



Central Florida
Hotel & Lodging Association

2024 & SPONSORSHIP & MARKETING OPPORTUNITIES





As a CFHLA Member, you are invited to help support our **CFHLA Events and Programs** by considering these **2024 Sponsorship Opportunities**. Through these opportunities, you can reach your target audience and heighten your company's visibility!

In 2024, CFHLA will host a range of member-exclusive and community events that will attract hospitality executives and business leaders from companies all across Central Florida. These events give our sponsors an opportunity to reach a **large and more responsive business audience**.

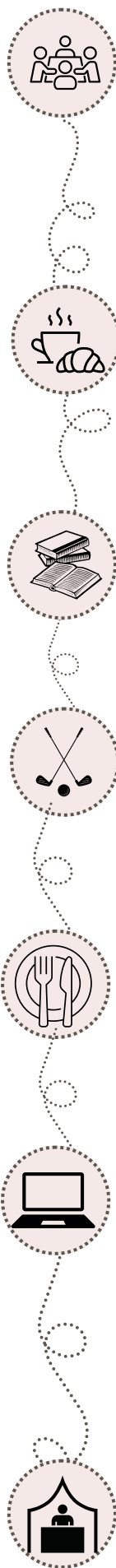
On the following pages, you will find opportunities, with a detailed description of each event. **Beginning December 8, 2023, these sponsorships may be purchased online at www.CFHla.org/sponsorship-opportunities.**

You may sponsor one or several events. CFHLA can also 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 2024 sponsorships.



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ASSOCIATION MEETINGS

(5-60 Attendees: These meetings offered at a variety of times)

AREA GENERAL MANGER MEETINGS

LUNCHEONS

Meetings - Guaranteed 3 meetings per sponsorship
Areas Available: Downtown Orlando, Seminole County, Osceola County, Orlando International Airport, UCF Area

\$750 (2 Sponsorships Available per area) **must be non-competing companies per area** (Downtown Orlando, Seminole County, Osceola County, Orlando International Airport and UCF Area)

Approximately 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)
- Half page advertisement in meeting materials booklet

MEETING

I-Drive / Lake Buena Vista Area - Guaranteed 2 meetings

\$750 (1 sponsor)

Approximately 8 - 10 General Managers

Sponsorship includes:

- 1 company representative present at each meeting
- 2-3 Minute Verbal Presentation to attendees
- Banner at reception (provided by sponsor)
- Half page advertisement in meeting materials booklet



ASSOCIATION MEETINGS

(5-60 Attendees: These meetings offered at a variety of times)

BOARD OF DIRECTORS MEETINGS

CFHLA Board Leadership meets bi-monthly to ensure the goals and direction of the Association.

(Limit one Board Meeting Sponsorship per Company)

\$2,000 per meeting (4 available - January, March, May & July)

January 10, March 27, May 29, July 31 (subject to change)

\$2,500 Board of Directors Retreat (1 available - September)

September 25 (subject to change)

\$2,500 End-of-Year Board Meeting & Silver Partner Luncheon (1 Available - November)

November 20 (subject to change)

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

(5-60 Attendees: These meetings offered at a variety of times)

EXECUTIVE COMMITTEE MEETINGS

January 9, February 20, March 12, April 23, May 14, June 11, July 16, August 20, September 17, October 15, November 12, December 10 (subject to change)

This Committee is comprised of the Executive Leadership Members of the Board of Directors meets monthly to ensure the integrity and direction of the Association moving forward.

