



**SPONSORSHIP • PARTNERSHIP**  
Opportunities 2010 - 2011

## PARTNERSHIP

The NHLA Partner is an industry committed supplier company that demonstrates loyalty through ongoing financial support directed at NHLA Programs and Initiatives. These initiatives are developed by the board of directors in concert with timely current issues facing industry operators. The Partner participates in supporting these critical initiatives by providing meaningful discounts on products and services, educational programming, communiqués and more.

The NHLA proudly acknowledges its Partners through a high-visibility campaign tailored with the Partner to maximize both groups' business initiatives. The NHLA Partner is an important industry-player in sustaining ongoing NHLA educational programs, communications, networking and professional development. This relationship is established with NHLA members only and subject to committee approval.

- \$12,000 minimum annual contribution
- Contact Van Heffner  
702-878-9272 x300 • [van.heffner@nvhospitality.com](mailto:van.heffner@nvhospitality.com)

## SPONSORSHIP

The NHLA Sponsor is a highly valued industry supplier company that through financial contributions supports ongoing social and educational activities and programs for Nevada's resort hotel executives and their teams. A Sponsorship is established with industry supplier members as follows and promises a high-visibility return through speaking opportunities, collateral distribution, website and member-communicué advertising.

**Member Mixers** are scheduled throughout the year and enjoyed by 250-400 industry professionals in southern Nevada and approximately 150-300 in the north. Hotel management teams appreciate this complimentary social with their peers. An exclusive sponsorship is offered, with co-sponsorships limited to four member companies.

**Winter Member Mixer**

*\$1,000 – Northern  
\$1,500 – Southern  
\$10,000 – Exclusive*

**Legislative Reception**

*\$1,500 – Carson City  
\$10,000 – Exclusive*

**Spring Member Mixer**

*\$1,000 - Northern  
\$1,500 – Southern  
\$10,000 - Exclusive*

**Summer Member Mixer**

*\$1,000 – Northern  
\$1,500 – Southern  
\$10,000 – Exclusive*

**Fall Member Mixer**

*\$1,000 Northern  
\$1,500 – Southern  
\$10,000 - Exclusive*

**Holiday Member Mixer**

*\$2,000 – Southern  
\$15,000 - Exclusive*

## SPONSORSHIP (continued)

### Food & Beverage Extravaganza

The NHLA is notorious for a great food and wine extravaganza as evidenced by the last 20-years of Epicurean Affair. This event is being reinvented and we anticipate the new event to be a huge opportunity and recognition for our hotel resorts and their outstanding food & beverage operations. For more information contact Van Heffner 702-878-9272 x304 or [joan.heffner@nvhospitality.com](mailto:joan.heffner@nvhospitality.com)

### Northern Nevada - Hospitality Golf Classic (Spring/Summer)

### Southern Nevada Hospitality Golf Open (Fall)

702-878-9272 x300 • [joan.heffner@nvhospitality.com](mailto:joan.heffner@nvhospitality.com)

Auction Sponsor

*Visibility in event brochure*

\$100

Auction Donor

In-kind donation

Hole Sponsor

*Signage & hole activity*

\$500

Golf Classic or Golf Open Sponsor

*Includes one foursome and one hole sponsor*

\$750 (Classic north)

\$900 (Open south)

Golf Gift bag donations

In-kind donation

### Forums, Seminars and Webinars

NHLA provides a variety of industry and operational specific learning opportunities each year; both for its members and the community at large. Depending on the industry need, economic climate and executive requests, this programming is ongoing. Sponsorship opportunities will vary on location and venue. For a schedule or to host a seminar or webinar: Contact Joan Heffner 702-878-9272 x305 • [joan.heffner@nvhospitality.com](mailto:joan.heffner@nvhospitality.com)

### Expositions and Conferences

Throughout each year the NHLA co-sponsors industry expositions and educational conferences that provide supplier companies an opportunity to exhibit their products and services. As an NHLA member, Allied and Premier members enjoy fee reductions. Contact NHLA for more information on the next show or conference: [van.heffner@nvhospitality.com](mailto:van.heffner@nvhospitality.com) 702-878-9272 x305.

### Under-30 Professionals

Project UNDER 30 is a sustainable development program for young professionals (under the age of thirty) to advance their careers in the hospitality industry by providing career development education and opportunities. Sponsorship opportunities are developed based upon current initiatives. Contact Joan or Katy, 878-9272 x305 [joan.heffner@nvhospitality.com](mailto:joan.heffner@nvhospitality.com) for ways to sponsor and support this group.

Bootcamp

Mentorships

Executive Dinners

Brown Bag Lunches

U-30 Socials