

ARIZONA
LODGING
&
TOURISM
ASSOCIATION

Strategic Partner
Sponsorship Packages
2017

PARTNERSHIP PACKAGES

We thank you for your partnership and involvement
 with the Arizona Lodging & Tourism Association



Industry Forecast

Platinum Level	\$20,000	(\$25,000 value)
Unity Dinner sponsorship		\$10,000 level
AZ Wine & Dine		\$10,000 level
Stars of the Industry		\$2,500 level
Member directory cover ad (color)		\$1,500 value
Member e-mail placement		\$1,000 value
Gold Level	\$15,000	(\$16,000 value)
Unity Dinner sponsorship		\$7,500 level
AZ Wine & Dine		\$5,000 level
Stars of the Industry		\$1,000 level
Member directory cover ad (color)		\$1,500 value
Member e-mail placement		\$1,000 value
Silver Level	\$10,000	(\$10,425 value)
Unity Dinner sponsorship		\$5,000 level
AZ Wine & Dine		\$2,500 level
Stars of the Industry		\$1,000 level
Hospitality Summit		\$1,000 level
Full page member directory ad		\$375 value
¼ page ad in two newsletters		\$550 value
Bronze Level	\$5,000	(\$5,225 value)
Unity Dinner sponsorship		\$2,500 level
Stars of the Industry		\$1,000 level
Hospitality Summit		\$500 level
Full page member directory ad		\$375 value
Five AZ Wine & Dine Tickets		\$275 value

For questions or additional information contact:
 Andrea Neece, Director of Marketing & Membership
 602.604.0729
aneece@azlta.com

PLATINUM LEVEL - \$20,000

We thank you for your partnership and involvement
with the Arizona Lodging & Tourism Association

Unity Dinner Diamond Sponsorship

\$10,000 value

- Premier table for 10
- Opportunity to host senior-level elected official
- Premier sponsor acknowledgement during the program and on all event materials
- Corporate logo listed in program, video and more

The Connoisseur Sponsor

\$10,000 value

- Company name included in all marketing collateral associated with the event
- Company logo included in event signage
- Listing as a Connoisseur Sponsor in all mailings, e-mail communications and advertisements
- Listing on the event homepage as a Connoisseur Sponsor with logo
- 25 tickets to AZ Wine & Dine

Stars of the Industry Platinum Sponsorship

\$2,500 value

- VIP table for 10 with table sign
- Public recognition at the event on video screen
- Sponsorship recognition in AzLTA member communications
- Verbal recognition during the event
- Sponsorship recognition with logo and direct link on azlta.com
- Table to display mutually agreed upon promotional materials
- Inclusion in all press-related materials

Member Directory Cover ad (color)

\$1,500 value

Exclusive Member Email

\$1,000 value

Total Sponsorship Value

\$25,000

GOLD LEVEL - \$15,000

We thank you for your partnership and involvement
with the Arizona Lodging & Tourism Association

Unity Dinner Platinum Sponsorship

\$7,500 value

Preferred table for 10
Opportunity to host senior-level elected official
Sponsor acknowledgement during the event
Corporate logo listed in program, video and more

Arizona Wine & Dine Sommelier Sponsorship

\$5,000 value

Company name or logo included in event signage
Listing as a Sommelier Sponsor in all mailings, e-mail communications and advertisements
Listing on the event homepage as Sommelier Sponsor with logo
15 tickets to Arizona Wine & Dine

Stars of the Industry Gold Sponsorship

\$1,000 value

Five VIP event tickets
Public recognition at the event on video screen
Sponsorship recognition in the fall and winter issues of Arizona Hotel & Hospitality News
Verbal recognition during the event
Sponsorship recognition on azlta.com
Table to display mutually agreed upon promotional materials

Hospitality Summit Sponsorship

\$1,000 value

Member Directory Cover Color Ad

\$1,500 value

Exclusive Member Email

\$1,000 value

Total Sponsorship Value

\$17,000

SILVER LEVEL - \$10,000

We thank you for your partnership and involvement
with the Arizona Lodging & Tourism Association