(Limit one Executive Committee Meeting Sponsorship per company)

\$300 (12 sponsors)

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

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

\$1,500 (2 sponsors) **must be non-competing companies**

10-20 Lodging Executives (Vacation Ownership Council Members)

Sponsorship includes:

- 2-3 Minute Verbal Presentation to attendees
- Half 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



BREAKFASTS / RECEPTIONS

(50-500 Attendees)

MEMBERSHIP BREAKFAST

March 2024
STR (Smith Travel Research) Breakfast

\$2,000 (4 available)

250 - 300+ 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 event newsletter
- Corporate logo on recognition table tents and PowerPoint
- Display table outside of event room
- Logo featured on all distributed marketing items and CFHLA website

ALLIED RELATIONS COUNCIL BREAKFASTS

January 9, March 12, May 14, July 9, September 17

The CFHLA Allied Relations Council hosts 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*

AFTER HOURS NETWORKING RECEPTION

Jan 10, May 29, September 25 (subject to change)

This reception is held immediately following the Board of Directors Meetings.

\$1,000 (1 sponsor per Reception - 3 total available)

150 - 200 Allied & Lodging Members in attendance.

Sponsorship includes:

- Marketing display table outside or inside event room
- 2 minute verbal presentation at each reception
- Company logo featured on all distributed items

BREAKFASTS / RECEPTIONS

(50-500 Attendees)

PATRIOT DAY REMEMBRANCE

September 11 (tentatively)

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

Sponsorship Levels:

- ***Corporate Sponsor: \$8,500 (1 available)***
- ***Heroes Table Sponsor: \$400 (15 available)***

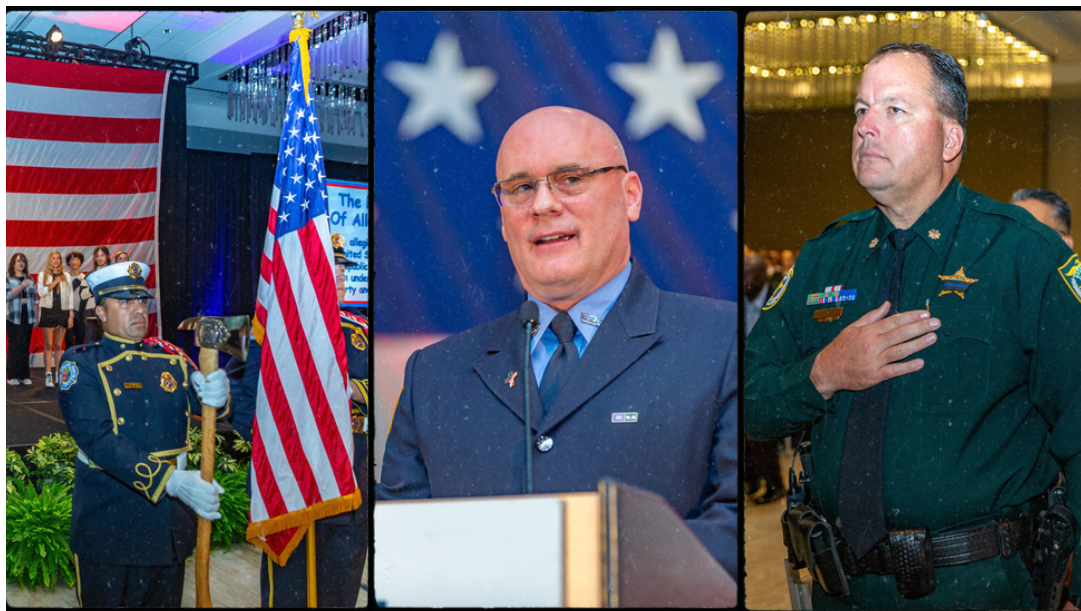
500+ Attendees (including local First Responders)

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 / nominees
- Special table tent with company name
- Listed on CFHLA website



EDUCATIONAL SEMINARS

(25 - 100+ Attendees)

HUMAN RESOURCES SEMINAR SERIES

Dates TBA

CFHLA offers a 3 part educational seminar series for all CFHLA HR Members.

Sponsorship Levels:

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

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
- State of Tourism and Hospitality
- Leadership Development
- Other (needs based)

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



SPORTING EVENTS

(150+ Attendees)

HALLOWEEN GOLF OPEN

IMPORTANT: To respect both new and current CFHLA Members, sales of this sponsorship will occur in July 2024.

