
Hospitality & Tourism Management

2025 Annual Awards Dinner Sponsorship Package



The Department of Hospitality & Tourism Management (HTM) at the Isenberg School of Management at UMass Amherst is committed to serving students and alumni by providing events that create opportunities for networking and industry connections. Each event helps raise the visibility of HTM and provides support to the growing industry.



Isenberg School
of Management

Hospitality and Tourism
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EVENT 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 also allows your company visibility and recognition at this signature event, which is attended by key leaders in both the local and national hospitality and tourism industries.



Hospitality & Tourism Management

Annual Awards Dinner

Monday, April 7, 2025

Omni Boston Hotel at the Seaport

Stephen Elmont Award Recipient:

Gwen Weisberg '80, of Counsel, Tanowitz Law Office, P.C.

Distinguished Industry Leader Award Recipient:

Michelle Russo, Founder & CEO, hotelAVE

Outstanding Young Alumni Award Recipient:

Lyman Phillips '16, Founder & CEO, Golden Lion Capital Investments

SPONSORSHIP BENEFITS

The following sponsorship levels ensure recognition of your company at all major HTM events.

★ PLATINUM

\$10,000

- Five targeted social media posts across LinkedIn and other key platforms to ensure broad visibility and engagement of your company.
- Exclusive featured guest speaking opportunity to engage with students, student clubs, information sessions, and/or classroom presentation.
- Guaranteed placement of a targeted student ambassador at your dinner table.
- Prominent placement of organization logo on event programs, signage, and screens at Annual Awards Dinner in Boston and Annual NYC Reception.
- Platinum-level recognition on Isenberg plasma screens.
- Platinum-level sponsorship recognition on Isenberg School of Management's social media platforms.
- Recognition from podium at Annual Awards Dinner in Boston.
- Two tables for 16-20 guests total at Annual Awards Dinner in Boston.
- Twelve guest tickets to Annual NYC Reception.

★ GOLD

\$7,500

- Two targeted social media posts across LinkedIn and other key platforms to ensure broad visibility and engagement of your company.
- Guaranteed placement of a targeted student ambassador at your dinner table.
- 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.
- One table for 10 guests at Annual Awards Dinner in Boston.
- Ten guest tickets to Annual NYC Reception.

★ SILVER

\$5,500

- 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.
- One table for 8 guests at Annual Awards Dinner in Boston.
- Eight guest tickets to Annual NYC Reception.

★ BENEFACTOR

\$3,500

- 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.
- Six guest tickets to Annual Awards Dinner in Boston.
- Six guest tickets to Annual NYC Reception.

★ BRONZE

\$1,900

- 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.
- Four guest tickets to Annual Awards Dinner in Boston.
- Four 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.