HR Professionals (Majority Lodging)

#### SPONSORSHIP INCLUDES:

- COMPANY LOGO FEATURED ON ALL DISTRIBUTED ITEMS
- RECOGNITION ON SPONSOR TABLE TENT
- 1-2 MINUTE WELCOME REMARKS AT EACH SEMINAR
- OPPORTUNITY TO DISTRIBUTE MARKETING MATERIALS AT EACH SEMINAR

### OTHER EDUCATIONAL SEMINARS

Various dates throughout the year

CFHLA offers several educational opportunities to various groups within the Membership throughout the year.

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

- *Engineers Council Seminars*
- *Security & Safety Council Seminars*
- *Other (needs based)*

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



2022 HR Seminar Series

## SPORTS EVENTS

60-150 Attendees

### HALLOWEEN GOLF OPEN



**IMPORTANT: To respect both new and current CFHLA members, sales of this sponsorship will occur in July 2023.**

OCTOBER 27, 2023

#### **Sponsorship Levels**

- Lunch Sponsor: \$4,000 (1 Sponsor)
- Golfer Gift Sponsor: \$3,500 (1 Sponsor)
- Golf Cart Sponsor: \$3,000 (1 Sponsor)
- Goodie Bag Sponsor: \$2,000 (1 Sponsor)
- Alcohol Serving Hole Sponsors: \$600 (9 Sponsors\*)
- Non-Alcohol Hole Sponsors: \$400 (9 Sponsors)
- Putting Contest Sponsor (Alcohol): \$600 (1 Sponsor)
- Breakfast Sponsor (Non-Alcohol): \$350 (1 Sponsor)
  - SPONSOR MUST PROVIDE FOOD AND COFFEE FOR 100 PEOPLE & MAY ATTEND THE BREAKFAST ONLY
- Pumpkin Raffle Sponsor: \$500 (1 Sponsor)
- Men's & Women's Closet to the Pin Sponsor: \$250 (2 sponsors)
- Men's & Women's Longest Drive Sponsor: \$250 (2 sponsors)

#### LUNCH SPONSORSHIP INCLUDES:

- 1 GOLF FOURSOME
- COMPANY LOGO ON LUNCHEON SIGNS
- COMPANY NAME ON SPONSOR APPRECIATION SIGN AT PLAYER REGISTRATION
- PRESENTATION AT LUNCH
- COMPANY LOGO ON LUNCHEON POWERPOINT PRESENTATION

#### GOLFER GIFT SPONSORSHIP

- COMPANY LOGO ON GIFT GIVEN TO ALL GOLFERS (TO BE SELECTED/PROVIDED BY CFHLA)
- 2 SEATS AT THE LUNCHEON

#### GOLF CART SPONSORSHIP INCLUDES:

- COMPANY LOGO ON 72 GOLF CARTS
- OPPORTUNITY TO ATTEND GOLFER REGISTRATION & OFFER COMMENTS DURING MORNING ANNOUNCEMENTS
- COMPANY NAME ON SPONSOR APPRECIATION SIGN AT PLAYER REGISTRATION

#### GOODIE BAG SPONSORSHIP INCLUDES:

- COMPANY LOGO FEATURED ON 150 GOODIE BAGS
- COMPANY NAME ON SPONSOR APPRECIATION SIGN AT PLAYER REGISTRATION

\* - See CFHLA alcohol policy on page 23

## SPORTS EVENTS

60-150 Attendees

### HALLOWEEN GOLF OPEN CONTINUED



**IMPORTANT: To respect both new and current CFHLA members, sales of this sponsorship will occur in July 2023.**

OCTOBER 27, 2023

#### HOLE SPONSORSHIP INCLUDES:

- DISPLAY TABLE AND SIGNAGE AT ASSIGNED HOLE
- LOGO ON CART GPS (IF AVAILABLE AT HOST COURSE)
- COMPANY NAME ON SPONSOR APPRECIATION SIGN AT PLAYER REGISTRATION
- "NO MORE THAN 3" SERVICE/SEGMENT REPRESENTATIVES GUARANTEE\*\*
- 2 SEATS AT THE LUNCHEON