Unity Dinner Gold Sponsorship **\$5,000 value**

Preferred table for 10
Opportunity to host senior-level elected official
Corporate logo listed in program, video and more

Arizona Wine & Dine Gourmet Sponsorship **\$2,500 value**

Company name or logo included in event signage
Listing on the event homepage as Gourmet Sponsor with logo
10 tickets to Arizona Wine & Dine

Stars of the Industry Sponsorship **\$1,000 value**

Five VIP event tickets
Public recognition at the event on video screen
Sponsorship recognition in the fall and winter issues of Arizona Hotel & Hospitality News
Verbal recognition during the event
Sponsorship recognition on azlta.com
Table to display mutually agreed upon promotional materials

Hospitality Summit Sponsorship **\$1,000 value**

Full-page Member Directory ad **\$375 value**

¼ page ad in two newsletters **\$550 value**

Total Sponsorship Value **\$10,425**

BRONZE LEVEL - \$5,000

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with the Arizona Lodging & Tourism Association

Unity Dinner Copper Sponsorship **\$2,500 value**

Reserved table for 10
Opportunity to host elected official
Corporate recognition in program, video and more

Stars of the Industry Gold Sponsorship **\$1,000 value**

Five VIP event tickets
Public recognition at the event on video screen
Sponsorship recognition in the fall and winter issues of Arizona Hotel & Hospitality News
Verbal recognition during the event
Sponsorship recognition on azlta.com
Sponsorship recognition in monthly electronic newsletter (pre- and post-event)
Table to display mutually agreed upon promotional materials

Hospitality Summit Sponsorship **\$500 value**

Full-page Member Directory ad **\$375 value**

Five AZ Wine & Dine Tickets **\$375 value**

Two AZ Chamber Event Tickets **\$200 value**

¼ page ad in one newsletter **\$275 value**

Total Sponsorship Value **\$5,225**

UNITY DINNER

February 23, 2017

The Westin Kierland Resort & Spa

Expected Attendance: 500

AUDIENCE: Tourism and hospitality professionals &
Arizona State Legislative Representatives

DETAILS: Awards ceremony honoring tourism industry leaders

PURPOSE: Member/ industry recognition & networking

SPONSORSHIP OPPORTUNITIES

Diamond Sponsor - \$10,000

Premier table seating (10 seats)
Opportunity to host senior level elected official
Premiere sponsor acknowledgement within event program and on all event materials
Corporate logo listed in program, video and more

Platinum Sponsor - \$7,500

Preferred table seating (10 seats)
Opportunity to host senior level elected official
Sponsor acknowledgment within event program
Corporate logo listed in program, video and more

Gold Sponsor - \$5,000

Preferred table seating (10 seats)
Opportunity to host senior level elected official
Corporate logo listed in program, video and more

Copper Sponsor - \$2,500

Reserved table seating (10 seats)
Opportunity to host elected official
Corporate recognition listed in program, video and more

Silent Auction Donation - \$100 minimum value

All components of travel packages must be valid through February 2018.
All certificates and/or cover letters must clearly state all components of the package, product, or service donated, and outline specific redemption procedures. Items may be packaged with other donations.

AUDIENCE: Open to the public

DETAILS: Patrons will enjoy unlimited samplings of cuisine prepared on-site by top chefs from Arizona's finest restaurants and resort kitchens, paired with a variety of wine. Over 20 restaurants and resorts will participate.

PURPOSE: To promote cuisine from Arizona's premiere portfolio of restaurants and resorts, and to benefit the educational efforts of the Arizona Lodging & Tourism Association.

