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# THE HOSPITALITY & TOURISM MANAGEMENT

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## *2022 Annual Awards Dinner Sponsorship Package*



The Department of Hospitality & Tourism Management (HTM) at the Isenberg School of Management, University of Massachusetts Amherst is committed to serving students and alumni by providing events that create opportunities for networking and industry connections. Each of the events help raise the visibility of HTM and provide support to the growing industry. Your partnership as a corporate sponsor of these events allows HTM to continue creating and sharing new knowledge, preparing students for a rapidly changing business environment, and supporting key organizations through outreach activities. Your contribution as a corporate sponsor awards you with premium exposure to our successful students and graduates and enhances your brand recognition with millennials and industry leaders. These proceeds also support the Stephen E. Elmont Alumni of the Year Scholarship.



# HOST COMMITTEE & HTM LEADERSHIP BOARD

## HTM ANNUAL AWARDS DINNER HOST COMMITTEE

**Matt Alemany\***

*Magna Hospitality Group*

**Tim Brett\***

*Atlantic Equity Partners*

**Shawn Cioto\***

*The Virgin Chicago*

**David Colella\***

*Colonnade Hotel*

**Jonathan D. Crellin\***

*Highgate*

**Tim Daly\***

*Law Office of Timothy Daly*

**Robert Epstein\***

*Horizon Beverage*

**Matt Lambert\***

*The Country Club at Mirasol*

**Bob Luz\***

*Massachusetts Restaurant  
Association*

**Alissa Mendelson\***

*GFI Hospitality*

**Jena Perron\***

*UMass Amherst*

**Jane Pritzker\***

*Cendyn, Inc*

**Dusty Rhodes\***

*Conventures, Inc.*

**Michael Sacenti\***

*Hospitality Investment  
Management LLC*

**Martha Sheridan**

*Greater Boston Convention  
& Visitors Bureau*

**Laurie Z. Stroll\***

*NHI Consulting*

**Jesse Suglia\***

*Omni Hotels & Resorts*

**Muzzo Uysal**

*UMass Amherst*

**Victoria Vega\***

*Compass Community Living*

**Diana Voto\***

*Disney Meeting & Events*

**Lindsay Wenger\***

*Zaplox*

## HTM LEADERSHIP BOARD

**Matt Alemany\***

*Magna Hospitality Group*

**Tim Brett\***

*Atlantic Equity Partners*

**Susan Callender\***

*Social Confidence Pro*

**Shawn Cioto\***

*The Virgin Chicago*

**Rick Colangelo\***

*Pivot Hotels*

**David J. Colella\***

*The Colonnade*

**Denise Coll\***

*Viad Corp & Enlivant*

**Jonathan D. Crellin\***

*Highgate*

**Tim Daly\***

*Law Office of Timothy Daly*

**Jenny Dell\***

*CBS*

**David Heath\***

*Heath & Company,  
Hospitality Advisors, LCC*

**Bert James\***

*HLJ Hotel Asset Management  
LLC*

**Jacqueline Kaliouby**

*Student Representative*

**Richard M. Kelleher\***

*Pyramid Hotel Group*

**Jim Kiley\***

*Ninety Nine Restaurant & Pub*

**John Koshivos\***

*Hilton Worldwide*

**Matt Lambert\***

*The Country Club of Mirasol*

**Bob Luz\***

*Massachusetts Restaurant  
Association*

**Robert McCarthy\***

*Melan Hotel Group, LLC*

**Alissa Mendelson\***

*GFI Hospitality*

**Fred Mitzner\***

*ConferenceDirect*

**Robert Morse\***

*ClubCorp*

**Robert Murray\***

*Seminole Gaming*

**Sean O' Neill**

*Long Span Technologies*

**Jena Perron\***

*UMass Amherst*

**Jane Pritzker\***

*Cendyn, Inc*

**Keith Sacenti\***

*Aquia*

**Michael Sacenti\***

*Hospitality Investment  
Management LLC*

**Steve Sasso\***

*Motif Seattle*

**Russ Savrann**

*Sandman Savrann PLLC*

**John Siska\***

*HREC Investment Advisors*

**Jean Smith\***

*Colwen Hotels*

**Laurie Z. Stroll\***

*NHI Consulting*

