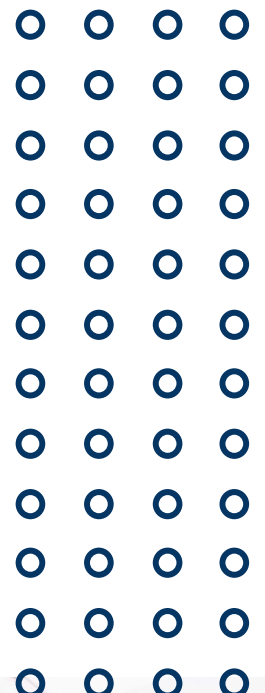




**National Society of
Minorities in Hospitality**

2021-2022 Sponsorship Prospectus





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!

Western Regional Conference

November 4 - 6, 2021
University of Denver
Denver, Colorado

Eastern Regional Conference

February 24 - 26, 2022
Bethune-Cookman University
Daytona Beach, Florida

SPONSORSHIP BENEFITS

The National Society of Minorities in Hospitality 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, offer mentoring to up and comers.

By sponsoring and advertising during the 2021-2022 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.

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. Industry Partner Platinum 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 both Super Regional Conferences (Western and Eastern Conferences)

Industry
Partner-Platinum
Investment

\$20,000

Get in touch to become a Platinum Industry Partner:
www.nsmh.org/

Industry Partner - Platinum Benefits, cont'd:

- Priority given in presenting workshops at the two Super Regional Conferences
- One (1) complimentary career fair booth at the Super Regional Conferences (\$1,000 for each additional)
- Designated interviewing room/station for the company to host interviews (\$500 for each additional)
- Logo posted on screen throughout the Super Regional 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
- Two (2) webinar opportunities to be held Fall '21, Winter '22, or Summer '22 Semesters-before June 30, 2022
- One promotional flyer to be emailed to NSMH database
- Two (2) emails to the entire database (to be sent before June 30)
- One Instagram Social Media Takeover



IP- P Social Media Takeover

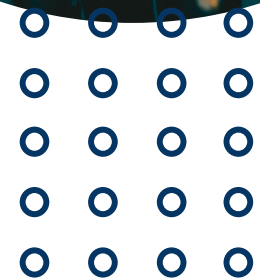
NSMH offers Industry Partner-Platinum Sponsors enhanced exposure and connection with the society membership, which is comprised of students from chapters nationwide. The NSMH Instagram account will be utilized as a means of promoting your company's opportunities, culture, or latest news. Sign-ups to 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

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 both Super Regional Conferences (Western and Eastern Conferences)
- Special priority given in presenting workshops during NSMH Super Regional Conferences
- One career fair table at each Super Regional Conference (\$1,000 for each additional)
- One interviewing space at each Super Regional Conference (\$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
- One promotional flyer to be emailed to the NSMH database



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 both Super Regional Conferences (Western and Eastern Conferences)
- One career fair table at each Super Regional Conference (\$1,000 for each additional)
- Acknowledgment at both Super 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 both Super Regional Conferences
- Access to the NSMH National Resume Bank
- One career fair table at each Super Regional Conference (\$1,000 for each additional)
- Acknowledgment at both Super 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

Should you have any questions,
contact us at hq@nsmh.org

Additional Sponsorship Levels



Bronze Sponsor (\$7,500)

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

Should you have any questions,
contact us at hq@nsmh.org



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 before the Super Regional Conferences. Great way to introduce your brand/concept to the NSMH membership!

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

Cost per conference participation

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

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.

Should you have any questions, contact us at hq@nsmh.org.

Secure your sponsorship at:

<https://www.nsmh.org/sponsorship-levels-benefits>

YEARS IN EXISTENCE

32+

CHAPTERS CHARTERED

110

AVERAGE CONFERENCE ATTENDANCE

1,125

Become an
NSMH Sponsor
Today!

WWW.NSMH.ORG