

NEW OPPORTUNITY!

Become an NEWH Sponsor with the North American BrandED Program

Don't miss the incredible business opportunity to become an **NEWH BrandED** Program Sponsor where you'll gain access to high-level brand professionals from companies like Hilton, Holland America, Hyatt, IHG, Marriott and Virgin Hotels. 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, purchasers, franchisees, and owners.



NEWH BrandED Program Sponsor Benefits:

- » Participation in all BrandED chapter events (guaranteed participation in 5/6 (five/six) events with attendance of 2 vendor representatives; register or rsvp to NEWH for each BrandED event etc.) This excludes BrandED events at major international tradeshows and the NEWH Leadership Conference
- » Company logo on NEWH BrandED Program Sponsor web page
- » Twelve (12) Facebook posts (1-per month)
- » One (1) Instagram posts (1 marketing image with up to 5 hashtags) per month
- » Three (3) NEWH Courtesy memberships
- » One (1) ¼ page NEWH magazine ad annually (\$1,000 value)
- » Unlimited FREE Career Network listings/placement (value of \$75 ea. post)
- » Logos on signage at BrandED chapter events
- » NEWH Business Directory placement
- » Recognition at: NEWH BrandED events and logos on all email correspondence

Dinners, social events, and paid educational events may require additional fee. Events held at BDNY, HD Expo or NEWH Leadership Conference do not qualify as one of the 5-6 events included in this partnership.

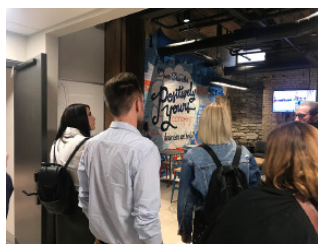
Limited spots are available as an exclusive NEWH BrandED Program Sponsor!

By becoming an NEWH BrandED Program Sponsor, you add NEWH to your marketing team, spanning North America and beyond 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.

BRAND PARTNERS



For questions contact Stephanie Deshaies,
NEWH Director/Brand Programs
stephaniedeshaies@architex-ljh.com
or
Kate Nesbitt
Conference & Tradeshows - Staff Director
kate.nesbitt@newh.org
866.935.6394





NEWH BrandedED Program Sponsor - SPONSORSHIP AGREEMENT

Donation Amount: \$15,000.00

Provisions:

- I. The undersigned Sponsor is a duly authorized representative who enters into this agreement with NEWH, Inc., to participate in the NEWH Brand Program as a Sponsor through a donation in the amount corresponding with the Level noted above. NEWH, Inc. will, in recognition of donation, provide the benefits of said Sponsorship as outlined in the Benefits of Sponsorship Program below. The sponsor agreement is for a 12-month period, starting January 1 and is valid through December 31.
- II. The Sponsoring Company will receive three courtesy NEWH memberships. Please provide full names:
 1. _____
 2. _____
- III. 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 an agreement is received.
 - B. Email your logo to kate.nesbitt@newh.org in EPS (Vector file) and JPG format.
 - C. If you have any questions about your logo reproduction, please contact Shelia Lohmiller, NEWH, Inc. at 800.593.6394 or shelia.lohmiller@newh.org
- IV. Terms of Brand Partners Sponsorship:
 - A. Placement in all BrandedED chapter events (guaranteed placement in five events with attendance of two vendor representatives; register or RSVP to NEWH for each BrandedED event etc.)
 - B. Company logo on the NEWH Brand Partner web page
 - C. 12 Facebook posts (one per month)
 - D. Four Instagram posts (one posted each quarter). One image that sponsor provides with up to five hashtags.
 - E. One ¼ page NEWH magazine ad (\$1,470 value)
 - F. Unlimited FREE Career Network listings/placement (valued at \$75 per post)
 - G. Logos on signage at BrandedED events.
 - H. NEWH Business Directory placement.
 - I. Recognition at NEWH BrandedED events and logos on all email correspondence.
- V. NEWH, Inc. will designate a Sponsor Liaison to facilitate sponsor's ability to take advantage of all benefits available at the acquired level of sponsorship. It is the responsibility of the sponsor to follow up and use their designated benefits.
- VI. Sponsor agrees to pay the \$15,000 sponsorship.
- VII. Sponsor has the option to have one company representative participate in a private networking session either prior to or following the BrandedED event. This event will be organized by NEWH with an RSVP required from the sponsor representative planning on attending within 10 days from date of event. At the event, an NEWH representative will oversee menu, and approve and pay the invoice. (Please let me know of any dietary or allergy restrictions ahead of time so we can do our best to accommodate). After the event, NEWH will invoice all sponsors that attended an equal portion of the total bill. Qualified dinner invitees include Speakers, Brand Program Director and/or Chair, BrandedED Sponsors, Past NEWH, Inc. Presidents, and/or Hosting Chapter President.
- VIII. A copy of this contract and any signatures herein shall be valid as the original.

Sponsor, By _____ Date _____

Title: _____

NEWH, Inc., By Chris Tucker _____ 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: _____

Payment Information:

Please make check payable to: **NEWH, Inc. - PO BOX 322 - Shawano, WI 54166**

Credit Card - circle one: AMEX VISA MASTERCARD DISCOVER

Company: _____ Contact Person: _____

Address: _____ City, State Zip: _____

Phone: _____ Email: _____

Name on Card: _____ Signature: _____

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

Please submit the following to kate.nesbitt@newh.org:

____ 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- *please circle your choice:* **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 from (*start date*) _____ to (*end date*) _____

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 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 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 NEWH BrandED event Questions? Kate Nesbitt kate.nesbitt@newh.org

Billing Questions? Susan Huntington susan.huntington@newh.org or 800.593.6394

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