October 25 (tentatively)

Sponsorship Levels:

- **Lunch Sponsor: \$4,000 (1 sponsor)**
- **Golfer Gift Sponsor: \$3,500 (1 sponsor)**
- **Golf Cart Sponsor: \$3,000 (1 sponsor)**
- **Alcohol Serving Hole Sponsors: \$600 (9 sponsors*)**
- **Food Hole Sponsors (Non-Alcohol): \$500 (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 includes:

- Company logo on gift given to all golfers (*item to be selected/provided by CFHLA*)
- 2 seats at the luncheon

Golf Cart Sponsorship includes:

- Company logo on 72 golf carts
- Opportunity to attend registration & offer comments during announcements
- Company name on sponsor appreciation sign at player registration

* - See CFHLA alcohol policy on page 23

SPORTING EVENTS

(150+ Attendees)

HALLOWEEN GOLF OPEN *CONTINUED*

IMPORTANT: To respect both new and current CFHLA Members, sales of this sponsorship will occur in July 2024.

Alcohol Hole Sponsorship includes:

- Display table and signage at assigned hole
- Must serve some variety of alcohol at hole **see alcohol policy*
- 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

Food Hole Sponsorship includes (non-alcohol):

- Display table and signage at assigned hole
- Must serve some type of food (sandwiches, burgers, hot dogs, etc.)
- 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 & luncheon announcements
- Company name on signage at hole

NOTE, This sponsorship does not include the opportunity to attend the outing



SPORTING EVENTS

(150+ Attendees)

ST. PATRICK'S DAY GOLF OPEN

March 15 (tentatively)

Sponsorship Levels:

- ***Lunch Sponsor: \$4,000 (1 sponsor)***
- ***Golfer Gift Sponsor: \$3,500 (1 sponsor)***
- ***Golf Cart Sponsor: \$3,000 (1 sponsor)***
- ***Alcohol Serving Hole Sponsors: \$600 (9 sponsors*)***
- ***Food Hole Sponsors (Non-Alcohol): \$500 (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 includes:

- Company logo on gift given to all golfers (item to be selected/provided by CFHLA)
- 2 seats at the luncheon

Golf Cart Sponsorship includes:

- Company logo on 72 golf carts
- Opportunity to attend registration & offer comments during announcements
- Company name on sponsor appreciation sign at player registration

* - See CFHLA alcohol policy on page 23

SPORTING EVENTS

(150+ Attendees)

ST. PATRICK'S DAY GOLF OPEN *CONTINUED*

Alcohol Hole Sponsorship includes:

- Display table and signage at assigned hole
- Must serve some variety of alcohol at hole **see alcohol policy*
- 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

Food Hole Sponsorship includes (non-alcohol):

- Display table and signage at assigned hole
- Must serve some type of food (sandwiches, burgers, hot dogs, etc.)
- 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 & luncheon announcements
- Company name on signage at hole

NOTE, This sponsorship does not include the opportunity to attend the outing



LUNCHEONS / DINNERS

(50 - 1000+ Attendees)

GOLDEN PINEAPPLE AWARDS DINNER

February 22 (tentatively)

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

\$2,500 (8 available)

500+ attendees (lodging majority)

Sponsorship includes:

- Recognition with logo on event invitation, CFHLA website, program and PowerPoint presentation
- 2 premium seats at dinner



LUNCHEONS / DINNERS

(50 - 1000+ Attendees)

HOSPITALITY GALA

December 2024

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)***
- ***Bar Sponsor: \$8,000 (1 available)***
- ***Corporate Sponsor: \$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)
- Dessert with company logo
- Verbal recognition at the event
- Logo featured on event PowerPoint
- Logo featured on all distributed marketing items and CFHLA website

Bar Sponsorship includes:

- Featured specialty drink during event (reception, dinner/program, after party)
- Signage at bar during reception as bar sponsor
- All benefits of a corporate sponsorship (*see below*)

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

LUNCHEONS / DINNERS

(50 - 1000+ Attendees)

MEMBERSHIP LUNCHEON / CFHLA GIVES LUNCHEON

June 2024

\$2,000 (3 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
- 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 2024

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.

