



NEWH
CORPORATE
PARTNER
BENEFITS

NEWH
The Hospitality Industry Network

NEWH is the leading hospitality organization in networking and education.

With the support of our membership, volunteers and Corporate Partners NEWH has grown 5% in 2016 bringing our total membership to over 5,600! Your role as an NEWH Corporate Partner allows the organization the ability to offer affordable dues sustaining our large membership. We value this partnership and offer you opportunities to establish strategic business alliances that will build your business and yield financial benefits.



By becoming an **NEWH Corporate Partner**, you add NEWH to your marketing team and span the globe with 19 chapters and 9 regional groups in active hospitality regions. Our Marketing Plan for 2022 targets growth in professional members and includes the launch of creative campaigns that be of interest to the A&D community. Join us in our mission of education, awards and recognition as we provide personal and professional success to those that actively participate. Many of these new programs are underway and already

gaining successful momentum into 2021. We are proud to report to date that NEWH has awarded over \$7.5 million in student scholarships. It is through your generosity and financial support that NEWH is capable of reaching such an astounding goal.

Who are NEWH Corporate Partners?

- Companies who supply to the hospitality or food service industries; or hotel and/or restaurant franchisers, owners or operators or trade publications and/or tradeshow/event producers
- They have been in the Hospitality Industry for ten or more years and are in good standing
- Have a National or International presence
- Provide NEWH with a letter of recommendation from at least three NEWH, Inc. Board members
- Willing to sign the NEWH, Inc. Code of Ethics

NEWH made your Corporate Partnership more valuable by limiting the number of partners in each of our three categories. Benefactors - 5, Patrons - 10 and Supporting - 25.

We look forward to a mutually beneficial business partnership in 2021!

Some of the new things happening with NEWH...

- We have put together a program bringing the various hotel brands to our chapters, **BrandED** to assist in understanding the strategic thinking behind the development of well-known hotel brands—from brand standards and brand identity and personality to culture
- We are working with some of our Corporate Partners to develop **EdOnline**, a continuing education portal on the NEWH website.
- **Top ID** Chapters select to the best and brightest design firms in their chapter and NEWH, Inc. honors and supports them throughout the year
- **SustainableHospitality.org** is the new online source for sustainability where the NEWH Sustainable Hospitality Committee posts the latest in sustainable news and resources! The new sustainable tradeshow will present a fresh approach in bringing together innovative, sustainable leaders, ideas, products, design and tangible business results.
- We have an average of six **Regional Tradeshows** per year. This is one of our most successful initiatives. Manufacturers and service providers have found these intimate tabletop events both a marketing success as well as affordable. NEWH Corporate Partners continue to take advantage of discounts and prime booth location selection at these trade shows.
- And we are expanding into the European Union, with chapters in Paris and Milano. More areas are showing interest ... where to next?

BENEFITS of CORPORATE PARTNERSHIP

CORPORATE PARTNERSHIPS		Logo on website	NEWH Magazine Ad	Events Tickets	Courtesy Membership	Discount Membership	Regional Tradeshow	Career Network Listing	Online Directory	Labels	Benefit \$ Value
Levels of sponsorship	\$ Commitment										
BENEFACTOR	38,500.00	✓	FULL PAGE	20	20	20	1 BOOTH SPACE	✓	PREMIUM LISTING	1,000	29,415
PATRON	26,000.00	✓	HALF PAGE	10	10	10	50% DISCOUNT	✓	PREMIUM LISTING	1,000	15,650
SUPPORTING	18,000.00	✓	QTR. PAGE	5	5	5	25% DISCOUNT	✓	PREMIUM LISTING	1,000	8,975

Website:

Logo on NEWH Home Page for **Benefactor**, **Patron** and **Supporting** with a link back to a landing page of your choice

Corporate Partner News section on splash page and News page of website

NEWH Magazine:

Benefactor —Full page in each issue

Patron—Half page in each issue

Supporting— Quarter page ad in each issue

Event Tickets:

Courtesy Tickets to major chapter events — Benefactor 20, Patron 10 and Supporting 5

Membership:

Benefactor 20 courtesy members and 20 memberships at a 50% discount

Patron 10 courtesy members and 10 memberships at a 50% discount

Supporter 5 courtesy members and 5 memberships at a 50% discount

Career Network:

Unlimited free listings and premium placement in the NEWH online Career Network for Benefactor, Patron and Supporting

NEWH Regional Tradeshow:

Corporate Partners are guaranteed placement at six NEWH Regional Tradeshows, plus one extra during our Leadership Conference

Benefactor—One courtesy booth at each show

Patron—50% discount on booth at each show

Supporting—25% discount on one booth at each show

Online Resource Directory:

Premium listing and placement for Benefactor, Patron and Supporting

Library Labels:

1,000 for Benefactor, Patron and Supporting

Promotion:

Your company is listed on:

Corporate Partner Banners at chapter events

All NEWH email

Letterhead

Chapter invitations

Corporate Partner Highlights in the NEWH Magazine





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NEWH.ORG

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