

NEWH Events Call June 6, 2017

Invited participants:
Chapter Presidents, Chapter VPs/Development, Programming and Fundraising Directors

Please mark your calendar to participate in the next quarterly Events call. You will get a Ready Talk invite for the call.

- August 14
Choose the time that works for you:
 - 8:00am Pacific/11:00am Eastern
 - 4:00pm Pacific/7:00pm Eastern

Chapter Event Status/Updates

Sunshine – building anticipation for their fall fundraising event. They opened sponsorship for their fall event at the same time as their tradeshow – already secured two-thirds of their sponsorships. They were able to pass out their sponsor opportunities at the regional tradeshow vendor check-in. They are building up excitement on social media as well and posting something once a week regarding their circus themed event.

Dallas – their last programming event started at 6:30 instead of 6pm which worked well. They have an event in July that they are working on now. They have their fundraising event in October which they are continuing to plan – sponsorship menu will go out soon.

San Francisco – fundraising event (Wine by Design) is scheduled for September 23 - only a few sponsorships left, out of 30 available. Individual tickets go on sale June 19th. Normally they go to wine country, but since the event has gotten so much bigger, they decided to do a yacht edition – and will be on a four-level luxury yacht to include champagne tasting, lunch, wine tasting, dancing, dessert, activities – they are also planning an after party close by once the boat returns. This is their 8th year – so they are changing it up from the way it was designed in the past. They based some changes on a survey they had last year from those that attended. They also have a tradeshow coming up on August 24.

Atlanta – have had sundowners and a hotel tour. They are looking for other ways to effectively use social media to help market their events.

North Central – in March they had a tour of the new Radisson Red in downtown Minneapolis that went well with a good turnout. In April, they tried a volunteer event at a local organization called Bridging – that helps people coming out of poverty. They wrapped silverware and pulled together packages for families. They may look at Habitat for Humanity next year. Looking at a social/networking type event involving bowling and ping pong. They may have a summer sundowner on a rooftop bar to take advantage of the nice weather. Tradeshow coming up in Sept. 14. They are vamping up their social media as well.

Arizona – hosted a membership drive the first part of the year that they held the same day in five different locations. End of March, held Wine and Dine – they had 2 culinary schools that did appetizers and paired it with wine, they had a silent auction table, and music. They also awarded scholarship during that event as well. Coming up is a supper club event at a local design and local

culinary restaurant – it's being held at the Mission in north Scottsdale that is locally owned and locally designed. In December, they are hosting their first Honors program they are hoping to hold every year, to celebrate hospitality and culinary arts in their area.

Northwest – they have a big wine event coming up (Savor) and are in final planning stages for that. They are tweaking a bit from last year – changing up the silent auction and making part of it live auction with bigger ticket items. They are working more on the visuals this year and giving people a sneak peak of auction items. They are also doing some volunteer events, including food drives in Portland and Seattle, and will be doing a sketching class in Seattle as well.

New England – they are working on ways to increase membership and awareness of what NEWH has to offer. They do have a lot of vendors at events but looking for ideas on how to get more designers at their events.

Ideas – Arizona assigns buddy firms to board members that they try to market every event to (i.e. taking a postcard in a frame to put in their library, or posting flyers, etc.) Or they include 4-5 tickets with a vendor sponsorship that the vendor can then give to whoever they'd like who they want to show up at the event.

Las Vegas – Glamping event was a huge success. They ended up with 6 very successful tents. (design firms come up with an 8x14 canvas tent on a wood deck – takes place at Ponderosa Resort just east of Zion National Park – the design firms design the tents with the themes that they vote on.) Check out the pictures on their Facebook page! Wynn donated all the things in their tent for silent auction items. They had 270 guests. They did run some things differently than last year, based on lessons learned. It was very beautiful with the tents at night. MGM did an arcade so they had fun video games, etc. Had an oriental tea room. They also had personal tent competitions with categories. They tried to do a lot of money-savings this year with decorations, etc. They have a great mix of designers and vendors on their board so it's fun to see everyone get together.

