

2019 TopHAT Awards Gala

Date: Wednesday, Nov. 6 | Location: Embassy Suites by Hilton, Albuquerque

6pm Cocktail Reception

7pm Awards

Join travel, tourism, and lodging industry leaders for an evening of celebration and recognition of the people who make tourism a powerful industry for New Mexico.

The New Mexico Top HAT (Hospitality and Tourism) Awards Gala is an annual dinner and awards ceremony that celebrates the top hospitality and tourism individuals, businesses, and teams.

Why Sponsor/Exhibit?

- Get access and connect with industry decision makers across the state
 - Gain brand recognition and awareness
 - Promote your businesses, services and products
 - Support the travel, tourism, and lodging industry

Who Attends?

Last years' TopHAT Awards Gala had over

400 attendees

From around the state,

representing the best in hospitality & tourism.

Attending companies included:

AAA New Mexico
AIANTA
Albuquerque Convention Center
Albuquerque Economic Development (AED)
Albuquerque Hispano Chamber Of Commerce
Anderson School of Management
Anderson-Abruzzo International Balloon Museum Foundation
Angel Fire Resort
Association Of Commerce And Industry
Barcelona Suites
Barcelona Suites ABQ
Best Western Santa Fe
Best Western ABQ
Bishop's Lodge and Resort
Bob's Painting Inc.
Bowlin Travel Centers
Buddy's Home Furnishings
Buffalo Tours
Charter Luxury Services
Chevron U.S.A
Chocolate Turtle B&B
Cibola Communities Economic Development Foundation
Cisneros Design Inc
City of Albuquerque
City of Gallup
City of Grants
City of Hobbs
City Of Las Vegas
ClearChannel Outdoor
CliffDweller Digital
Comcast Business
Comfort Suites - Gallup
Discovery Map of Albuquerque and Discovery Map of Santa Fe
Document Solutions, Inc.
Drury Plaza Hotel
El Monte Segrado
Eldorado Hotel & Spa
Elevate Media
Enterprise Holdings
Executive and Professional Education Center, Anderson School of Management
Expedia
Fairfield Inn
Fairfield Inn ABQ Airport
Farmington Convention & Visitors Bureau
Grand Canyon University
Grants/Cibola County Chamber Of Commerce
Greater Albuquerque Innkeepers Association
Griffin & Associates
Hampton Inn & Suites
Hampton Inn & Suites Artesia
Hayduk-King Advertising
Heritage Hotels & Resorts
Hilton Garden Inn - Gallup
Holiday Inn Express & Suites - Gallup East
Home2Suites
Hot Springs Marketing
Hotel Albuquerque at Old Town
Hotel Andaluz
Hotel Chimayo
Hotel Encanto Las Cruces
Hotel St. Francis
Hyatt Regency Albuquerque
Hyatt Regency Tamaya Resort & Spa
Inn and Spa at Loretto
IPCC, Indian Pueblo Cultural Center
Isleta Resort And Casino
Kesselman-Jones, Inc
Kiwanis Club of Santa Fe
KRQE News 13
La Fonda On The Plaza
La Posada De Santa Fe Resort & Spa
La Quinta Inn-Carlsbad
Lamar Outdoor Advertising
Las Cruces Convention & Visitors Bureau
Lea County
Lea County Fairgrounds
Lodge at Santa Fe
Los Alamos Commerce & Development Corporation
Los Alamos County
Mckee Wallwork & Company
Meow Wolf
Nativo Lodge
New Mexico Department Of Cultural Affairs
New Mexico Hospitality Association
New Mexico Magazine
New Mexico Tourism Department
NM Steam Locomotive & Railroad Historical Society
Office of Congresswoman Michelle Lujan Grisham
Ojo Caliente Mineral Springs Resort & Spa
Palacio de Marquesa
Quality Inn
Quality Inn Gallup
Rio Metro Regional Transit District
Rio Rancho Conventions & Visitors Bureau
Rockwind Community Links
Routes Bicycle Tours & Rentals, Inc.
Sandia Resort and Casino
Sandoval County Tourism Department
Santa Ana Star Hotel & Casino
Santa Fe AV
Santa Fe New Mexican
SaySoMedia Santa Fe
Sheraton Albuquerque Uptown
Ski New Mexico Inc.
Southwest Planning & Marketing
Spectra Venue Management
Standard Textile
Sysco FoodServices of NM
Taos Ski Valley
TheBlake@TaosSki Valley
The Epic Advantage
Total Management Systems
Tourism Santa Fe
Towneplace
Townplace Suites ABQ Airport
Village of Jemez Springs
Visit Albuquerque
Weaks Law
Wendy92, LLC
Winstonfoto.com

