



2024-2025

SPONSORSHIP PROSPECTUS

WWW.NSMH.ORG



**NATIONAL SOCIETY OF
MINORITIES IN HOSPITALITY**

SUPPORT NSMH TODAY!



NSMH exists to provide professional, career, and personal development opportunities with the aim of increasing diversity within the hospitality industry.

Join the National Society of Minorities in Hospitality in an effort to encourage, educate, and empower minority students in their pursuit of careers in the hospitality industry.

This Sponsorship Prospectus provides numerous ways your company can get involved with NSMH and its chapters across North America.

Become a part of the NSMH Family today!

SPONSORSHIP BENEFITS

NSMH offers numerous opportunities to connect with hospitality students across North America. The organization's conferences are a great place to network, build upon and create business relationships, and offer mentoring to up and comers.

By sponsoring and advertising during the 2024 - 2025 program year, your organization will gain a competitive edge while you connect with NSMH members who are new to the industry, up and coming potential managers, and even industry veterans.



NATIONAL SOCIETY OF
MINORITIES IN HOSPITALITY

Regional Conferences | October - November 2024

National Conference and Career Expo | February 2025

www.nsmh.org



INDUSTRY PARTNER- PLATINUM

Industry Partner-Platinum (IP-P) provides the highest level of recognition to hospitality industry companies as they serve as the premier sponsor for NSMH. This is a great opportunity to promote your company, serve as a strong supporter of minorities in hospitality, and provide unprecedented professional guidance.

Additionally, Industry Partner-Platinum sponsors receive the most exposure and access to our membership. IP-P sponsors are afforded flexibility in matching features that provide the greatest benefit to their company.



BENEFITS INCLUDE:

- A seat at the NSMH Annual Board of Industry Affiliates meeting
- One (1) \$1,500 scholarship given to the NSMH applicant of your choice
- Job postings during the NSMH school year on the NSMH Career Center - 35 postings included
- Early access to the NSMH National Resume Bank
- Four (4) complimentary corporate registrations for the National Conference and Regional Conferences
- Priority given in presenting workshops at the National and Regional Conferences
- One (1) complimentary career fair booth at the National and Regional Conferences (\$1,000 for each additional)

Industry Partner - Platinum Investment: \$20,000



INDUSTRY PARTNER- PLATINUM CONT.

BENEFITS INCLUDE:

- Designated interviewing room/station for the company to host interviews (\$500 for each additional)
- Logo posted on screen throughout all Conferences
- Recognition at all events and in marketing materials as an Industry Partner-Platinum
- Recognition on the NSMH website as an Industry Partner-Platinum
- Recognition in each NSMH Informer e-Newsletter
- First option on all additional sponsorship and advertising opportunities
- One (1) webinar opportunity to be held before June 30, 2025
- One promotional flyer to be emailed to NSMH database
- Two (2) emails to the entire database (to be sent before June 30, 2025)
- One Instagram Social Media Takeover



IP-P Social Media Takeover

NSMH offers Industry Partner-Platinum Sponsors enhanced exposure and connection with the society membership, which is comprised of students from chapters nationwide. The NSMH Instagram account will be utilized as a means of promoting your company's opportunities, culture, or latest news. Sign-ups to reserve your access will be first-come, first-serve. This is an opportunity to share information on job openings and overall company information to NSMH and its members.

Industry Partner - Platinum Investment: \$20,000



INDUSTRY PARTNER

Industry Partners (IP) provide an exceptional level of financial commitment, professional guidance, and support to NSMH and its members. In turn, IPs receive excellent exposure and access to our membership.

BENEFITS INCLUDE:

- A seat at the NSMH Annual Board of Industry Affiliates meeting
- One (1) \$1,500 scholarship given to the NSMH applicant of your choice
- Job postings during the NSMH school year on the NSMH Career Center - 25 postings included
- Access to the NSMH National Resume Bank
- Four (4) complimentary corporate registrations for the National Conference and Regional Conferences
- Special priority given in presenting workshops during the NSMH National and Regional Conferences
- One career fair table at the National and Regional Conferences (\$1,000 for each additional)
- One interviewing space at the National and Regional Conferences (\$500 for each additional)
- Sponsorship logo highlighted on conference materials
- Recognition at all events, on website, and on all marketing materials as an Industry Partner
- Recognition in each NSMH Informer e-newsletter
- First option on all additional sponsorship and advertising opportunities



Industry Partner Investment: \$15,000



ADDITIONAL SPONSORSHIP LEVELS

GOLD SPONSOR (\$12,500)

- One (1) \$1,000 scholarship given to the NSMH applicant of your choice
- Job postings during the NSMH school year on the NSMH Career Center - 15 postings included
- Access to the NSMH National Resume Bank
- Two (2) complimentary corporate registrations for the National and Regional Conferences (Western and Eastern Conferences)
- One career fair table at the National and Regional Conferences (\$1,000 for each additional)
- Acknowledgment at the National and Regional Conferences as a Gold Sponsor
- Recognition at all events, on website, and on all marketing materials as a Gold Sponsor
- Recognition in each NSMH Informer e-newsletter as a Gold Sponsor

SILVER SPONSOR (\$10,000)

- Two (2) complimentary corporate registrations for the National Conference
- Access to the NSMH National Resume Bank
- One career fair table at the National Conference (\$1,000 for each additional)
- Acknowledgment at the National and Regional Conferences as a Silver Sponsor
- Recognition at all events, on website, and on all marketing materials as a Silver Sponsor
- Recognition in each NSMH Informer e-newsletter as a Silver Sponsor



ADDITIONAL SPONSORSHIP LEVELS

BRONZE SPONSOR (\$7,500)

- One complimentary corporate registration for the National Conference
- Access to the NSMH National Resume Bank
- One career fair table at the National Conference Conference (\$1,000 for each additional)
- Acknowledgment at the National and Regional Conferences as a Bronze Sponsor
- Recognition at all events, on the website, and on all marketing materials as a Bronze Sponsor
- Recognition in each NSMH Informer e-newsletter as a Bronze Sponsor

COPPER SPONSOR (\$3,500)

- One complimentary corporate registration for the National Conference
- One career fair table at the National Conference (\$1,000 for each additional)
- Acknowledgment at the National and Regional Conferences as a Copper Sponsor
- Recognition at all events, on the website, and on all marketing materials as a Copper Sponsor

Visit www.nsmh.org or contact hq@nsmh.org to become a sponsor today!





NSMH MARKETING OPPORTUNITIES

The following branding sponsorship opportunities are available on a first-come, first-serve basis:

NSMH Networking Virtual Lounge (\$2,500)

Advance promotion available for hosting a virtual lounge before the National and Regional Conferences. Great way to introduce your brand/concept to the NSMH membership!

Exhibit Only at the National Conference (\$2,500)

Exhibit Only at the Regional Conference (\$2,000)

Cost per conference participation.

Sponsored Webinar or Virtual Talk (\$1,500)

Conference Lanyard Sponsorship (\$2,500)

Includes logo on all lanyards. Cost is per event.

Instagram Takeover (\$500 per day)

Includes 24-hour access to NSMH's Instagram account to market your company.

Employer Spotlight on NSMH Website (\$450 per ad)

30-day ad on NSMH Home Page of website.

Email Campaign to NSMH Database (\$350 per email)

Market to NSMH's full email database which includes members, alumni, and prospective members.

- **35+ Years in Existence**
- **110 Chapters Chartered**
- **400 - 600 Average Annual Conference Attendees**
- **150 - 200 Regional Conference Attendees**

Secure your sponsorship at <https://www.nsmh.org/sponsorship-levelsbenefits>