

ARIZONA
LODGING
— & —
TOURISM
ASSOCIATION

**Strategic
Partnership
Opportunities
2018**

PARTNERSHIP PACKAGES

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



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 color ad		\$1,500 value
Member e-newsletter content		\$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 color ad		\$1,500 value
Member e-newsletter content		\$1,000 value
Silver Level	\$10,000	(\$10,550 value)
Unity Dinner sponsorship		\$5,000 level
AZ Wine & Dine		\$2,500 level
Stars of the Industry		\$1,000 level
Tapaz, Culinary Showcase		\$1,000 level
Member directory half-page ad		\$500 value
Member e-newsletter content		\$550 value
Bronze Level	\$5,000	(\$5,375 value)
Unity Dinner sponsorship		\$2,500 level
Stars of the Industry		\$1,000 level
Tapaz, Culinary Showcase		\$1,000 level
Member directory half-page ad		\$500 value
Five AZ Wine & Dine Tickets		\$375 value

For questions or additional information contact:

Kim Sabow, President & CEO

602.604.0729

ksabow@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

Arizona Wine & Dine - 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 Color ad

\$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 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

Tapaz, Culinary Showcase Sponsor **\$1,000 value**

Member Directory half-page ad **\$500 value**

Member e-newsletter **\$550 value**

opportunity to provide content

Total Sponsorship Value **\$10,550**



BRONZE LEVEL - \$5,000

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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

Tapaz, Culinary Showcase

\$1000 value

Member Directory half-page ad

\$500 value

Five AZ Wine & Dine Tickets

\$375 value

Total Sponsorship Value

\$5,375

UNITY DINNER

2018

Expected Attendance: 600

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 2018

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)

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)

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)

Verbal recognition during event

Sponsorship recognition on 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)
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