Annual Sponsors vs Event Sponsors

In Dallas – they asked for yearly sponsors and that has worked well. It was nice to know that it was already in the bank without having to chase sponsors for each event.

Orange County Region – they had annual sponsor dollars as well, which was helpful forcing them to get the calendar put together and trying to get sponsorships early.

Arizona – running sponsorships on event basis – possibly in the future looking for more consistent sponsorship and ideas around that.

Northwest – they have 5-6 annual sponsors that are listed on every invite.

(See samples at the end of these minutes)

BrandEd

Debbie McKelvey has been trying to get dates put together between chapters and BrandEd panel members. This initial year may be a little harder with scheduling as they get it rolled out and tweaking process.

Timing of events with other organizations

Be sure to look at when other association events are being held in our area and try to you're your calendar around those. See the NEWH website/Events for industry events (if you see any missing, please let us know!).

Any questions? Contact us!

Leigh Mitchell - NEWH, Inc. VP Development
leighmitchell@mza-usa.com

Ron McDaniel
NEWH, Inc. Director of NEWH Conferences
ron@paravars.com

Or feel free to call the NEWH office if you have any questions. – 800-593-6394.
We look forward to assisting you in any way we can to make your job easier!

Be a 2017 Sponsor!

To Our NEWH Sponsors!

The AC | Philadelphia Chapter Board Members would like to extend a warm thank you to all of our 2016 sponsors. Because of your support we were able to award two scholarships this past year. A total of \$39,500 has been awarded in scholarships to date!

We have many options and benefits this year for Sponsor Levels. Our goal for 2017 is to increase the number of scholarships we award this year through chapter sponsorship and fundraising.

In 2017 there will be many exciting events, tours, community service and educational opportunities to look forward to. With your help NEWH AC | Philadelphia hopes to surpass our achievements of this past year. Please support our Chapter with your donations by **April 15th, 2017**. Your support will allow us to create a bright and continuing future for NEWH!

2017 EVENT SCHEDULE

FEBRUARY - "Night at the Bakery" Location: Philadelphia

MARCH - "Historic Mansion Tour" Location: TBD

APRIL - "Workshop" Location: Main Line

MAY - "Brewery Tour" Conshohocken Brewery Co.

JUNE - "Bowling Night" Location: Philadelphia

JULY - "Cocktail Class" Location: TBD

AUGUST - "Borgata Water Club" Location: Atlantic City

SEPTEMBER - "Love Letters Tours" Location: Philadelphia

OCTOBER - "Firm Project Tour" Location: TBD

NOVEMBER - TBD Location: Philadelphia

DECEMBER - "Lighting of the Tree" Location: Philadelphia

*Events are subject to change. Check website for all updates.



Pictured: 2016 Chapter President Karen Pelzer with scholarship winner Victoria Cuccurullo, Temple University.



Pictured: 2016 Scholarship Chair Megan Shaughnessy-Fitzpatrick, 2016 Chapter president Karen Pelzer and scholarship winner Joshua Feinberg, Temple University.

2017

Yes, I would love to sponsor NEWH Atlantic City Greater Philadelphia Chapter at the following level:

_____ Platinum Level

_____ Gold Level

_____ Silver Level

_____ Bronze Level

Payment Options:

_____ Check Enclosed for Payment

Please make checks payable to NEWH Atlantic City/ Philadelphia:
Mail Checks to Kristen O'Bara NEWH AC/GP Ways and Means
203 North 5th Ave. Manville, NJ 08835

_____ Send me a Credit Card form:

Please email completed credit card form to newh.acboard@gmail.com

"It's About Scholarship,
Education and Networking"

PLATINUM LEVEL (\$2,500)

- Visual appreciation by logo representation via website, Chapter wide emails/social media to over 1,600 of our contacts.
- Announcement of you and your firm at each event along with your logo/signage displayed.
- One full year of logo advertisement on our Chapter's new web page on the National NEWH website.
- Opportunity to present a CEU event to our Chapter. Available as an event and also via webinar to maximize attendance.
- Exposure to our membership of designers, architects,

vendors and other professionals in the hospitality field.

