



NATIONAL SOCIETY OF MINORITIES IN HOSPITALITY 2020 – 2021 PARTNERSHIP PROSPECTUS

Support NSMH Today!

Join the support of the National Society of Minorities in Hospitality in encouraging, educating, and empowering minority students in the hospitality industry. NSMH exists to provide professional and career development opportunities with the aim of increasing diversity within the hospitality industry.

It is the mission of NSMH

to address diversity and multiculturalism, as well as the career development of our student members. We feel that these lessons are important to the future leaders of this industry and that anyone of any ethnicity, gender, or other demographic group can find value in our conversation.

NSMH's programming allows participants to create, build, and maintain relationships between hospitality professionals and minority students in ways that encourage lifelong commitment to the organization.

We invite your company and you to be a significant part of our program year and support the ongoing mission and objectives of NSMH. Take advantage of the opportunity to promote your company, experience, services, products, and/or facilities in the hospitality industry.



Benefits of Sponsorship

The National Society of Minorities in Hospitality offers numerous opportunities to connect. The organization's conferences are a great place to network, build upon, and create business relationships, and learn more about the dynamic and ever-changing industry.

By sponsoring and advertising during the 2020-2021 program year, your organization will gain a competitive edge while you connect with members who are new to the industry, up and coming potential managers, and even industry veterans.

Your organization will also be introduced to program, event, and conference attendees throughout the year—providing the opportunity for your company and its representatives to educate, recruit, and retain new industry members. We hope you will embrace being part of the NSMH Family and support the organization's aims and objectives!

- **Increase Your Brand Exposure:** The National Society of Minorities in Hospitality values its relationships with our supporters and wants to provide the opportunity to become a true organizational partner. NSMH offers multiple opportunities to connect with your target market and to achieve your company's marketing goals.
- **Numerous Networking Opportunities:** NSMH offers numerous opportunities—even virtual—for companies to highlight their brand and share their expertise in the hospitality industry.
- **Various Promotional Methods:** NSMH provides a variety of sponsorship, exhibit, marketing, and advertising opportunities for interested companies.
- **Ongoing Access:** As an NSMH supporter, your company and you can stay in touch with and in front of our members and alumni. A quality return on your investment is definitely attainable!

NSMH Sponsorship Opportunities – Levels and Benefits:

INDUSTRY PARTNER - PLATINUM \$20,000

Industry Partner-Platinum (IP-P) provides the highest level of recognition to 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, NSMH Industry Partner-Platinums receive the most exposure and access to our membership. Platinum Level Partners are afforded flexibility in matching features that provide the greatest benefit to their company.



Industry Partner – Platinum Benefits include:

- ➡ A seat at our annual Board of Industry Affiliates (BIA) meetings.
- ➡ One (1) \$1,500 scholarship given to the NSMH applicant of your choice (presented at the NSMH Awards Gala – to be held Spring 2021)
- ➡ 35 job postings during the "NSMH year" through the NSMH Job Bank (The NSMH year ends June 30 of each year. Standard rates for each additional posting/upgrade apply)
- ➡ Early access to the NSMH National Resume Bank
- ➡ Four (4) complimentary corporate registrations for the Super Regional Conference.
- ➡ Six (6) complimentary tickets to the NSMH Awards Gala—to be held in Spring 2021.
- ➡ Priority given in presenting workshops at the National Conference and Regional Events
- ➡ One (1) complimentary career fair booth (\$1,000 for each additional)
- ➡ Three (3) complimentary interviewing stations (\$300 for each additional)
- ➡ Logo posted on screen throughout the Super Regional Conference.

- ➔ Recognition at all events and in marketing materials as an Industry Partner-Platinum
- ➔ Recognition on the NSMH website as a Platinum Industry Partner.
- ➔ Recognition in each NSMH INFORMER eNewsletter
- ➔ First option on all additional sponsorship and advertising opportunities.
- ➔ Industry Partner Workshop (Topic & Description due by December 1, 2020)
- ➔ Sponsorship Logo and Company Listing on Conference App.
- ➔ One (1) promotional flyer to be emailed to NSMH entire membership database on behalf of Partner
- ➔ Two (2) emails per NSMH year to the NSMH membership or membership subsection of your choice - promoting career paths, scholarships, preselection links for interviews or other promotions (Must sign up for email dates in advance.)
- ➔ Listing on NSMH website as a Platinum Industry Partner.

IP Social Media Takeover

We are offering our Industry Partners-Platinum Sponsors enhanced exposure and connection with our NSMH members, comprised of students within chapters nationwide. The NSMH Facebook, Instagram, and Snapchat accounts will be utilized as a means of promoting your company's opportunities. Access to our Social Media accounts will be granted prior to the NSMH Conferences. 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 Benefits, Cont'd:

Exchangeable Aspects

The following aspects of the Industry Partner-Platinum Package are eligible to be "exchanged" or swapped. This is dependent upon the sponsor's needs.