#### PUMPKIN RAFFLE SPONSORSHIP INCLUDES:

- CORPORATE LOGO ON 375 PUMPKIN RAFFLE TICKETS
- TABLE-TOP DISPLAY AT THE EVENT LUNCHEON (IF REQUESTED)
- COMPANY BANNER (UP TO 3' X 5'), OR PULL-UP DISPLAYED AT EVENT (TO BE PROVIDED BY YOUR COMPANY)
- LOGO ON THE LUNCHEON POWERPOINT PRESENTATION
- 2 SEATS AT THE LUNCHEON

#### CLOSEST TO THE PIN / LONGEST DRIVE SPONSORSHIP INCLUDES:

- COMPANY LOGO ON RULES SHEET PLACED IN ALL 72 GOLF CARTS
- COMPANY LOGO ON BALL MARKER SIGN SHEET LOCATED AT HOLE
- RECOGNIZED DURING GOLFER MORNING ANNOUNCEMENTS AND LUNCHEON ANNOUNCEMENTS
- COMPANY NAME ON SIGNAGE AT HOLE

\*\*NOTE, THIS SPONSORSHIP DOES NOT INCLUDE THE OPPORTUNITY TO ATTEND OUTING\*\*



## SPORTS EVENTS

60-150 Attendees

### ST. PATRICK'S DAY GOLF OPEN

MARCH 17, 2023



#### **Sponsorship Levels**

- Lunch Sponsor: \$4,000 (1 Sponsor)
  - Golfer Gift Sponsorship: \$3,500 (1 Sponsor)
  - Golf Cart Sponsor: \$3,000 (1 Sponsor)
  - Goodie Bag Sponsor: \$2,000 (1 Sponsor)
  - Alcohol Serving Hole Sponsors: \$600 (9 Sponsors\*)
  - Non-Alcohol Hole Sponsors: \$400 (9 Sponsors)
  - Putting Contest Sponsor (Alcohol): \$600 (1 Sponsor)
  - Breakfast Sponsor (Non-Alcohol): \$350 (1 Sponsor)
- SPONSOR MUST PROVIDE FOOD AND COFFEE FOR 100 PEOPLE & MAY ATTEND THE BREAKFAST ONLY
- Shamrock Raffle Sponsor: \$500 (1 Sponsor)
  - Men's & Women's Closet to the Pin Sponsor: \$250 (2 sponsors)
  - Men's & Women's Longest Drive Sponsor: \$250 (2 sponsors)

#### LUNCH SPONSORSHIP INCLUDES:

- 1 GOLF FOURSOME
- COMPANY LOGO ON LUNCHEON SIGNS
- COMPANY NAME ON SPONSOR APPRECIATION SIGN AT PLAYER REGISTRATION
- PRESENTATION AT LUNCH
- COMPANY LOGO ON LUNCHEON POWERPOINT PRESENTATION

#### GOLFER GIFT SPONSORSHIP

- COMPANY LOGO ON GIFT GIVEN TO ALL GOLFERS (TO BE SELECTED/PROVIDED BY CFHLA)
- 2 SEATS AT THE LUNCHEON

#### GOLF CART SPONSORSHIP INCLUDES:

- COMPANY LOGO ON 72 GOLF CARTS
- OPPORTUNITY TO ATTEND GOLFER REGISTRATION & OFFER COMMENTS DURING MORNING ANNOUNCEMENTS
- COMPANY NAME ON SPONSOR APPRECIATION SIGN AT PLAYER REGISTRATION

#### GOODIE BAG SPONSORSHIP INCLUDES:

- COMPANY LOGO FEATURED ON 150 GOODIE BAGS
- COMPANY NAME ON SPONSOR APPRECIATION SIGN AT PLAYER REGISTRATION

\* - See CFHLA alcohol policy on page 23

## SPORTS EVENTS

60-150 Attendees

### ST. PATRICK'S DAY GOLF OPEN CONTINUED



March 17, 2023

#### HOLE SPONSORSHIP INCLUDES:

- DISPLAY TABLE AND SIGNAGE AT ASSIGNED HOLE
- LOGO ON CART GPS (IF AVAILABLE AT HOST COURSE)
- COMPANY NAME ON SPONSOR APPRECIATION SIGN AT PLAYER REGISTRATION
- "NO MORE THAN 3" SERVICE/SEGMENT REPRESENTATIVES GUARANTEE\*\*
- 2 SEATS AT THE LUNCHEON