- One page announcement to our contact list of your company spotlight introducing your firm's profile and contact information.
- Ability to have at each event your brochures and business cards.

GOLD LEVEL (\$1,250)

- Visual appreciation by logo representation via website, Chapter wide emails/social media to over 1,600 of our contacts.
- Announcement of you and your firm at each event along with your logo/signage displayed.
- Six months of logo advertisement on our Chapter's new web page on the National NEWH website.
- Exposure to our membership of designers, architects, vendors and other professionals in the hospitality field.

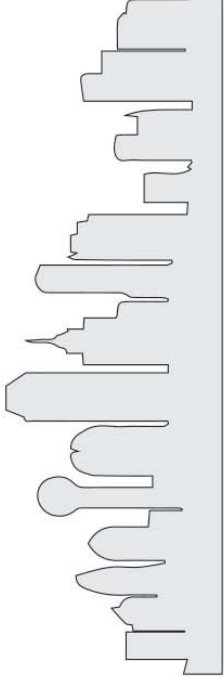
SILVER LEVEL (\$800.00)

- Visual appreciation by logo representation via website, chapter wide emails/social media to over 1,600 of our contacts.
- Announcement of you and your firm at each meeting along with your logo/signage displayed.
- Three months of logo advertisement on our Chapter's new web page on the National NEWH website.
- Exposure to our membership of designers, architects, vendors and other professionals in the hospitality field.

BRONZE LEVEL(\$550.00)

- Visual appreciation by logo representation via website, chapter wide emails/social media to over 1,600 of our contacts.
- Announcement of you and your firm at each meeting along with your logo/signage displayed.
- One month of logo advertisement on our Chapter's new web page on the National NEWH website.
- Exposure to our membership of designers, architects, vendors and other professionals in the hospitality field.

AC|Philadelphia
NEWH
The Hospitality Industry Network



CALL FOR SPONSORSHIP

NEWH DALLAS CHAPTER

Sponsor all 5 of our programming events for \$2000

BENEFITS

Elite sponsor for 4 of events and supporting sponsor for our annual holiday event

Predominant logo & signage at 4 events

Supporting signage at the holiday event

2 free tickets to all 5 programming events

[CLICK HERE TO SIGN UP!](#)

Only 6 spots available. Don't delay!

THANK YOU FOR YOUR SUPPORT

For more information contact Debbie McKelvey - debbiemckelvey@bernhardt.com / (817) 217-7820



2017 SPONSORSHIP MENU

\$250 Sponsorship

OPPORTUNITIES

March - Radisson RED Hotel Tour - 2 available
June - Social Hour- 2 available

Student Events

February - Portfolio Review - 2 available
February Portfolio Review - 1 Prize Sponsor
October - Speed Mentoring - 2 available

BENEFITS

Logo on Poster at Event
Logo on all Digital Marketing
Thank you post on Social Media
Thank you post in Newsletter

Membership Drive

\$600 FOOD & DRINK SPONSOR

2 Available
4 tickets to the event (\$200 value)
Sponsor Logo Napkins/Coasters
Benefits listed above

\$500 LANE SPONSOR

4 Available
6 tickets to the event (\$300 value)
Logo @ Lanes
Draw for free membership
Benefits listed above

Annual Fundraiser

\$2500 HEADLINER

1 Available
Top Billing on all marketing
Sponsored photo booth prop
Lawn Bowling Lanes
4 tickets to the event
Benefits listed above

\$1000 OPENING ACT

2 Available
1 Beer Flight Sponsor Logo on coasters
1 Food Sponsor Logo on Napkins
4 tickets to the event
Benefits listed above