- One (1) additional complimentary corporate registration if interview spaces (3) are not needed
- Two (2) additional complimentary corporate registrations if Virtual Booth is not needed
- Four (4) additional complimentary corporate registrations if both the Booth & Interview Stations are not needed

Additional Complimentary Benefits for IP-P

- Corporate Informational Session – to be held during the Virtual Conference.
- Panel Workshops – first choice of placement for Virtual Conference



INDUSTRY PARTNER (\$15,000)

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

- ➔ A seat at our annual Board of Industry Affiliates (BIA) meetings.
- ➔ One \$1,500 scholarship given to the NSMH applicant of your choice (presented at the Awards Gala to be held Spring 2021)
- ➔ 25 job postings during the "NSMH year" (ends June 30 of each year) through the NSMH Job Bank (standard rates for each additional posting or any upgrades)
- ➔ Access to the NSMH National Resume Bank.
- ➔ Four complimentary corporate registrations for the National Conference (Awards Gala not included)
- ➔ Six (6) tickets to the NSMH Awards Gala.
- ➔ Special priority given in presenting workshops during NSMH Conferences.
- ➔ One career fair booth (\$1,000 for each additional)
- ➔ Three interviewing stations (\$300 for each additional)
- ➔ Sponsorship Logo highlighted on Conference App.
- ➔ Recognition at all events, website and all marketing materials as an Industry Partner.
- ➔ Recognition in each NSMH INFORMER eNewsletter and on our website.
- ➔ First option on all additional sponsorship and advertising opportunities.
- ➔ One (1) promotional flyer to be emailed to NSMH entire membership database on behalf of Partner.
- ➔ Listing on NSMH website as an Industry Partner.

SILVER SPONSOR (\$10,000)

- ➔ Access to the NSMH National Resume Bank.
- ➔ Two corporate registrations for the National Conference (Awards Gala not included)
- ➔ Two tickets to the NSMH Awards Gala (to be held Spring 2021).
- ➔ One career fair booth (\$1,500 for each additional).
- ➔ One interviewing station (\$300 for each additional).
- ➔ Company listing on Conference App.
- ➔ Recognition in each *NSMH INFORMER* eNewsletter and on our website.
- ➔ Listing on NSMH website as a Silver Sponsor.

BRONZE SPONSOR (\$7,500)

- ➔ Access to NSMH National Resume Bank.
- ➔ One corporate registration for the National Conference (Awards Gala not included).
- ➔ One ticket to the NSMH Awards Gala (to be held Spring 2021).
- ➔ One career fair booth (\$1,500 for each additional).
- ➔ One interviewing station (\$300 for each additional).
- ➔ Recognition in each NSMH INFORMER eNewsletter and on our website.
- ➔ Listing on NSMH website as a Bronze Sponsor.

COPPER SPONSOR (\$3,500)

- ➔ One corporate registration for the National Conference (Awards Gala not included).
- ➔ One career fair booth (\$1,500 for each additional).
- ➔ First interviewing station at a cost of \$500 (\$300 for each additional).
- ➔ Listing on NSMH website as a Copper Sponsor.



ADDITIONAL SPONSORSHIP 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 during the 2021 Virtual Conference.
- ➔ Sponsored Webinar or Virtual Talk (\$1,500).
- ➔ Instagram Takeover (\$500 per day) – includes 24 Hour Access to NSMH's Instagram to market your company.
- ➔ Employer Spotlight on Website (\$450 per ad) – 30 Day Ad on NSMH website.
- ➔ Email Campaign to NSMH Database (\$350 per email) – Market to NSMH's full email database which includes members, alumni, and prospective members.

Should you have any questions or would like to secure your sponsorship opportunity directly, contact us at hq@nsmh.org or call us at (303) 502-5354.





NATIONAL SOCIETY OF MINORITIES IN HOSPITALITY

2020 – 2021 SPONSORSHIP FORM

Company Name: _____

Contact Name: _____

Street Address _____

City, State, and Zip _____

Email Address: _____

Phone Number: _____

Submit Sponsorship Information One of Three Ways

1. **Fax:** +1 (720) 496-4974
2. **Email:** hq@nsmh.org
3. **Mail:** NSMH, P.O. Box 3948, Parker, CO 80134

Check All That Apply:

Make Selection	Support Opportunity	Amount
<input type="checkbox"/>	Platinum Industry Partner	\$20,000.00
<input type="checkbox"/>	Industry Partner	\$15,000.00
<input type="checkbox"/>	Gold Sponsor	\$12,500.00
<input type="checkbox"/>	Silver Sponsor	\$10,000.00
<input type="checkbox"/>	Bronze Sponsor	\$7,500.00
<input type="checkbox"/>	Copper Sponsor	\$3,500.00
<input type="checkbox"/>	Conference App Sponsor	\$2,500.00
<input type="checkbox"/>	Video Promotion on Website	\$1,500.00
<input type="checkbox"/>	Sponsored Webinar or Virtual Talk	\$1,500.00
<input type="checkbox"/>	Instagram Takeover (each)	\$500.00
<input type="checkbox"/>	Employer Spotlight on Website	\$450.00
<input type="checkbox"/>	Marketing Email Campaign	\$350.00

CREDIT CARD INFORMATION:

TOTAL:

Name on Card: _____

Card Number: _____

Card Type: ☐ Visa ☐ Mastercard

Expiration: _____ CVV: _____

Billing Address: _____

City, State, Zip: _____

Mailing Address (if different from Billing): _____

City, State, Zip: _____

Signature: _____

Thank you for your interest in sponsoring the National Society for Minorities in Hospitality.

Please feel free to contact us at (303) 502-5354 with any questions you may have regarding sponsorships.