Various Placements Available

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

Available Advertising (ad must be provided by sponsor):

- **Back Cover, Full Color: \$2,750 (1 available)**
- **Inside Front Cover, Full Color: \$1,750 (1 available)**
- **Inside Back Cover, Full Color: \$1,750 (1 available)**
- **Full Page Color Placement: \$750 (10 available)**
- **Half Page Color Placement: \$500 (10 available)**
- **Quarter Page Color Placement: \$250 (12 available)**

CFHLA WEBSITE

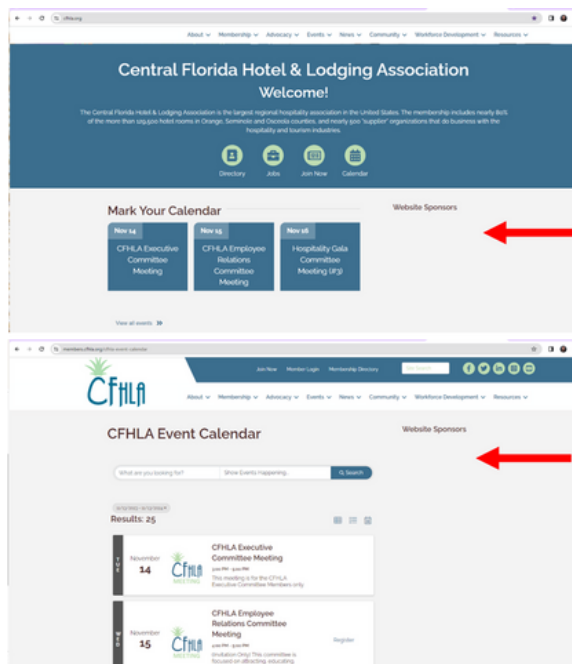
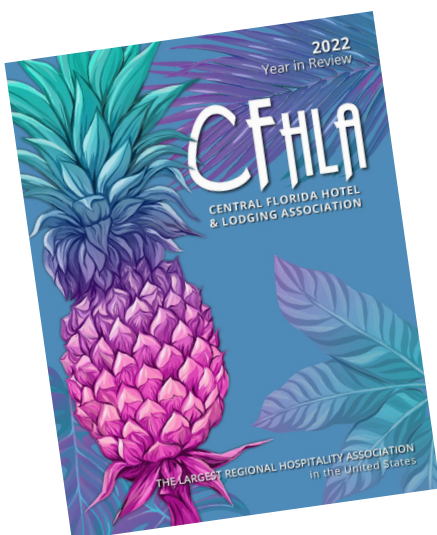
January 1, 2024 - December 31, 2024

\$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



PUBLICATIONS

(Distribution to 2,000+)

