

2025 SPONSORSHIP OPPORTUNITIES



BECOME A SPONSOR TODAY

The New York State Hospitality & Tourism Association (NYSHTA) represents **more than 1,000 lodging businesses** and **125,000 rooms statewide**.
NYSHTA sponsorship assures you of reaching the true decision-makers at hotels, motels, resorts, conference centers, amusement parks, attractions, and museums.

One connection, one big deal, and your company will have a successful year.
A minimal investment gives you access to the state's top hospitality leaders.

Board Meetings

Saratoga — Aug. 6
Virtual — Winter (TBD)

Title Sponsor: \$4,000 (1 Avail.)

- Premium Allied Membership included (receive member roster with emails)
- Opportunity to address NYSHTA's Board, made up of industry decision-makers
- Networking with attendees
- Logo on website and marketing
- Full Board Roster (with contact info)

Regional Events

1000 Islands — Sept. 9
Hudson Valley — Sept. 30
Chautauqua — Oct. 8

Tabletop Exhibit (with Speaking): \$1,000 (2 Avail.)

- One ticket to full event
- Opportunity to address the audience
- 6-8 ft. table for promotional materials
- Networking with attendees
- Logo on website and marketing
- Attendee list (with contact info)

Tabletop Exhibit (No Speaking): \$500 (5 Avail.)

- One ticket to full event
- 6-8 ft. table for promotional materials
- Networking with attendees
- Logo website and marketing
- Attendee list (with contact info)



SEE BACK SIDE



Hospitality Summit

Cooperstown — Oct. 26-27

Registration Sponsor: **\$800 (2 Avail.)**

- One ticket to full event
- Set up a table at registration
- Networking with attendees
- Logo on website and marketing
- Attendee list (with contact info)

Coffee Break Sponsor: **\$500 (1 Available)**

- One ticket to full event
- Verbal recognition
- Networking with attendees
- Logo on website and marketing
- Attendee list (with contact info)

Breakfast Sponsor: **\$1,000 (2 Avail.)**

- One ticket to full event
- Verbal recognition
- Brief speaking opportunity to welcome attendees to breakfast
- Networking with attendees
- Logo on website and marketing
- Attendee list (with contact info)

Education Sponsor: **\$2,500**

- One ticket to full event
- Tabletop Exhibit (6-8 ft. table)
- Brief speaking opportunity prior to introduction by speaker
- Networking with attendees
- Logo on website and marketing
- Attendee list (with contact info)

Lunch Sponsor: **\$3,000**

- One ticket to full event
- Tabletop Exhibit (6-8 ft. table)
- Address attendees
- Networking with attendees
- Logo on website and marketing
- Attendee list (with contact info)

Reception Sponsor: **\$1,000**

- One ticket to full event
- Address attendees at Reception
- Networking with attendees
- Logo on website and marketing
- Attendee list (with contact info)

Title Sponsor: **\$3,500 (2 Avail.)**

- Two tickets to full event
- Tabletop Exhibit (6-8 ft. table) for promotional materials
- Verbal recognition
- Opportunity to address attendees
- Premium Allied Membership (receive member roster with emails)
- Logo on website and marketing
- Attendee list (with contact info)

Tabletops Exhibits: **\$1,000+ (See Below)**

- One ticket to full event
- 6-8 ft. table for promotional materials
- Networking with attendees
- Logo on website and marketing
- Attendee list (with contact info)

Lunch Room Tabletop: **\$1,400 (1 Avail.)**

Registration Room Table: **\$1,200 (3 Avail.)**

Education Room Table: **\$1,000 (3 Avail.)**

Stars of the Industry

Cooperstown — Oct. 27

Title Sponsor: **\$5,000 (1 Avail.)**

- Two tickets to Stars
- Welcome attendees to Stars
- Premium Allied Membership (receive member roster with emails)
- Logo on website, marketing, Stars slideshow, Stars awards, and at tables
- Attendee list (with contact info)

Presenting Sponsor: **\$2,000 (5 Avail.)**

- One ticket to Stars
- Premium Allied Membership (receive member roster with emails)
- Logo on website, marketing, Stars slideshow, awards, and at tables
- Networking with attendees
- Attendee list (with contact info)