SPONSORSHIP OPPORTUNITIES

The Connoisseur Sponsor - Three Available - \$10,000

- Company name included in all marketing collateral associated with the event
- Company logo included in event signage
- Listing as a Connoisseur Sponsor in all mailings, e-mail communications and advertisements
- Listing on the event homepage as a Connoisseur Sponsor with logo
- One 10x10 exhibitor tent to hand out literature and products
- 25 tickets to AZ Wine & Dine

The Sommelier Sponsor - \$5,000

- Company name or logo included in event signage
- Listing as a Sommelier Sponsor in all mailings, email communications and advertisements
- Listing on the event homepage as a Sommelier Sponsor with logo
- 15 tickets to AZ Wine & Dine

The Gourmet Sponsor - \$2,500

- Company Name or Logo included in event signage
- Listing as a Gourmet Sponsor in all mailings, email communications and advertisements
- Listing on the event homepage as a Gourmet Sponsor with logo
- 10 tickets to AZ Wine & Dine

The Du Jour Sponsor - \$1,200

- Listing on the event homepage as a Du Jour Sponsor with logo
- 5 tickets to AZ Wine & Dine

Silent Auction Donation - \$100 minimum value

- All components of travel packages must be valid through April 2018.
- All certificates and/or cover letters must clearly state all components of the package, product, or service donated, and outline specific redemption procedures. Items may be packaged together.



STARS OF THE INDUSTRY

December 8, 2017

Expected Attendance: 300–350

- AUDIENCE:** Arizona Lodging & Tourism Association members
- DETAILS:** This annual awards luncheon recognizes outstanding accomplishments in the lodging industry.
- PURPOSE:** To honor properties and employees that best symbolize the quality service of Arizona's industry

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor - \$2,500

- VIP table for 10 with table sign
- Public recognition at the event (on video screen and banner)
- Sponsorship recognition with logo in the fall and winter issues of Arizona Hotel & Hospitality News (quarterly circulation: 1,000)
- Verbal recognition during event
- Sponsorship recognition with logo and direct link on www.azlta.com
- Sponsorship recognition in the monthly electronic newsletter (pre-/post-event)
- Table to display mutually agreed upon promotional materials (pre-/post-event)
- Inclusion in all press related materials

Gold Sponsor - \$1,000

- Five VIP event tickets
- Public recognition at the event (on video screen and banner)
- Sponsorship recognition with logo in the fall and winter issues of Arizona Hotel & Hospitality News (quarterly circulation: 1,000)
- Verbal recognition during event
- Sponsorship recognition on azlta.com
- Table to display mutually agreed upon promotional materials (pre-/post-event)

Silver Sponsor - \$500

- Two VIP event tickets
- Public recognition at the event (on video screen and banner)
- Sponsorship recognition in the fall and winter issues of Arizona Hotel & Hospitality News (quarterly circulation: 1,000)
- Verbal recognition during event
- Sponsorship recognition on azlta.com

2017 ADVERTISING OPPORTUNITIES

INTERNET MARKETING

AzLTA's website, azlta.com, is a valuable resource for all members to keep up on association events, industry changes and legislative updates.

Banner Advertising Rates

Linkable banner ad (160x600)

3-month minimum consecutive required

Home Page \$150 per month

Secondary Section \$100 per month

Certified Green Sponsor \$150 per month

**20% discount for 6+ consecutive months*

Online Lodging Guide/StayInAZ.com

Expanded Property Listing: \$249 per year for full description and direct link to your property.

Featured Rotating Photo: \$299 for 3 months or \$549 for 6 months. (Must have expanded listing)

ARIZONA HOTEL & HOSPITALITY NEWS

A quarterly printed newsletter sent to AzLTA primary contacts in February, May, August and November
Distribution - approximately 500 per issue.

Advertising Rates

1/4 page (4.25" x 5.5") \$275

1/2 page (8.5" x 5.5") \$350

Inserts (8.5" x 11") - Color \$400

**500 inserts required (provided by advertiser)*

Monthly E-Bulletin - Linkable Banner

Sent eight times per year: January, March, April, June, July, September, October, December
Distribution - approximately 1,000 per issue.

1 month (160x600) \$250

MEMBER DIRECTORY & PURCHASING GUIDE

An annual publication listing current AzLTA Hotel and Allied members. The publication is marketed to our Hotel members as a vendor resource guide. As a membership benefit, each Allied member is listed alphabetically in one category of their choice.

Additional category listings are available.

