

TOPHAT SPONSORSHIP OPPORTUNITIES

NOVEMBER 18, 2025 –
SHERATON UPTOWN
ALBUQUERQUE

6:00 – 9:30 PM



The New Mexico Top HAT (Hospitality & Tourism) Awards Gala is our annual dinner that celebrates the top hospitality & tourism individuals, businesses, events, and marketing campaigns of the previous year. The event attracts attendees from across the state and allows sponsors to:

- Gain access to and connect with industry decision makers
 - Gain brand recognition and awareness
 - Promote their business, services, and products
 - Support the travel, tourism, and lodging industries
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- Join us on November 18, 2025 at the Albuquerque Sheraton Uptown to celebrate the best of New Mexico hospitality & tourism!



2025 TOPHAT SPONSOR LEVELS –



	Title Sponsor	Corporate Partner	Award Sponsor
Member/Non-Member Prices	\$7500/10,000	\$3,000/ \$4,000	\$1,500/ \$2,000
Event Passes	10	10	5
Attendee Database	X	X	
Sponsor Listing	Title Sponsor (Exclusive) Full Page	1/2 Half Page	Program Listing
Speaking Opportunities	Welcome Address	5 Minute Slot on Agenda	Present Sponsored Award
Logo Placement	Integration with Conference Logo	Website	Website
Sponsor Signage at Event	X	X	
Social Media Recognition	X	X	X
Representation on Event Committee	X		
Pre-Conference Email to Attendees	X		

CELEBRATING IN 2024 -



TOPHAT 2025 CATEGORIES

Best Print Campaign	Best Digital Campaign	Best Social Media Campaign	Best Broadcast Campaign	Most Innovative Campaign	Best Earned Media Campaign	Outstanding Event
Outstanding Attraction	Best New Experience	Front-of-House Food & Beverage Employee of the Year	Front-of-House Hospitality Employee of the Year	Back-of-House Food & Beverage Employee of the Year	Back-of-House Hospitality Employee of the Year	Hospitality Professional of the Year
Tourism Professional of the Year	Owner of the Year	Full-Service Hotel of the Year	Select Service Hotel of the Year	Supplier/Vendor of the Year	Innovation/Sustainability	Community Engagement

CONTACT NMHA -

For information on sponsorship opportunities, or to learn about how you can become engaged with NMHA, contact:

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