



## **PONY UP** *for the* **KIDS**

ILLINOIS HOTEL & LODGING ASSOCIATION  
EDUCATIONAL FOUNDATION

# 2019 PONY UP FOR THE KIDS SPONSORSHIP OPPORTUNITIES



Pony Up for the Kids XIII  
Thursday, July 11, 2019  
Arlington International Racecourse  
Beverly D. Suite

## ABOUT THE ILLINOIS HOTEL & LODGING ASSOCIATION

The Illinois Hotel & Lodging Association (IHLA) is a not-for-profit, 501(c)(6) trade association that represents the lodging industry in Illinois. IHLA members consist of over 400 hotels and their employees throughout the state as well as related industry partners and suppliers. IHLA provides significant benefits to its members by:

- Advocating the industry's position on political, legislative, and regulatory issues that have the potential to impact the success of Illinois hotels
- Educating through quality, relevant seminars and webinars
- Providing promotional exposure and access to current industry news, resources, and contacts through IHLA's website, marketing initiatives, member programs, and networking events
- Recognizing hotel employees for their outstanding accomplishments, service, and leadership in the Illinois hospitality and lodging industry

## IHLA EDUCATIONAL FOUNDATION

The Illinois Hotel & Lodging Association Educational Foundation (IHIAEF) is the not-for-profit, 501(c)(3) educational arm of IHLA. Incorporated in 1992, IHIAEF has been a primary source of scholarship assistance for deserving Illinois college students pursuing hospitality management degrees throughout the country, awarding over \$500,000 since its inception. The Foundation focuses on three major initiatives: Educational Programming, High School to Career Curriculum & Workforce Development, and Scholarships.

### Scholarships


Each year, IHIAEF awards academic scholarships to deserving Illinois college students pursuing hospitality management degrees throughout the country. The Educational Foundation Scholarship Committee reviews all applications and determines the amount of scholarships to be awarded. Funds are raised through corporate and individual contributions and annual fundraising efforts, and scholarships are available in amounts ranging from \$2,000 up to \$5,000 per academic year.

### PONY UP FOR THE KIDS XIII

Pony Up for the Kids is IHIAEF's Signature Fundraiser. The event attracts IHLA members and young professionals ready for an exciting day at the races in the classy yet comfortable Beverly D. Suite at Arlington Park Racecourse. Guests mingle in the private room and covered walkout terrace with stunning bird's eye views of the track, indulge in the delicious fare and premium cocktails, and enjoy the benefit of a horseracing professional on hand to offer winning selections and betting strategies.

*All event proceeds benefit the IHLA Educational Foundation Scholarship Program.*



 <b>PONY UP FOR THE KIDS SPONSOR BENEFITS</b>	<b>Title \$1,250 (Limit 1)</b>	<b>Platinum \$1,000</b>	<b>Gold \$750</b>	<b>Silver \$500</b>	<b>Bronze \$250</b>
Name or Logo in Event Title	✓				
Name in Press Release	✓	✓	✓		
Named Race & Trophy Presentation with 6 Winner's Circle Keepsake Photos & Name in Daily Racing Guide	✓				
Jumbotron Message on Park Scoreboard	✓				
Opportunity to Give Remarks to Event Attendees	✓	✓			
Verbal Recognition in Event Welcome Remarks	✓	✓	✓	✓	✓
Opportunity to Network with Event Attendees	✓	✓	✓	✓	✓
Logo Inclusion on Onsite Signage*	✓	✓	✓	✓	✓
Opportunity to Distribute Product & Informational Materials at Event	✓	✓	✓	✓	✓
Opportunity to Provide Branded Signage at Event	✓	✓	✓	Limited	Limited
Logo Inclusion in IHLA Member Eblasts*	✓	✓	✓	✓	✓
Logo on Event Registration Webpage & Registration Confirmation Emails*	✓	✓	✓	✓	✓
Company Mention in Social Media Campaigns: Facebook & Twitter	✓	✓	✓	✓	✓
Access to Attendee Contact Information after Event	✓	✓	✓		
Pony Up Complimentary Event Tickets	8	6	3	2	1
Opportunity to Purchase Additional Pony Up Tickets at Discounted Rate of \$175 (\$200 Retail Price)	✓	✓	✓	✓	✓
Publicly Visible Alignment with IHLA's Educational Foundation	✓	✓	✓	✓	✓

\*Highest contributing sponsors receive larger and more prominent logo placement.



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# 2019 PONY UP FOR THE KIDS SPONSORSHIP OPPORTUNITIES

## TITLE SPONSORSHIP (LIMIT 1): \$1,250

- Name or Logo in Event Title
- Name in Press Release
- Named Race & Trophy Presentation with 6 Winner's Circle Keepsake Photos & Name in Daily Racing Guide
- Jumbotron Message on Park Scoreboard (Limited Characters)
- Opportunity to Give Remarks to Event Attendees (3 Minutes)
- Verbal Recognition in Event Welcome Remarks
- Opportunity to Network with Event Attendees
- Logo Inclusion on Onsite Signage\*
- Opportunity to Distribute Product & Informational Materials at Event
- Opportunity to Provide Branded Signage at Event
- Logo Inclusion in IHLA Member Eblasts\*
- Logo on Event Registration Webpage & Registration Confirmation Emails\*
- Company Mention in Social Media Campaigns: Facebook & Twitter
- Access to Attendee Contact Information after Event
- 8 Pony Up Complimentary Event Tickets (\$1,400 Value)
- Opportunity to Purchase Additional Pony Up Tickets at Discounted Rate of \$175 (\$200 Retail Price)
- Publicly Visible Alignment with IHLA's Educational Foundation

