

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	✓	✓	✓	✓	✓
	CHLA Hospitality Foundation Sponsorship	Gold Sponsor of Scholarships Awards Gala	\$7,000	✓	✓			
	California Hotel Conferences & Trade Shows (Two Regional Events)	Tabletop with Electricity & Two Attendees	\$1,500+	✓ 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	
	CHLA Hotel Leadership Reception	Event Sponsor	\$1,500 - \$4,000	✓ Includes logo on event materials	✓ Includes logo on event materials	✓ Includes logo on event materials		
	California Boutique Hotel Conference	Event Sponsor	\$2500 - \$5,000	✓				
	Webinar Opportunity	Opportunity to Present a Webinar During the Year	\$5,000	✓				
	CHLA Board Meeting Presentation	Presentation at a CHLA Board Meeting Contingent upon Approval and Timing	\$10,000	✓	✓			
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			
	eBlast to all Hotel Members	eBlast of Flyer or Letter Introduction to All Hotel Members Contingent upon approval.	\$2,500	✓	✓	✓		



CONTACT

Erika Costa, Partnership Manager
916-554-2665 or erika@calodging.com

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