

P  
A  
R  
T  
N  
E  
R



March  
17-18  
talk  
teach  
taste



GUIDE

# **Hospitalented** seeks partners, not just sponsors. Updated 2-27-17

*Unlike some entities that seek only to make money, our primary purpose is to fuel global hospitality education. The money raised through sponsorships not only pays for the events, but also supports scholarships for students and professionals around the world. Since we are not in it just for profit, we offer sponsorship opportunities at various levels intended to build brand awareness and connect you with event participants. Successful sponsorship occurs when there is a win-win between both the brand and event producers – aka, a partnership. We aspire to provide an experience that exceeds the financial contribution made. The following are opportunities primarily for Art in a Bottle...*

## **Strategic Partner**

The first type of sponsorship is intended for organizations and entities that can help spread the word about what we're trying to do. If the partner can provide exemplary access to individuals who will attend the event, we will waive all or part of the fees associated with one of the sponsorships described below. Some people think it's madness to offer this right at the beginning, but we're not in this to make money – we're in this to educate our students and members first. Any money that is left over after we pay for the overhead goes towards scholarships and to fund future events. That being the case, we hope that each relationship will 'lighten our load' financially.

## **Media Partner**

The second type of sponsorship is from those individuals in the media space. This includes press, public relations professionals, and social media professionals. Some will simply do what they can on their end to push elements of AIAB or other Hospitalented programming. Others will take a more active part in covering the events before, during and after. We don't money here – just your time!

## **Presenting Sponsor**

The one and only 'Presented By' spot is available for the right company or organization. The name/logo will be on almost everything written or printed; website, banners, posters, t-shirts, tote bags, etc. There is only one space available for the 2017 AIAB.

*Presenting Sponsorship: \$3000*

*Current Sponsor: None*

## **Opening Session Sponsor**

The Opening Session is the traditional networking kick-off event at *Art in a Bottle*. Be the one providing the wonderful ambiance, tasty nibbles and beverages and of course. The sponsor's logo will appear on all online platforms co-branded with *Art in a Bottle*. Sponsors will also get a 6' table for literature or product to sample at the reception. There is also the opportunity to incorporate product into the menu – at an additional cost. The sponsor's logo will be placed on all VIP gift bags. Limited to one sponsor for the 2017 AIAB.

*Opening Session Sponsorship: \$2500*

*Current Sponsor: (in negotiation)*

## Closing Session Sponsor

The Closing Session is the traditional goodbye event at *Art in a Bottle*. Similar to the opening session, be the one providing the wonderful ambiance, tasty nibbles and even more beverages. The sponsor's logo will appear on all online platforms co-branded with *Art in a Bottle*. Sponsors will also get a 6' table for literature or product to sample at the reception. Limited to one sponsor for the 2017 AIAB.

**Closing Session Sponsorship: \$2000**

**Current Sponsor: (in negotiation)**

## Keynote Speaker Sponsor

One of the best sponsorships which provides a captive audience is to sponsor the keynote speaker. The posters around the conference-wide session will be branded with your company's name/logo. Your representative will also introduce the speaker. Limited to one sponsor for the 2017 AIAB.

**Keynote Speaker Sponsorship: \$1500**

**Current Sponsor: None**

## Attendee Totes

Each paid ticket holder receives a tote bag at registration at *Art in a Bottle*. These bags can be co-branded with your company's name/logo. Typically this is a 2x2 inch space adjacent to the event's logo. The tote sponsorship means your brand goes everywhere, during and well after the event. They are also reusable for the attendees to use for grocery runs, books or other light travel. The quantity of bags is based on anticipated attendance; between 300 and 500. There are up to four spaces available for the 2017 AIAB.

**Attendee Tote Sponsorship: \$1000**

**Current Sponsors: St. Joseph's College, The Tavolo Group**

## Attendee Tote Inserts

Surprise attendees at *Art in a Bottle* by inserting product samples or materials. Examples include sample-sized products, flyers, brochures, or invitations (aka leave-behinds). With the sponsorship you can include one 2oz sample (must be a dry product that does not need refrigeration), or one leave-behind per event tote. The quantity of bags is based on anticipated attendance; between 300 and 500. There are up to five insert spots available for the 2017 AIAB.

**Attendee Tote Insert Sponsorships: \$500**

**Current Sponsors: St. Joseph's College, The Tavolo Group**

## Attendee Badge Sponsor

One of the most visible sponsorships which provides hundreds of walking billboards is the badge sponsorship that each attendee and exhibitor is given upon check-in. These badges can be co-branded with your company's name/logo. Typically this is a 1x1 inch space adjacent to the event's logo. Limited to one sponsor for the 2017 AIAB.

**Attendee Badge Sponsorship: \$500**

**Current Sponsor: None**

## Coffee Break Sponsor

At two times during the conference we like to offer coffee. Sponsors can partner with a premium coffee vendor or simply take credit for the coffee we provide (additional \$250). Sponsors will get a 6' table for literature or product to sample. The sponsor's logo will be placed on signage near the coffee stand. Limited to two sponsors for the 2017 AIAB.

*Coffee Break Sponsorships: \$500*

*Current Sponsors: PlanDay (afternoon)*

## Beverage Sponsor

Throughout the conference there will be an opportunity to set up a display and give out free product. This is reserved exclusively for beverage producers who want a little more exposure during AIAB. Sponsors will get a 6' table for literature or product to sample or can build their own display within a 10'x6' space (negotiable). The sponsor's logo will be placed on signage near the area (if desired). Limit to four sponsors for the 2017 AIAB.

*Beverage Sponsorships: \$300*

*Current Sponsors: (in negotiation)*

## Food Sponsor

We invite food/food-stuffs producers to share what they've created at AIAB. There will be a communal table area available, but it must be small bites for tasting only. This is available at no cost. There will also be an opportunity to set up a display and give out or sell product. This is reserved exclusively for food/food-stuffs producers who want a little more exposure during AIAB. Sponsors will get a 6' table for literature or product to sample or can build their own display within 10'x6' space. The sponsor's logo will be placed on signage near the area (if desired). No limit to sponsors for the 2017 AIAB.

*Food Sponsorships: \$300 (for display vendors)*

*Current Sponsors: (in negotiation)*

*All sponsors will be represented on the [AIAB.info](http://AIAB.info) website, at the bottom of ticketing information, and on social media platforms. For more info please email [partners@aiab.info](mailto:partners@aiab.info)*