**Jesse Suglia\***

*Omni Hotels & Resorts*

**Olivia Tremblay** Student  
Representative

**Muzzo Uysal**

*UMass Amherst*

**Shayne Varnum\*** Hobart  
Corporation

**Victoria Vega\***

*Compass Community Living*

**Diana Voto\***

*Disney Meeting & Events*

**Gwen P. Weisberg\***

*Donovan Hatem LLP*

**Lindsay Wenger\***

*Zaplox*

\*UMass Alumni

## EVENTS FACT SHEET

The Annual Awards Dinner event recognizes leaders in the hospitality industry and enhances the Hospitality & Tourism Management Department profile. With your support we are able to offer scholarships to worthy students pursuing a career in the hospitality field. These students are the future leaders of our industry! Your sponsorship not only supports the HTM Department, it allows your company visibility and recognition at this signature event, attended by key leaders in both the local and national hospitality and tourism industry.



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### THE HOSPITALITY & TOURISM MANAGEMENT

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## *Annual Awards Dinner*

Tuesday, May 17, 2022

Royal Sonesta Boston

Stephen Elmont Award Recipient: Matt Lambert, The Country Club at Mirasol Outstanding

Distinguished Industry Leader Award Recipient: Jon Taffer, Executive Producer, Bar Rescue

Alumni Award Recipient: Keith Sacenti, Security and Compliance at Aquia

Special Recognition Award Recipient: Ken Toong, UMass Auxiliary Enterprises

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## SPONSORSHIP BENEFITS

*These are new sponsorship levels which will recognize your company at all major HTM events.*

### ★★★★★ **GOLD**

\$10,000

- Prominent placement of organization logo on event programs, signage, and screens at Annual Awards Dinner in Boston and Annual NYC Reception
- Gold level sponsorship recognition on Isenberg School of Management's social media platforms
- Recognition from podium at Annual Awards Dinner
- (1) table for (10) guests at Annual Awards Dinner in Boston
- (4) VIP Reception Tickets with special guest Jon Taffer, Executive Producer and Host of Bar Rescue
- (12) guest tickets to Annual NYC Reception

### ★★★★★ **SILVER**

\$5,000

- Listing of organization logo on event programs and signage at Annual Awards Dinner in Boston and Annual NYC Reception
- Silver level sponsorship recognition on Isenberg School of Management's social media platforms
- (1) table for (10) guests at Annual Awards Dinner in Boston
- (2) VIP Reception Tickets with special guest Jon Taffer, Executive Producer and Host of Bar Rescue
- (8) guest tickets to Annual NYC Reception

### ★★★★★ **BENEFACTOR**

\$3,000

- Listing of organization name on event programs and signage at Annual Awards Dinner in Boston and Annual NYC Reception
- Benefactor level sponsorship recognition on Isenberg School of Management's social media platforms
- (6) guest tickets to Annual Awards Dinner in Boston
- (6) guest tickets to Annual NYC Reception

### ★★★★★ **BRONZE**

\$1,500

- Listing of organization name on event programs and signage at Annual Awards Dinner in Boston and Annual NYC Reception
- Bronze level sponsorship recognition on Isenberg School of Management's social media platforms
- (4) guest tickets to Annual Awards Dinner in Boston
- (4) guest tickets to Annual NYC Reception



*Each individual sponsorship can be tailored to fit your specific needs. For more information about customized sponsorship opportunities or additional sponsorship opportunities, please contact Jena Perron at [htmevents@umass.edu](mailto:htmevents@umass.edu).*