Title Sponsorship! Only 1 Sponsorship Available

Members: \$5,000 Non-Members: \$5,500

Sponsorship Includes:

Access

- Ten (10) dinner registrations.
- VIP seating with table recognition.
- **BONUS!** Reserved meeting space (if needed).
- Conference delegate database.

Exposure

Audience Exposure

- Full page (outside back cover) full color ad in conference program (provided by sponsor).
- 5-minute speaking opportunity; welcome address
- Photo Opportunity with the winner(s). It will be posted on social media and the awards webpage.
- **BONUS!** Get more exposure with the raffle giveaway! Sponsor must provide item for raffle. Sponsor will have opportunity to announce raffle winner (announcement made between awards).

Logo Placement (Sponsor must provide in jpeg format.)

- Logo integration with Top HAT logo.
- Recognized as a sponsor on the event website and hyperlink to sponsor website.
- Ability to post quick signs in designated area (provided by sponsor; first come, first serve basis).

Material Placement (Provided by the sponsor.)

- Collateral/promotional material placement during dinner (at the table).

Recognition

- Recognition on our social media sites: Facebook, Twitter, and LinkedIn
- Your organization logo and a link to your website will be included in every email correspondence.
- Logo placed on various event signage (Hashtag tents, projected on screen, etc.).
- Verbal recognition throughout event.

Media/Corporate Sponsorship!

Members: \$3,000 Non-Members: \$3,500

Sponsorship Includes:

Access

- Ten (10) dinner registrations.
- VIP seating with table recognition.
- Conference delegate database.

Exposure

Audience Exposure

- Full page full color ad in conference program (provided by sponsor).
- 5-minute speaking opportunity; introduce MC
- Photo Opportunity with the winner(s). It will be posted on social media and the awards webpage.
- **BONUS!** Get more exposure with the raffle giveaway! Sponsor must provide item for raffle. Sponsor will have opportunity to announce raffle winner (announcement made between awards).

Logo Placement (Sponsor must provide in jpeg format.)

- Recognized as a sponsor on the event website and hyperlink to sponsor website.
- Ability to post quick signs in designated area (provided by sponsor; first come, first serve basis).

Material Placement (Provided by the sponsor.)

- Collateral/promotional material placement throughout conference on designated spaces (registration/collateral table).
- **BONUS!** Collateral/promotional material placement in swag bag.

Recognition

- Recognition on our social media sites: Facebook, Twitter, and LinkedIn
- Your organization logo and a link to your website will be included in every email correspondence.
- Logo placed on various event signage (Hashtag tents, projected on screen, etc.).
- Verbal recognition throughout event.

Sponsor an Award! Only 15 Sponsorships Available

Members: \$1,500 Non-Members: \$2,000

Access

- Ten (10) dinner registrations.
- VIP seating with table recognition.
- Conference delegate database.

Exposure

Audience Exposure

- Half page full color ad in conference program (provided by sponsor).
- 5-minute speaking opportunity; announce winner; gives winner their award
- Photo Opportunity with the winner. It will be posted on social media and the awards webpage.
- **BONUS!** Get more exposure with the raffle giveaway! Sponsor must provide item for raffle. Sponsor will have opportunity to announce raffle winner (announcement made between awards).

Logo Placement (Sponsor must provide in jpeg format.)

- Recognized as a sponsor on the event website and hyperlink to sponsor website.

Material Placement (Provided by the sponsor.)

- Collateral/promotional material placement throughout conference on designated spaces (registration/collateral table).
- **BONUS!** Collateral/promotional material placement in swag bag.

Recognition

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- Logo placed on various event signage (Hashtag tents, projected on screen, etc.).
- Verbal recognition throughout event.

Choose the award category you would like to sponsor.

Only one company may sponsor each award category. Please confirm with NMHA that your first choice is still available.

