



Washington DC/Baltimore Chapter

Sponsorship Opportunity

Hotel Industry Annual Forum 2015



Friday, November 13, 2015
8:00 a.m. – 11:00 a.m.

DoubleTree by Hilton
8120 Wisconsin Avenue
Bethesda, Maryland

Hotel Industry Annual Forum 2015

On behalf of the Cornell Hotel Society Washington DC/Baltimore Chapter, I invite you to be a sponsor of our premier event, Hotel Industry Annual Forum 2015.

The event will be held on Friday, November 13, 2015 at the DoubleTree Hotel in Bethesda. We are assembling a panel of esteemed hotel industry leaders for this year's forum to discuss trends and opportunities in hotel industry technology investment, environmental sustainability and consumer wellness. We expect 100-125 hospitality industry leaders to be in attendance.

Your company's sponsor status will enhance its image and visibility through recognition in event invitation and marketing materials, and provide you an outstanding networking and marketing opportunity during the event.

Sponsors support the Cornell Hotel Society, Washington DC/Baltimore Chapter's annual scholarship fundraising effort. Proceeds from the Hotel Industry Annual Forum 2015 are critical to reaching our \$15,000 scholarship fundraising goal for this year's event.

Thank you.

Pia Bojanowski MMH '96

Chair - Fundraising

Cornell Hotel Society, Washington DC/Baltimore Chapter

chswashingtondc@gmail.com

202.997.1100



Cornell University
School of Hotel Administration
Cornell Hotel Society

Hotel Industry Annual Forum 2015

Event Overview

The Hotel Industry Annual Forum 2015 continues the Cornell Hotel Society (CHS) Washington DC/Baltimore Chapter's tradition of hospitality industry programming and scholarship fundraising. This is the sixth year the chapter is hosting the annual event which offers an outstanding networking opportunity and promises to attract roughly one-fifth of the over six hundred local CHS members and hotel owners, developers, operators, consulting companies, brands, and service providers.

We are assembling a panel of esteemed hotel industry leaders for this year's forum to discuss trends and opportunities in hotel industry technology investment, environmental sustainability and consumer wellness.

Sponsorship Benefits & Levels:

- Your company's name and logo listed as a sponsor on the event's marketing material, invitations and program
- Your company's name and logo displayed at the event with a separate table to display marketing material
- Opportunity to network with forum panelists and attendees before and after the event
- Three sponsorship levels -

\$5,000 Title Sponsor – 15 complimentary tickets to the event

\$2,500 Gold Sponsor – 10 complimentary tickets to the event

\$1,000 Silver Sponsor – 5 complimentary tickets to the event

Proceeds from the event will go towards the CHS Washington DC/Baltimore Chapter Scholarship Fund which benefits students from the greater Washington DC/Baltimore area at Cornell University's School of Hotel Administration (details on the next page).

Hotel Industry Annual Forum 2014 Recap

- 104 attendees
- 6 sponsors
- Raised over **\$9,500** towards CHS Washington DC/Baltimore Chapter Scholarship Fund

To learn more about the event and to participate as a corporate sponsor please contact: Pia Bojanowski at chswashingtondc@gmail.com or at 202.997.1100



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The Cornell Hotel Society Washington DC/Baltimore Scholarship Fund

The Washington DC/Baltimore Chapter of the Cornell Hotel Society (CHS) is committed to upholding the initiative of Cornell University to eliminate student loans for those who come from families with the greatest financial need and to cap need-based loans for many of these families. In this spirit, the CHS Washington DC/Baltimore Chapter accepted a challenge by the Cornell Hotel Society Foundation in April 2008 to create a \$50,000 chapter scholarship. The CHS Foundation Meek Challenge Fund matches \$1 for every \$3 raised to help us meet our goal. In 2012 the scholarship goal was met and successfully endowed, and since then \$9,186 has been paid out in scholarships to students from the Washington DC/Baltimore area at Cornell University's School of Hotel Administration. **The chapter has now committed to raise another \$50,000 by 2017** which means the chapter has a goal to raise \$37,500 by the end of 2017 with the remaining \$12,500 to be matched by the CHS Foundation.

Corporate sponsorship of events is a significant component of the CHS Washington DC/Baltimore chapter's annual scholarship fundraising effort. Sponsorships allow the chapter to make up for the cost of hosting events. Proceeds from the Hotel Industry Annual Forum 2015 are critical to reaching our fundraising goal.

CHS Washington DC/Baltimore Chapter Membership Profile

- Chapter size – approximately 600
- Undergraduate and Master's Program Alumni
- Hotel and travel industry professionals in the Washington DC/Baltimore metro area
- Leaders in areas of hotel development, finance, operations, branding, public policy and consulting