\$750 BILLBOARD

3 Available
Announce Silent Auction Winners
2 tickets to the event
Benefits listed above

\$500 VIP PASS

3 Available
Announce Raffle Winners
2 tickets to the event
Benefits listed above

IN THE SPIRIT Seasonal Event

\$1000 HOST

1 Available
Top Billing on all Marketing
Sponsor logo Napkins or Coasters
4 tickets to the event
Benefits listed above

\$500 GOLD

4 Available
2 tickets to the event
Benefits listed above

\$250 SILVER

4 Available
1 tickets to the event
Benefits listed above

2017 EVENT SPONSORSHIP OPPORTUNITIES

4 'SUNDOWNER' EVENTS—MARCH, JUNE, AUGUST & OCTOBER

OPPORTUNITY TO ADD SCHOLARSHIP EVENT SPONSORSHIP AT A DISCOUNT!

SPONSOR LEVEL	NUMBER AVAILABLE	SPONSOR 4 SUNDOWNER EVENTS	SPONSOR 4 SUNDOWNER EVENTS + SCHOLARSHIP EVENT	SPONSOR SCHOLARSHIP EVENT ONLY
PLATINUM	2	\$2000	\$3500	\$2000
GOLD	3	\$1500	\$2700	\$1500
SILVER	4	\$1000	\$1800	\$1000
BRONZE	NO LIMIT	\$500	Not available on this level	

Sponsorship Benefits

Platinum- Logo on flyer, large logo on tent card, business cards and literature at check-in and 2 tickets to sponsored events

Gold- Logo on flyer, small logo on tent card, Business cards at check-in table and 2 tickets to sponsored events

Silver- Logo on flyer, Listed on tent card and 1 ticket to sponsored events

Bronze- Logo on flyer and 1 ticket to sponsored events

Mark your calendar! **2017 NEWH O.C. SIGNATURE EVENTS**

NEWH O.C. & Los Angeles Founding Chapter/BD WEST: **FASHION RUNWAY** - April 6, 2017

NEWH ORANGE COUNTY **SCHOLARSHIP AWARDS EVENT**—DECEMBER 2017

Exact dates to be finalized once venues are booked.



CONTACT: Jessica Wasmer jessica.w@fabricinnovations.com or Erica Puccio epuccio@stonesource.com

Reserve your sponsorship today!!! Opportunities will be limited.

2017 Annual Sponsorship

The San Francisco NEWH Chapter is offering annual sponsorships for you to benefit all year long! Our chapter hosts a variety of well attended events including designers, vendors, hoteliers, and a variety of hospitality leaders.

BENEFITS TO ALL ANNUAL PARTNERS

<p><u>WINE BY DESIGN</u> **Early Bird access to sponsorship opportunities or two event tickets</p>	<p><u>WEBSITE PRESENCE</u> Company logo on NEWH SF Chapter webpage all year long</p>	<p><u>EVENT PRESENCE</u> Company logo displayed at all SF Chapter events in 2017</p>	<p><u>EVENT PRESENTATION TIME</u> Speaking time at one eligible 2017 event</p>
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Annual Sponsorship: \$3,500/yr

Contact Angela Rates to secure your annual sponsorship at: newhsf.programming@gmail.com or 415-830-7955. Note: 2017 sponsorships are limited. Monthly sponsorships may be available, ranging from \$750 - \$1500 or more.

PREVIEW OF 2017 EVENTS*

JANUARY	MARCH	APRIL
Health & Fitness	Iron Chef	Sustainability Membership Drive and Mentoring Breakfast
JUNE	JULY	AUGUST
State of the Hospitality Industry	Happiest Hour	NEWH Regional Tradeshow
SEPTEMBER	OCTOBER	DECEMBER
Wine by Design	Hotel Tour	Holiday Celebration

*Event details subject to change.
 **Limited time frame for Early Bird access to Wine by Design.