

# Annual Membership Meeting and Stars of the Industry Luncheon Sponsorship Opportunities

November 28, 2018  
Hotel Del Coronado | Coronado, CA



The California Hotel and Lodging Association will hold its Annual Membership Meeting in conjunction with the Stars of the Industry Awards in November 2018.

### **CH&LA 125<sup>TH</sup> ANNIVERSARY CELEBRATION**

Join us for the biggest event of the year - CH&LA's 125<sup>th</sup> Anniversary Celebration combined with our Annual Meeting and Stars of the Industry Luncheon

### **Annual Membership Meeting**

This year's Annual Membership Meeting will honor CH&LA's 2017 chairperson, Scott VandenBerg, General Manager, Hyatt Regency Sacramento, and welcome CH&LA's incoming chairperson, Michael Pace General Manager, Clift San Francisco. The meeting will also include the election of officers and directors.

### **Stars of the Industry**

The *Stars of the Industry* awards program was created more than 40 years ago by the American Hotel & Lodging Association to recognize outstanding accomplishments in the lodging industry. While the categories have evolved over the years, the concept is still the same - to honor lodging employees and properties that best symbolize the quality service of the industry.

CH&LA member properties are eligible to nominate one employee from their staff for *HD Supply Housekeeping Award*, *Outstanding Lodging Employee*, *Manager of the Year*, *Peggy Mosley Industry Champion*, and *General Manager of the Year*. In addition, properties may enter their best public relations programs in six categories of CH&LA's Achievement Awards: *Good Earthkeeping*, *Guest Services*, *Community Service*, and the *Stevan Porter Award*.



**Scott VandenBerg**  
Chair  
Hyatt Regency  
Sacramento



**Michael Pace**  
Vice Chair  
Clift San Francisco



2017 Stars of the Industry Awards - December 1, 2017 - The Westin Verasa Napa



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**S** stand out and be remembered at the 125<sup>th</sup> Anniversary Celebration & Stars of the Industry Awards Luncheon!

## Sponsorships Available

- Networking Reception** .....\$2,000  
*Includes signage/display at the Networking Reception.*
- Lunch** .....\$5,000  
*The best exposure.*
- Complete Event Sponsorship**.....\$10,000  
*Be the talk of the event by sponsoring the whole event!*
- Award Sponsor** .....\$2,500  
*Sponsor an award and get your company logo in the program and announce the winner(s) of the award during the luncheon.*
- Event Centerpieces** ..... \$TBD  
*Be the center of attention. Recognition from podium included.*
- Audio/Visual** ..... In Kind  
*Your logo will be displayed prominently.*
- Promotional Printing** ..... \$1,500  
*Your logo on the registration information.*
- Signage** .....\$1,000
- Champagne** .....\$2,000  
*Sponsor the champagne or beverages for the Stars Awards reception.*

### Program Advertising

*Ads are due 3 weeks prior to event.*

- Full page .....\$500
- Half page ..... \$250

### Sponsor a "Swag Bag" for event attendees.

We are looking the following: a unique high-end bag, a high end chocolate, or impressive pen, a unique Star ornament, small bottle of wine or champagne or let us know if you have idea.

### Photo Booth ..... \$TBD

*Sponsor a photo booth for the attendees and winners to commemorate this historical event.*

### Sponsor a Past Star ..... \$150

*Sponsor a past Star of the Industry so they can join you at your table for the lunch. A list of past Stars award winners will be available around Oct. 15<sup>th</sup>.*

### Appetizers ..... \$TBD

*Sponsor a delicious passed appetizers during the networking hour.*

**If you have a unique idea we would love to hear it, please give Jennifer Flohr a call at 916-554-2667 or email her at [jennifer@calodging.com](mailto:jennifer@calodging.com).**

## Sponsorship Request Form

Organization: \_\_\_\_\_

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Credit Card:  VISA  MasterCard  AMEX Total Amount: \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Please fax or email completed form to: Jennifer Flohr, Senior Vice President, at (916) 444-5848. For more information, please contact Jennifer directly at (916) 554-2667, or [jennifer@calodging.com](mailto:jennifer@calodging.com)