#### SHAMROCK RAFFLE SPONSORSHIP INCLUDES:

- CORPORATE LOGO ON 375 PUMPKIN RAFFLE TICKETS
- TABLE-TOP DISPLAY AT THE EVENT LUNCHEON (IF REQUESTED)
- COMPANY BANNER (UP TO 3' X 5'), OR PULL-UP DISPLAYED AT EVENT (TO BE PROVIDED BY YOUR COMPANY)
- LOGO ON THE LUNCHEON POWERPOINT PRESENTATION
- 2 SEATS AT THE LUNCHEON

#### CLOSEST TO THE PIN / LONGEST DRIVE SPONSORSHIP INCLUDES:

- COMPANY LOGO ON RULES SHEET PLACED IN ALL 72 GOLF CARTS
- COMPANY LOGO ON BALL MARKER SIGN SHEET LOCATED AT HOLE
- RECOGNIZED DURING GOLFER MORNING ANNOUNCEMENTS AND LUNCHEON ANNOUNCEMENTS
- COMPANY NAME ON SIGNAGE AT HOLE

\*\*NOTE, THIS SPONSORSHIP DOES NOT INCLUDE THE OPPORTUNITY TO ATTEND OUTING\*\*





## SPORTS EVENTS

(60 - 150 ATTENDEES)



### TEAM BUILDING BOWLING

January 17, 2023

**\$2,000 (1 Available)**

SPONSORSHIP INCLUDES:

- LOGO ON PROMOTIONAL FLYERS AND TABLE TENTS
- ONE COMPLIMENTARY BOWLING TEAM
- 2-3 MINUTE SPONSOR "WELCOME" COMMENTS
- CEREMONIAL "FIRST ROLL"
- PROFESSIONALLY PRINTED WELCOME SIGNAGE WITH LOGO



2022 Team Building Bowling

## LUNCHEONS / DINNERS

(50 - 1000+ ATTENDEES)



### GOLDEN PINEAPPLE AWARDS DINNER

February 2, 2023 (Subject to Change)

This Academy Awards style dinner recognizes the “Best of the Best” among hotel front line, hourly employees.

**\$2,500 (6 Available)**

500+ Attendees (Lodging Majority)

CORPORATE PARTNER SPONSORSHIP INCLUDES:

- RECOGNITION WITH LOGO ON EVENT INVITATION, CFHLA WEBSITE, PROGRAM, AND POWERPOINT PRESENTATION
- 2 PREMIUM SEATS AT DINNER



2022 Golden Pineapple Awards

## LUNCHEONS / DINNERS

(50 - 1000+ ATTENDEES)



### HOSPITALITY GALA

*December 16, 2023*

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

#### **Sponsorship Levels:**

- Presenting Sponsor: \$15,000 (1 Available)**
- Corporate Sponsors: \$4,600 (10 Available)**
- Wine Sponsor: \$3,200 (1 Available)**

#### **1,000+ Attendees**

##### PRESENTING SPONSORSHIP INCLUDES:

- TWO TABLES OF 10 AT A PREMIER SEATING LOCATION
- ALL INCLUSIVE OF FOOD & BEVERAGES
- A 30-SECOND VIDEO MESSAGE / WELCOME (PROVIDED BY SPONSOR)
- SPONSOR'S CHOICE OF A SPECIALTY COCKTAIL OR DESSERT AT THE EVENT
- VERBAL RECOGNITION AT THE EVENT
- LOGO FEATURED ON EVENT POWERPOINT
- LOGO FEATURED ON ALL DISTRIBUTED MARKETING ITEMS AND CFHLA WEBSITE

##### CORPORATE SPONSORSHIP INCLUDES:

- TABLE OF 10 AT A PREMIER SEATING LOCATION
- ALL INCLUSIVE OF FOOD & BEVERAGES
- VERBAL RECOGNITION AT THE EVENT
- LOGO FEATURED ON EVENT POWERPOINT
- COMPANY NAME AND/OR LOGO FEATURED ON ALL DISTRIBUTED MARKETING ITEMS AND CFHLA WEBSITE

##### WINE SPONSORSHIP INCLUDES:

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



2021 CFHLA Hospitality Gala

## LUNCHEONS / DINNERS

(50 - 1000+ ATTENDEES)



### MEMBERSHIP LUNCHEON

CFHLA Gives Lunch will be held in April 2023.

