
THE HOSPITALITY & TOURISM MANAGEMENT

2024 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.



Isenberg School
of Management

Hospitality and Tourism
Management

UMassAmherst

HTM LEADERSHIP BOARD

Dustin Acocelli
Student Representative

Matt Alemany*
Magna Hospitality Group

Molly Anderson*
Canyon Ranch, Tucson, AZ

Allyson Antin*
Boston University

Melissa Baker
UMass Amherst

Bruce Barishman*
Aimbridge Hospitality

Tim Brett*
Atlantic Equity Partners

Susan Callender*
Social Confidence Pro

Shawn Cioto*
Maverick Hotels & Restaurants

Rick Colangelo*
Pivot Hotels

David J. Colella*
The Colonnade

Denise Coll*
Viad Corp & Enlivant

Brendan Collins*
HREC Investment Advisors

Jonathan D. Crellin*
Highgate

Tim Daly*
Law Office of Timothy Daly

Jenny Dell*
CBS

Ali Demilia*
Sage Hospitality, Hotel Commonwealth

Brendon Duca*
Omni Hotels & Resorts

Sarah Eustis
Main Street Hospitality Group

Paul Flaherty*
Davio's Northern Italian Steakhouse

Chandrick Hayes
Hotel UMass, UMass Amherst

David Heath*
Heath & Company, Hospitality Advisors, LLC

Bert James*
HLJ Hotel Asset Management

Richard M. Kelleher*
Pyramid Hotel Group

Jim Kiley*
Ninety Nine Restaurant & Pub

John Koshivos*
Hilton Worldwide

Alyssa Lawrence*
Four Seasons Hotel Boston

Bob Luz*
Massachusetts Restaurant Association (Retired)

Brian Macaluso*
Sonesta International

Robert McCarthy*
Melan Hotel Group, LLC

Alissa Mendelsohn*
AWH Partners

Fred Mitzner*
ConferenceDirect

Robert Morse*
Club Corp

Robert Murray*
Seminole Gaming

Sean O'Neill
Long Span Technologies

Jena Perron*
UMass Amherst

Jane Pritzker*
Shiji Group

Steve Sasso*
Melco Resorts & Entertainment

Russ Savrann
Sandman Savrann PLLC

Nicole Simeral*
Nicole Simeral & Company, Inc.

John Siska*
HREC Investment Advisors

Jean Smith*
Colwen Hotels

Laurie Z. Stroll*
NHI Consulting

Jesse Suglia*
Omni Hotels & Resorts

Shayne Varnum*
Hobart Corporation

Victoria Vega*
Compass Community Living

Gwen P. Weisberg*
Donovan Hatem LLP

Ted Wolfenden
Student Representative

*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.



THE HOSPITALITY & TOURISM MANAGEMENT

Annual Awards Dinner

Tuesday, April 2, 2024
Omni Boston Hotel at the Seaport

Stephen Elmont Award Recipient:
Ilse Harley, Area Senior Vice President, Hotel Operations, West, Four Seasons Hotels & Resorts

Distinguished Industry Leader Award Recipient:
Vera Manoukian, Chief Operating Officer, Sonesta International Hotels

Outstanding Young Alumni Award Recipient:
Stephanie Krawczyk '15, Beverage Operations Manager, Marriott International Global US & Canada, IMI Agency

Lifetime Achievement Award Recipients:
Frank Guidara '68, Restaurateur, and Will Guidara, Restaurateur, Author

SPONSORSHIP BENEFITS

The following sponsorship levels ensure recognition of 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 recognition on Isenberg plasma screens
- Gold level sponsorship recognition on Isenberg School of Management's social media platforms
- Recognition from podium at Annual Awards Dinner in Boston
- (1) table for (10) guests at Annual Awards Dinner in Boston
- (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 recognition on Isenberg plasma screens
- Silver level sponsorship recognition on Isenberg School of Management's social media platforms
- (1) table for (10) guests at Annual Awards Dinner in Boston
- (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 recognition on Isenberg plasma screens
- 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 recognition on Isenberg plasma screens
- 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.