



2016 PONY UP FOR THE KIDS SPONSORSHIP OPPORTUNITIES



Pony Up for the Kids X
Friday, June 24, 2016
Arlington Park 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 500 hotels and their employees throughout the state as well as related industry partners and suppliers. IHLA provides significant benefits to its members by protecting against government intrusion, educating through quality, relevant seminars and webinars, and providing promotional exposure and access to current industry news, resources, and contacts through IHLA's website, marketing initiatives, member programs, and networking events.

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 \$350,000 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 X

Pony Up for the Kids is IHIAEF's Signature Fundraiser. In its 10th year, 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.



 PONY UP FOR THE KIDS SPONSOR BENEFITS	Title \$3,000 (Limit 1)	Platinum \$2,000	Gold \$1,000	Silver \$750	Bronze \$500
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 IHLA Welcome Remarks	✓	✓	✓	✓	✓
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 E-Blasts & E-newsletters with Link to Sponsor Website*	✓	✓	✓	✓	✓
Logo on Ticket Registration Webpage with Link to Sponsor Website	✓	✓	✓	✓	✓
Social Media Campaigns: Facebook & Twitter	✓	✓	✓	✓	✓
Access to Attendee Contact Information after Event	✓	✓	✓		
Pony Up Complimentary Event Tickets with Reserved Preferred Window Seating	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.



2016 PONY UP FOR THE KIDS SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP (LIMIT 1): \$3,000

- 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 IHLA Welcome Remarks
- 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 E-Blasts & E-newsletters with Link to Sponsor Website*
- Logo on Ticket Registration Webpage with Link to Sponsor Website
- Social Media Campaigns: Facebook & Twitter
- Access to Attendee Contact Information after Event
- 8 Pony Up Complimentary Event Tickets with Reserved Preferred Window Seating (\$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: \$2,000

- Name in Press Release
- Verbal Recognition in IHLA Welcome Remarks
- 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 E-Blasts & E-newsletters with Link to Sponsor Website*
- Logo on Ticket Registration Webpage with Link to Sponsor Website
- Social Media Campaigns: Facebook & Twitter
- Access to Attendee Contact Information after Event
- 6 Pony Up Complimentary Event Tickets with Reserved Preferred Window Seating (\$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



GOLD SPONSORSHIP: \$1,000

- Name in Press Release
- Verbal Recognition in IHLA Welcome Remarks
- 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 E-Blasts & E-newsletters with Link to Sponsor Website*
- Logo on Ticket Registration Webpage with Link to Sponsor Website
- Access to Attendee Contact Information after Event
- 3 Pony Up Complimentary Event Tickets with Reserved Preferred Window Seating (\$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: \$750

- Verbal Recognition in IHLA Welcome Remarks
- 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 E-Blasts & E-newsletters with Link to Sponsor Website*
- Logo on Ticket Registration Webpage with Link to Sponsor Website
- Social Media Campaigns: Facebook & Twitter
- Access to Attendee Contact Information after Event
- 2 Pony Up Complimentary Event Tickets with Reserved Preferred Window Seating (\$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: \$500

- Verbal Recognition in IHLA Welcome Remarks
- 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 E-Blasts & E-newsletters with Link to Sponsor Website*
- Logo on Ticket Registration Webpage with Link to Sponsor Website
- Social Media Campaigns: Facebook & Twitter
- Access to Attendee Contact Information after Event
- 1 Pony Up Complimentary Event Ticket with Reserved Preferred Window Seating (\$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

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SPONSORSHIP LEVELS:

- | | |
|--------------------------------------------|----------------------------------------|
| <input type="checkbox"/> Title: \$3,000 | <input type="checkbox"/> Silver: \$750 |
| <input type="checkbox"/> Platinum: \$2,000 | <input type="checkbox"/> Bronze: \$500 |
| <input type="checkbox"/> Gold: \$1,000 | <input type="checkbox"/> In-Kind Trade |

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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:

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