Distribution – All current AzHLA Members

Advertising Rates

Full Page Advertising - 8" x 5.25"

Inside Cover (4 color) \$1,500

Outside Back Cover (4 color) \$1,500

Inside Back Cover (4 color) \$1,200

Inside Tab front or back (B&W) . \$350

Additional Category Listing \$20 per category

Space Reservation Deadline: April 30, 2017

Print-Ready Creative Deadline: May 14, 2017

PRINT ADVERTISING REQUIREMENTS

Print-ready creative provided by advertiser should be 300 dpi. PDF or jpeg formats accepted.

Art deadlines are:

February 1, May 1, August 1,
 November 1

All ad materials should be sent to:

Andrea Neece (aneece@azhla.com)

If you have any questions regarding these opportunities, please contact:

Andrea Neece, Director of Marketing & Membership
 602.604.0729 or aneece@azlta.com

SPONSORSHIP PACKAGES

We thank you for your partnership and involvement
 with the Arizona Lodging & Tourism Association

PLEASE INDICATE YOUR PREFERRED LEVEL OF PARTICIPATION BELOW:

PARTNER PACKAGES:

- Platinum Level \$20,000
- Gold Level \$15,000
- Silver Level \$10,000
- Bronze Level \$5,000

Please contact

Kim Sabow (ksabow@azlta.com) or
 Andrea Neece (aneece@azlta.com) at
 602-604-0729 with any questions.

EVENT LEVEL SPONSORSHIP:

Tourism Unity Dinner

- Diamond Sponsor - \$10,000
- Platinum Sponsor - \$7,500
- Gold Sponsor - \$5,000
- Copper Sponsor - \$2,500

AZ Wine & Dine

- Connoisseur Sponsor - \$10,000
- Sommelier Sponsor - \$5,000
- Gourmet Sponsor - \$2,500
- Du Jour Sponsor - \$1,000

Stars of the Industry Awards

- Platinum Sponsor - \$2,500
- Gold Sponsor - \$1,000

TOTAL COMMITMENT: \$ _____

Company Name: _____

Address: _____

City/State/Zip: _____

Contact Person: _____ Phone: _____

E-mail: _____

PAYMENT METHOD: Check (enclosed) Visa MasterCard Amex

Credit Card Number: _____ Exp. Date: _____ CVN: _____

Billing Zip Code: _____ Cardholder Signature: _____

Please return completed form to:
 Arizona Lodging & Tourism Association, 1240 E. Missouri Ave., Phoenix, AZ 85014

2017 AUCTION DONATION

All items must meet \$100 minimum value requirement.

All certificates and/or cover letters must clearly state all components of the donation, and outline specific redemption procedures. Items may be packaged with other donations.

I WOULD LIKE TO CONTRIBUTE AN ITEM TO THE FOLLOWING:

TOURISM UNITY DINNER SILENT AUCTION

Thursday, February 23, 2017 at The Westin Kierland Resort & Spa

AUDIENCE: Arizona Lodging & Tourism Association members

GUIDELINES: All components of travel packages must be valid through February 2018

ITEM VALUE: _____

AZ WINE & DINE SILENT AUCTION

Thursday, April 23, 2017 at Scottsdale Quarter

AUDIENCE: Open to the general public

GUIDELINES: All components of travel packages must be valid through April 2018

ITEM VALUE: _____

DISCOVER ARIZONA VACATIONS ONLINE AUCTION - NATIONAL TOURISM WEEK

May 7-13, 2017

AUDIENCE: The auction typically receives more than 15,000 impressions from past bidders and website members

GUIDELINES: All components of travel packages must be valid through May 2018

ITEM VALUE: _____

DISCOVER ARIZONA VACATIONS ONLINE AUCTION - FALL AUCTION

November 11-18, 2017

AUDIENCE: The auction typically receives more than 15,000 impressions from past bidders and website members

GUIDELINES: All components of travel packages must be valid through November 2018

ITEM VALUE: _____

Company Name: _____

Address: _____

City/State/Zip: _____

Contact Person: _____ Phone: _____

E-mail: _____

Donations for any and all of the auctions may be sent in immediately, but no later than two weeks prior to the date of the auction.

**Items should be sent with this form to the attention of Alex McAlister, Director of Events,
Arizona Lodging & Tourism Association, 1240 E. Missouri Ave., Phoenix, AZ 85014.**