**\$2,000 (2 Available)**

250-400+ Attendees

SPONSORSHIP INCLUDES:

- 4 SEATS AT THE SPONSORED LUNCHEON
- A 30 SECOND VIDEO MESSAGE / WELCOME DURING THE LUNCHEON (PROVIDED BY SPONSOR)
- VERBAL RECOGNITION AT THE EVENT
- BUSINESS CARD AD IN THE MEMBERSHIP LUNCHEON NEWSLETTER
- CORPORATE LOGO ON RECOGNITION TABLE TENTS AND POWERPOINT
- OPPORTUNITY TO DISPLAY A PULL-UP BANNER ON STAGE
- DISPLAY TABLE OUTSIDE OF EVENT ROOM
- LOGO FEATURED ON ALL DISTRIBUTED MARKETING ITEMS AND CFHLA WEBSITE





## PUBLICATIONS

(DISTRIBUTION TO 2,000+)



### ANNUAL REPORT

*Distributed Early 2023*

The CFHLA Annual Report serves as a review of the previous year, highlighting and recapping the accomplishments of the Association, designed in an elevated magazine style publication.

Artwork / AD Due by December 13, 2022

### **Various Placements Available**

2,500 printed copies distributed, in addition to a digital version housed on the CFHLA website.

AVAILABLE ADVERTISING:

- **BACK COVER, FULL COLOR (1 AVAILBALE) - \$2,750**
- **INSIDE FRONT & BACK COVERS, FULL COLOR (2 AVAILABLE) - \$1,750**
- **FULL PAGE COLOR PLACEMENT (10 AVAILABLE) - \$750**
- **HALF PAGE COLOR PLACEMENT (10 AVAILABLE) - \$500**
- **QUARTER PAGE COLOR PLACEMENT (12 AVAILABLE) - \$250**

### CFHLA WEBSITE

*January 1, 2023 - December 31, 2023*

**\$800 (10 Available)**

Average 7,000 Home Page Hits per Month

SPONSORSHIP INCLUDES: (ONE SPONSORSHIP PER MEMBER)

- COMPANY LOGO FEATURED IN A ROTATING FLASH IN ON THE HOMEPAGE, AS WELL AS THE INTERNAL PAGES OF THE CFHLA WEBSITE, INCLUDING WEB LINK

### MEMBER SPOTLIGHT

*One per month from January 1, 2023 - December 31, 2023*

**\$250 (12 Available)**

Display your brand to all CFHLA Members during in-house meetings

SPONSORSHIP INCLUDES:

- COMPANY LOGO FEATURED IN THE CFHLA OFFICE POWERPOINT PRESENTATION
- COMPANY LOGO WILL BE DISPLAYED EVERY 10 SLIDE INTERVAL

### ONLINE AUCTIONS

*Week-long auctions throughout the year*

**\$1,000 (1 Available)**

400 - 700+ Online Auction Page Hits per Event

3,000+ Email Advertisement Distribution

SPONSORSHIP INCLUDES:

- COMPANY LOGO AND WEB LINK FEATURED ON ONLINE AUCTION WEBPAGE
- COMPANY LOGO FEATURED ON ALL AUCTION ADVERTISEMENTS



**PUBLICATIONS**

(DISTRIBUTION TO 3,000+)



**NEWSLETTERS**

Distribution Dates Vary

**Sponsor Types:**

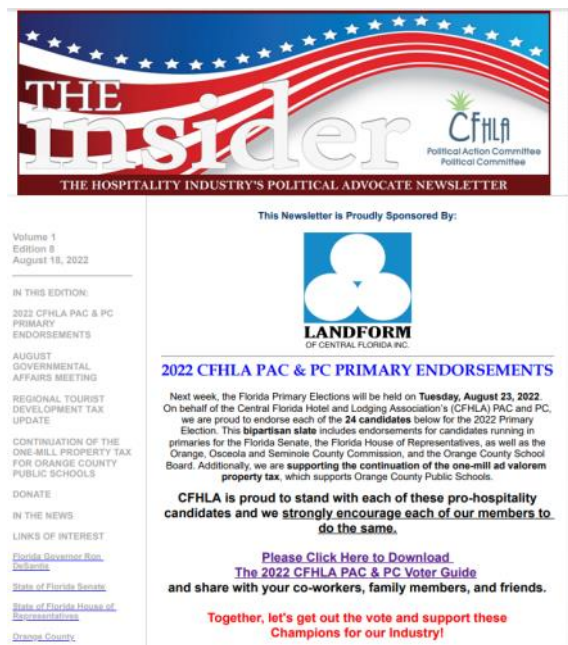
- Back of the House: \$2,000 / quarter (4 Available)
- The Insider: 1st Half of the Year, \$2,000 (January - June, Minimum 12 editions)  
2nd Half of the Year, \$1,000 (July - December, Minimum 6 editions)