Marketing Awards

- Best Print Campaign (Brochure, Magazine, etc.)
- Best Digital Campaign (Social Media, Website, etc.)
- Best Broadcast Campaign (TV, Radio, etc.)
- Most Innovative Advertisement (All platforms eligible)

Product Development Awards

- Outstanding Event (Fair, Festival, etc.)
- Outstanding Attraction (Museum, Exhibit, Tour, etc.)
- Best New Experience of the year!

Personnel Awards

- Front-of-the-House (Food & Beverage) Emp of the Year
- Front-of-the-House (Hospitality) Emp of the Year
- Back-of-the-House (Food & Beverage) Emp of the Year
- Back-of-the-House (Hospitality) Emp of the Year

Premier Awards

- Supplier/Vendor of the Year
- Full-Service Hotel of the Year
- Limited-Service Hotel of the Year
- Tourism Professional of the Year
- Hospitality Professional of the Year

Sponsor Benefits include:

ACCESS

Registration
Contact List

VIP Dinner Reception

Reserved meeting space

TITLE

MEDIA/CORPORATE

AWARD

EXHIBIT

10 tickets
x

10 tickets
x

10 tickets
x

2 tickets
x

x

x

x

BONUS!

EXPOSURE

AUDIENCE EXPOSURE

Ad in Program

Raffle Giveaway

Speaking Opportunity

Introduce/Announce
Photo Opportunity

LOGO PLACEMENT

Event webpage

Signage

Logo Integration

MATERIAL PLACEMENT

Registration/Collateral Tables

Swag Bag

Dinner Tables

RECOGNITION

Social Media

Email Blasts

Event Signage

Throughout Event

Full page
(outside back
cover)

BONUS!

10 min

Welcome
Stage

x

x

x

x

BONUS!

x

x

x

x

x

Full page

BONUS!

5 min

MC
Stage

x

x

x

BONUS!

x

x

x

x

Half page

BONUS!

2 min

Winner
Awardee

x

x

BONUS!

x

x

x

x

Half page

BONUS!

x

BONUS!

x

INVESTMENT

MEMBERS

NON-MEMBERS

TITLE

\$5,000

\$5,500

AVAILABLE

MEDIA/CORPORATE

\$3,000

\$3,500

AVAILABLE

AWARD

\$1,500

\$2,000

AVAILABLE

EXHIBIT

\$500

\$750

AVAILABLE

2019 Top HAT Awards Gala

Please complete and sign attached Sponsor Agreement

Name of Organization _____

Contact Name _____

Mailing Address _____

City, State, Zip _____

Telephone _____ Fax _____ Email _____

Please confirm your sponsorship:

- \$5,000/\$5,500 – Title Sponsorship \$3,000/\$3,500 – Media Sponsorship
 \$1,500/\$2,000 – Award Sponsorship (please check below) \$500/\$750 – Exhibit Sponsorship

Marketing

- Best Print Campaign
 Best Digital Campaign
 Best Broadcast Campaign
 Most Innovative Advertisement

Product

- Development**
 Outstanding Event
 Outstanding Attraction
 Best New Experience

Personnel

- Front-of-the-House (F&B)
 Front-of-the-House (Hospitality)
 Back-of-the-House House (F&B)
 Back-of-the-House House (Hospitality)

Premier

- Supplier/Vendor of the Year
 Full-Service Hotel of the Year
 Limited-Service Hotel of the Year
 Tourism Professional
 Hospitality Professional

Names and emails of free ceremony registration attendees per sponsorship level:

- 1) _____ 6) _____
2) _____ 7) _____
3) _____ 8) _____
4) _____ 9) _____
5) _____ 10) _____

Payment is due upon execution of this contract

- Check enclosed (Make check payable to New Mexico Hospitality Association) PO#: _____
 Yes, I would like a 10% discount and commit to a three-year sponsorship contract.

Hold Harmless Clause

“The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor’s displays, equipment and other property brought upon the premises of the meeting facility. The exhibitor shall indemnify and hold harmless the state, meeting facility, agents, servants and employees from any and all such losses, damages and claims.”

Signature: _____ Date: _____

NMHA Rep: _____ Date: _____

Mail or email signed form and payment information to:

New Mexico Hospitality Association | 1420 Carlisle NE Suite 109, Albuquerque, NM 87110:

kkomoll@newmexicohospitality.org

Questions? Call 505.506.8624