



Become an NEWH partner with the EU/UK BrandED Program

Don't miss the incredible business opportunity to become an EU/UK **NEWH** BrandED Program Partner where you'll gain access to high-level brand professionals from companies like Accor, IHG, and Hyatt. Be the first to hear about new brand programs straight from the source, while having a presence at intimate NEWH networking events with designers, architects, developers, purchasers, franchisees, and owners.

Each NEWH EU/UK BrandED partner will receive:

- » Exclusive presence at all EU/UK BrandED events
- » Three (3) NEWH courtesy memberships
- » One (1) quarter page ad in NEWH Magazine annually
- » Two (2) quarter page ads in Space and/or Hospitality Interiors
- » A €3,000 Hospitality Management scholarship will be given in the name of the brand presenting
- » Logo on BrandED pages of NEWH website
- » One (1) Social Media post per quarter
- » Free listings in NEWH Career Network

Terms for new partners:

- » €7,500 per EU/UK Brand Partner (maximum of 6)
- » Attendance at three (3) BrandED programs per year, one in London, one in Paris and one in Milano (subject to change)
- » Each sponsor may have two (2) representatives attend each event
- » Optional participation in event dinner with presenting brand team

Limited spots are available to become an exclusive NEWH EU/UK BrandED Program Partner!

By becoming an NEWH EU/UK BrandED Program Partner, you add NEWH to your marketing team, spanning North America, United Kingdom and Europe with 28 chapters and regional groups in active hospitality markets. Join us in our mission of scholarships, education, leadership development, recognition of industry excellence, and business development opportunities as we provide relevant promotion and networking for those who actively participate.

NORTH AMERICAN BRANDS



EU/UK BRANDS

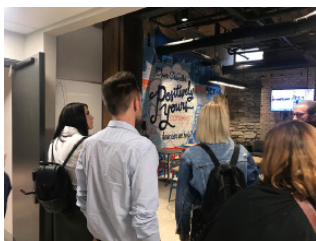


Contact for more information:

Rebekah Ellis, BrandED EU/UK
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Jonathan Young, Vice President/EU-UK
 Relations JY@jonathanyoungassociates.com
 or +44 (0) 7881-501 711

Kate Nesbitt, NEWH Tradeshow/Event Coordinator
kate.nesbitt@newh.org or 866.935.6394





EU/UK NEWH BrandED Program Partners - SPONSORSHIP AGREEMENT

Donation Amount: €7,500.00

Provisions:

I. The undersigned, a duly authorized sponsor representative, agrees to enter into this agreement with NEWH, Inc., to participate in the NEWH EU/UK Brand Partners Sponsorship Program through a donation in the amount above. NEWH, Inc. will, in recognition of donation, provide the benefits of Sponsorship as outlined in the Benefits of Sponsorship Program.

The BrandED Partner will receive three (3) courtesy memberships. Please provide names:

- 1. _____
- 2. _____
- 3. _____

II. In order to produce signage and promote your company in printed materials, please:

- A. Execute a signed agreement with sponsorship payment to NEWH, Inc. NEWH **will not promote** your sponsorship in any signage or printed materials until such agreement is received.
- B. Email your logo to info@newh.org in EPS (Vector file). Please put BrandED in the subject line.
- C. Questions about logo reproduction, please contact Shelia Lohmiller, CEO, NEWH, Inc. at 800.593.6394

III. Terms of Brand Partners Sponsorship:

- A. Participation in all EU/UK BrandED events (guaranteed three (3) events per sponsorship term / attendance of 2 vendor representatives at each event)
- B. Company logo on NEWH BrandED Partners web page
- C. One (1) Social Media post per quarter
- D. One (1) ¼ page NEWH magazine ad annually (\$1,470 value)
- E. Unlimited FREE Career Network listings/placement (value of \$75 ea. post)
- F. Logos on signage at BrandED chapter events
- G. NEWH Business Directory placement
- H. Recognition at: NEWH BrandED events and logos on all email correspondence

IV. NEWH, Inc. will designate a Sponsor Liaison to facilitate sponsors ability to take advantage of all benefits available at acquired level of sponsorship. It is the sponsors' responsibility to follow-up and use their designated sponsor benefits.

V. Sponsor agrees to pay the €7,500 sponsorship.

VI. A copy of this contract and any signatures herein shall be valid as an original.

Sponsor, By _____ Date _____

Title: _____

NEWH, Inc., By  _____ Date _____

Title: CEO _____

Sponsoring Company: _____

Please submit with proper capitalization and spacing, EXACTLY as it should appear on all published event materials.

Sponsor Representative: _____ Title: _____

Phone: _____ Email Address: _____

Mailing Address: _____

City: _____ State: _____ Postal Code: _____

Website: www. _____



Payment Information:

Check payable to: NEWH, Inc. - PO BOX 322 - Shawano, WI 54166

Credit Card - check one: AMEX VISA MASTERCARD DISCOVER
3% credit card processing fee will be added if using credit card

ACH Payment: Contact Susan at NEWH Office susan.huntington@newh.org (800.593.6394) and thank you for saving NEWH 5% credit card fees!

Company: _____ Contact Person: _____

Address: _____ City, State Zip: _____

Phone: _____ Email: _____

Name on Card: _____ Signature: _____

Card #: _____ Exp: _____ CVC Code: _____ Total Charge: _____

Please submit with payment:

_____ Company logo (*eps/vector and JPEG file*)

_____ Brief company description (*word format preferred*)

_____ Company website link

_____ NEWH Magazine issue your ¼ page ad will appear in (select one): Spring Summer Fall Winter

I, the undersigned, as a representative of the sponsoring company listed above, authorize NEWH, Inc. to use the company name, logo, photos, on documents, signage, and advertisements, related to *NEWH, Inc/NEWH BrandED/ NEWH Brand Partnership programs*

I also understand that by signing this form, I agree to ensure that payment for the sponsorship listed above will be made. I, the undersigned authorize NEWH, Inc. to use photos for further NEWH promotions. Payment for sponsorship is due **as indicated above**. I understand that failure to submit payment in full before this date will cancel our sponsorship agreement.

This sponsorship agreement has been made effective for a twelve month period from date of signature.

Sponsor Representative Name (*printed*)

Sponsor Representative (*Signature/Date*)

SUBMISSION OF MATERIALS: All materials will be submitted (prospective – future action) in accordance with specifications of NEWH Inc. / NEWH Brand Partner Sponsors or its representative. Failure to submit in accordance with these specs may result in production charges.

GOVERNING LAW: This agreement will be governed by and construed in accordance with the laws of the State your business resides.

ENTIRE AGREEMENT: This Agreement and any and all exhibits (prospective – future action) and attachments are the complete and exclusive agreement between the parties with respect to the subject matter hereof, superseding and replacing any and all prior agreements, communications, and understandings, both written and oral, regarding such subject matter. Pricing will be governed by NEWH Inc. / NEWH BrandED/NEWH Brand Partnership Sponsors, whether printed on paper or electronically. The terms and conditions of this Agreement will prevail over any contrary or inconsistent terms. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties.

General Event Questions? Rebekah Ellis, BrandED EU/UK, rebekahellis.newh@gmail.com; Jonathan Young, Vice President/EU-UK Relations JY@jonathanyoungassociates.com or +44 (0) 7881-501 711

Billing Questions? Susan Huntington at newh.finance@newh.org or 800.593.6394

Thank you for your leadership and active participation in **NEWH *The Hospitality Industry Network***