BACK OF THE HOUSE SPONSORSHIP INCLUDES:

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

THE INSIDER: THE POLITICAL VOICE OF TOURISM SPONSORSHIP INCLUDES:

- DISTRIBUTION INCLUDES ELECTED OFFICIALS AND COMMUNITY LEADERS
- COMPANY LOGO WITH WEB LINK FEATURED AT THE TOP OF NEWSLETTER
- BUSINESS CARD AD WITH WEB LINK AT THE BOTTOM OF NEWSLETTER



## TRADESHOWS



### HEAT (TRADESHOW)

August 2023

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

#### **Sponsorship Levels:**

- Corporate Sponsorships: \$3,500 (14 Available)
- Email Banner Sponsorship: \$1,500 (1 Available)
- Lounge Sponsor: \$1,000 (1 Available)
- Ultimate Chef Competition Sponsor: \$2,500 (2 Available)
- Lodging Lanyard Sponsor: \$3,000 (1 Available)
- Carpet Cling Ad: \$300 (4 Available)

\* Sponsorship upgrades will be available at a later date and include:

**Wi-Fi Sponsor & Bottled Water Sponsor**

1,000 Attendees (Lodging Only)

#### CORPORATE SPONSORSHIP INCLUDES:

- ONE 8'X10' EXHIBITOR BOOTH
- FIRST CHOICE FOR BOOTH LOCATION
- LOGO ON FRONT COVER OF EVENT FLYERS / PROGRAM
- FULL PAGE, BLACK AND WHITE AD IN EVENT PROGRAM
- CORPORATE LOGO ON EVENT SIGNAGE
- CORPORATE LOGO ON BACK OF 800+ LODGING LANYARDS
- RECOGNITION ON THE DAY OF EVENT POWERPOINT LOOP
- INCLUSION IN ALL ADVERTISEMENTS
- RECOGNITION ON ALL RELATED PRINTED MATERIALS AND CFHLA WEBSITE

#### EMAIL BANNER SPONSORSHIP INCLUDES:

- **MUST BE AN EXHIBITOR - DOES NOT INCLUDE A BOOTH**
- LOGO AND WEB LINK FEATURED ON ALL EMAIL ADVERTISEMENTS (SENT TO LODGING PERSONNEL)
- RECOGNITION ON THE DAY OF EVENT POWERPOINT LOOP



2022 Heat Tradeshow

## TRADESHOWS



### HEAT (TRADESHOW)

800 Attendees (Lodging Only)

#### LOUNGE NAMING OPPORTUNITY:

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

#### ULTIMATE CHEF COMPETITION SPONSORSHIP INCLUDES:

- COMPLIMENTARY 8' X 10' BOOTH IN A PRIME LOCATION
- ½ PAGE AD IN DAY OF EVENT PROGRAM
- RECOGNITION ON THE DAY OF EVENT POWERPOINT LOOP
- INCLUSION IN ALL ADVERTISEMENTS
- RECOGNITION ON ALL RELATED PRINTED MATERIALS AND CFHLA WEBSITE

#### LODGING LANYARD SPONSORSHIP INCLUDES:

- **MUST BE AN EXHIBITOR - DOES NOT INCLUDE A BOOTH**
- COMPANY NAME PROMINENTLY PRINTED ON 800+ LANYARDS FOR LODGING ATTENDEE NAME BADGES
- RECOGNITION ON THE DAY OF EVENT POWERPOINT LOOP
- INCLUSION IN ALL ADVERTISEMENTS
- RECOGNITION ON ALL RELATED PRINTED MATERIALS AND CFHLA WEBSITE

#### CARPET CLING AD:

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



2022 Heat Tradeshow

## TRADESHOWS



### HOB NOB (REVERSE TRADESHOW)

May 2023

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

**\$2,500 (7 Available)**

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

CORPORATE SPONSORSHIP INCLUDES:

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



2022 Hob Nob





**CFHLA ALCOHOL POLICY**  
***(APPLIES TO ALL CFHLA GOLF EVENTS)***

**To maintain the CFHLA Brand, the following policies shall be continued in 2023, for all CFHLA Golf Outings:**

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





**Central Florida  
Hotel & Lodging Association**