MEMBER SPOTLIGHT

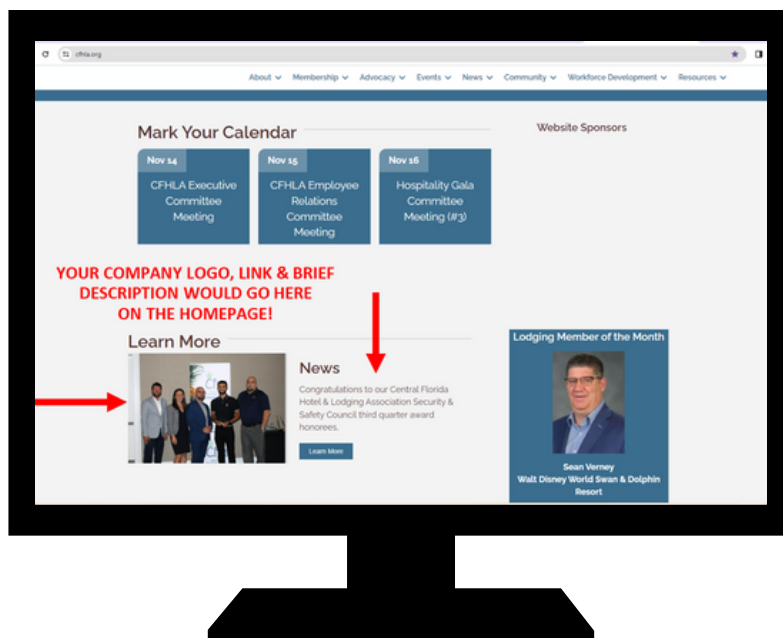
One per month from January 1, 2024 - December 31, 2024

\$1,000 (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
- Company logo, link, and brief company description will be featured on front page of the website under the "Learn More" section



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 2,000+)

NEWSLETTERS

Distribution dates vary

BACK OF THE HOUSE NEWSLETTER

Sponsor Types:

- **Newsletter Header Ad: \$600 / month (12 available)**
- **Newsletter Body Ad: \$400 / month (12 available)**
- **Newsletter Footer Ad: \$200 / month (12 available)**

Sponsorship includes:

- Newsletter distributed each Friday (4 editions estimated per month)
- Company ad, with web link, featured on either header (top), body (middle), or footer (bottom) of newsletter

***ad to be provided by sponsor*

THE INSIDER, THE POLITICAL VOICE OF TOURISM

Sponsor Types:

January - June, minimum 12 editions

- **Newsletter Header Ad: \$2,000**
- **Newsletter Body Ad: \$1,000**

July - December, minimum 6 editions

- **Newsletter Header Ad: \$1,000**
- **Newsletter Body Ad: \$500**

Sponsorship includes:

- Distribution includes Elected Officials and Community Leaders
- Company ad, with web link, featured on either header (top) or body (middle) of newsletter

***ad to be provided by sponsor*



TRADESHOWS

HEAT TRADESHOW

Date TBA

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

Sponsor Levels:

- **Corporate Sponsorships: \$4,000 (14 available)**
- **Email Banner Sponsorship: \$1,500 (1 available)**
- **Lounge Sponsor: \$1,000 (1 available)**
- **Ultimate Chef Competition Sponsor: \$3,000 (2 available)**
- **Lodging Lanyard Sponsor: \$3,500 (1 available)**

**Sponsorship upgrades will be available at a later date and include:
Wi-Fi sponsor and Bottled Water sponsor*

800 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

Lounge Sponsorship includes:

- **MUST BE AN EXHIBITOR - DOES NOT INCLUDE A BOOTH**
- Exclusive signage featured in the event lounge
- Recognition on the day of event PowerPoint loop

TRADESHOWS

HEAT TRADESHOW *CONTINUED*

800 Attendees (Lodging Only)

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



TRADESHOWS

HOB NOB REVERSE TRADESHOW

May

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.

Sponsor Levels:

- ***Corporate Sponsorship: \$2,500 (8 available)***
- ***Pen Sponsorship: TBD (1 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

Pen Sponsorship includes:

- Corporate logo on pens to be provided to Lodging & Allied Member attendees
- Corporate logo in event booklet
- Recognition on CFHLA Website



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

To maintain the CFHLA brand, the following policies shall be continued in 2024, 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. No alcohol may be served to anyone under the legal drinking age.**
- 5. No alcohol may be served to anyone who is visibly intoxicated.**
- 6. Non-alcoholic drinks and / or food must be available at a minimum of 9 holes.**
- 7. Unauthorized alcohol will be confiscated and disposed of.**
- 8. 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**