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Dear Prospective Sponsor:

Over the years, NEWH New York has awarded a total of \$400,000 to students in architecture, interior design, hotel management, and culinary arts. Last year we awarded \$25,000 in scholarships, this year we're awarding \$30,000, and next year, thanks to the financial support of companies like yours, we hope to award another \$30,000 in scholarships (or more!) to hospitality students in need.

On November 9th, NEWH New York will be hosting a Scholarship Gala at the newly renovated W New York. In addition to celebrating a great year for our industry, we will also be recognizing this year's scholarship winners.

In order to make this event a success, we need your help: we have several great sponsorship opportunities, detailed below, that we hope you will consider. Only sponsoring companies will have dedicated seating!

Please note that all proceeds from the event will go directly to the NEWH's mission of Education and Scholarship.

Let us know if you need any further information. Thank you for your time and consideration and we hope that you can join us!

All the best,
Lauren Ritter

For more information please contact: Lauren Ritter @ lauren@globalallies.com
Alicia Cannon @ acannon@ajcinteriordesign.com Stacy Shoemaker @
Stacy.Shoemaker@emeraldexpo.com or William Stuart @ wstuart@costantinidesign.com

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Event Details

Sunday, November 9th, 2014 | W New York | 6:30-9:30 pm

Sponsorship Menu

Red Carpet Sponsor (only two available)

Investment: \$5,000

Benefits:

- 15 tickets (\$2,250 value) in a VIP section next to the entrance of the event
- Tableside food and beverage service
- Full-page 4C ad in event program
- Recognition in post-event photo coverage in *NEWH* magazine, NEWH NY chapter e-newsletter and other outlets; and in a photo gallery on *Hospitality Design* magazine's website: hospitalitydesign.com
- Logo on promotional and on-site materials and in event program
- Logo on Step and Repeat where all attendees will get their photos taken

Green Room Sponsor (only two available)

Investment: \$4,000

Benefits:

- 10 seats (\$1,500 value) in a VIP area separated from the main ballroom
- Tableside food and beverage service
- Full-page 4C ad in event program
- Recognition in post-event photo coverage in *NEWH* magazine, NEWH NY chapter e-newsletter and other outlets; and in a photo gallery on *Hospitality Design* magazine's website: hospitalitydesign.com
- Logo on promotional and on-site materials and in event program

On the Floor Sponsor (only two available)

Investment: \$3,000

Benefits:

- 8 seats (\$1,200 value) in a roped off VIP area off the dance floor
- Tableside food and beverage service
- Full-page 4C ad in event program
- Recognition in post-event photo coverage in *NEWH* magazine, NEWH NY chapter e-newsletter and other outlets; and in a photo gallery on *Hospitality Design* magazine's website: hospitalitydesign.com
- Logo on promotional and on-site materials and in event program

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Photo Booth Sponsorship (only one available) Investment: \$3,000

Benefits:

- 4 general admission tickets (\$600 value)
- Logo on photos printed from booth
- Logo on promotional and on-site materials and in event program
- Recognition in post-event photo coverage in *NEWH* magazine, NEWH NY chapter e-newsletter and other outlets; and in a photo gallery on *Hospitality Design* magazine's website: hospitalitydesign.com

Raise the Bar Sponsor (only four available) Investment: \$2,000

Benefits:

- 3 general admission tickets (\$450 value)
- Logo on napkins passed out at the bar
- Logo on promotional and on-site materials and in event program

Step and Repeat Sponsor (only three available) Investment: \$2,000

Benefits:

- logo on the step and repeat where all attendees will get their photo taken
- 3 general admission tickets (\$450 value)
- Logo on promotional and on-site materials and in event program

Ready-to-Give Sponsor Investment: \$1,000

Benefits:

- 3 general admission tickets (\$450 value)
- Logo on promotional and on-site materials and in event program

******We are also in the need of 10-20 items for our silent auction. If you have product, services, or trips to donate, please contact us.***

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