

PLAN YOUR PARTNERSHIP WITH CHLA

Benefits		Details	Value	Diamond	Platinum	Gold	Silver	Bronze
Total Investment				\$50,000	\$30,000	\$20,000	\$12,500	\$7,500
Events & Webinars	CHLA Membership	One Year Dues	\$1,000	✓	✓	✓	✓	✓
	Trends + Insights Hotel Conference	Sponsorship and Attendance	\$2,499+	Includes logo on event materials, attendee list, speaker intro & attendance for 2	Includes logo on event materials, attendee list & attendance for 1	Includes logo on event materials, attendee list & attendance for 1		
	California Hotel Conferences & Trade Shows (Two Regional Events)	Tabletop with Electricity, Internet & Two Attendees	\$1,495+	Attendance at both events	Attendance at both events	Attendance at both events	Choice of one event	Choice of one event
	Hotel All Stars & Annual Membership Luncheon	Different Levels of Sponsorship, Program Ad and Lunch Attendance	\$1,000 - \$7,500	Includes logo on event materials, a full-page program ad, a table of 10 attendees, sponsorship of one award & present the award.	Includes logo on event materials, a full-page program ad & lunch attendance for 4	Includes logo on event materials, a full-page program ad & lunch attendance for 2	Includes logo on event materials & lunch for 1 attendee	
	Legislative Summit	Event Sponsor	\$1,500 - \$4,000	Includes logo on event materials	Includes logo on event materials	Includes logo on event materials		
	CABBI InnSpire Conference	Gold Sponsor of the Event	\$3,499	✓				
	Webinar Opportunity	Opportunity to Present a Webinar During the Year	\$5,000	✓				
	Board Sponsorship	Reception, Lunch or Breakfast Attached to a Board Meeting Contingent Upon Approval & Timing	\$5,000+	✓	✓			
Communications & Advertising	Hotel Weekly Article	Newsletter Article Contingent Upon Approval	\$1,000+	2 Articles Per Year	1 Article Per Year	1 Article Per Year	1 Article Per Year	
	California Lodging News Magazine Article	One-Page Article Contingent Upon Approval	\$2,000+	2 Articles Per Year	2 Articles Per Year	1 Article Per Year		
	California Lodging News Magazine Advertisement	Advertisement	\$2,340	1 Full Page Ad	1 Full Page Ad			
	Flyer Distribution In New Member Mailings	Distribution of Flyers in Member and Prospect Mailing or Emails Contingent Upon Approval	\$2,500	✓	✓	✓		



CONTACT

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Logo & Link on Website	✓	✓	✓	✓	✓
Recognition at CHLA Events	✓	✓	✓	✓	✓
Exclusive Use of the CHLA Partner Sponsor Logo	✓	✓	✓	✓	✓
Enhanced Listing in CHLA Magazine	✓	✓	✓		
Social Media Recognition	✓	✓	✓		