## PLATINUM SPONSORSHIP: \$1,000

- Name in Press Release
- Opportunity to Give Remarks to Event Attendees (2 Minutes)
- Verbal Recognition in Event Welcome Remarks
- Opportunity to Network with Event Attendees
- Logo Inclusion on Onsite Signage\*
- Opportunity to Distribute Product & Informational Materials at Event
- Opportunity to Provide Branded Signage at Event
- Logo Inclusion in IHLA Member Eblasts\*
- Logo on Event Registration Webpage & Registration Confirmation Emails\*
- Company Mention in Social Media Campaigns: Facebook & Twitter
- Access to Attendee Contact Information after Event
- 6 Pony Up Complimentary Event Tickets (\$1,110 Value)
- Opportunity to Purchase Additional Pony Up Tickets at Discounted Rate of \$175 (\$200 Retail Price)
- Publicly Visible Alignment with IHLA's Educational Foundation



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## **GOLD SPONSORSHIP: \$750**

- Name in Press Release
- Verbal Recognition in Event Welcome Remarks
- Opportunity to Network with Event Attendees
- Logo Inclusion on Onsite Signage\*
- Opportunity to Distribute Product & Informational Materials at Event
- Opportunity to Provide Branded Signage at Event
- Logo Inclusion in IHLA Member Eblasts\*
- Logo on Event Registration Webpage & Registration Confirmation Emails\*
- Company Mention in Social Media Campaigns: Facebook & Twitter
- Access to Attendee Contact Information after Event
- 3 Pony Up Complimentary Event Tickets (\$600 Value)
- Opportunity to Purchase Additional Pony Up Tickets at Discounted Rate of \$175 (\$200 Retail Price)
- Publicly Visible Alignment with IHLA's Educational Foundation

## **SILVER SPONSORSHIP: \$500**

- Verbal Recognition in Event Welcome Remarks
- Opportunity to Network with Event Attendees
- Logo Inclusion on Onsite Signage\*
- Opportunity to Distribute Product & Informational Materials at Event
- Opportunity to Provide Branded Signage at Event (Limited)
- Logo Inclusion in IHLA Member Eblasts\*
- Logo on Event Registration Webpage & Registration Confirmation Emails\*
- Company Mention in Social Media Campaigns: Facebook & Twitter
- 2 Pony Up Complimentary Event Tickets (\$400 Value)
- Opportunity to Purchase Additional Pony Up Tickets at Discounted Rate of \$175 (\$200 Retail Price)
- Publicly Visible Alignment with IHLA's Educational Foundation

## **BRONZE SPONSORSHIP: \$250**

- Verbal Recognition in Event Welcome Remarks
- Opportunity to Network with Event Attendees
- Logo Inclusion on Onsite Signage\*
- Opportunity to Distribute Product & Informational Materials at Event
- Opportunity to Provide Branded Signage at Event (Limited)
- Logo Inclusion in IHLA Member Eblasts\*
- Logo on Event Registration Webpage & Registration Confirmation Emails\*
- Company Mention in Social Media Campaigns: Facebook & Twitter
- 1 Pony Up Complimentary Event Ticket (\$200 Value)
- Opportunity to Purchase Additional Pony Up Tickets at Discounted Rate of \$175 (\$200 Retail Price)
- Publicly Visible Alignment with IHLA's Educational Foundation

## **IN-KIND SPONSORSHIP: TRADE**

- In-Kind Sponsorships are customizable and dependent on the estimated dollar value of the donated product. Product needs include items that can be used as raffle prizes and other products that will enhance the attendee experience.

# SPONSORSHIP COMMITMENT FORM

## IHLAEF 2019 OFFICERS

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## SPONSORSHIP LEVELS:

- |  |  |
|--|--|
| <input type="checkbox"/> Title: \$1,250    | <input type="checkbox"/> Silver: \$500 |
| <input type="checkbox"/> Platinum: \$1,000 | <input type="checkbox"/> Bronze: \$250 |
| <input type="checkbox"/> Gold: \$750       | <input type="checkbox"/> In-Kind Trade |

Company Name: \_\_\_\_\_  
(As you wish listed on all materials)

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Value & Description of In-Kind Contribution (If applicable): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contributor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

- ☐ Check Enclosed  
☐ Invoice Me  
☐ Pay with Credit Card

Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_ Expires: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Your contribution is tax-deductible to the extent allowed by IRS Laws. EIN #: 36-3809567.  
Please e-mail, fax, or mail the completed form and send checks made payable to  
*Illinois Hotel & Lodging Association* to:

27 E. Monroe St.  
Suite 1200  
Chicago, IL 60603

**We sincerely thank you for your generous support!**

**For Additional Questions, Information, & Customized Options Contact:**

Karrie Teel  
Director of Education & Communications  
312-346-3135 x233  
KTeel@IllinoisHotels.org

