

---

# THE HOSPITALITY & TOURISM MANAGEMENT

---

## *2020 Annual Event 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 Elmont Endowed scholarship fund.



# HOST COMMITTEES

## HTM CAREER DAY

**Jocelyn Raye Spitz**  
*Facilities Chair*

**Morgan Smith**  
*Committee Chair*

**Kate Busby**  
*Food and Beverage Chair*

**Angela Vu**  
*Finance Chair*

**Isabella Montarou**  
*Volunteer Chair*

**Alyssa Towle**  
*Marketing Chair*

**Emma Dietz**  
*Corporate Relations Chair*

**Alexis Kozlik**  
*Interview Chair*

**Rebecca Dunn**  
*Student Relations Chair*

**Grace Ford**  
*Registration Chair*

**Muzzo Uysal**  
*Department Chair &  
Professor*

**Will Foley**  
*Faculty Advisor, Lecturer*

**Jena Igel**  
*Director of External  
Relations & Engagement*

## ANNUAL AWARDS DINNER IN BOSTON

**Matt Alemany\***  
*Magna Hospitality Group*

**Tim Brett\***  
*Pyramid Hotel Group*

**Susan  
Callender\***  
*Business Class*

**Rick Colangelo\***  
*Two Roads Hospitality*

**David J. Colella\***  
*The Colonnade*

**Denise Coll\***  
*Lasalle Hotel Properties &  
Enlivant*

**Jonathan D. Crellin\***  
*Boston Park Plaza*

**Tim Daly\***  
*Law Office of Timothy Daly*

**Jenny Dell\***  
*CBS*

**Jena Igel\***  
*University of Massachusetts  
Amherst*

**David Heath\***  
*Heath & Company, Hospitality  
Advisors, LLC*

**Bert James\***  
*HLJ Hotel Asset Management  
LLC*

**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*

**Sean O' Neill**  
*Long Span Technologies*

**Jane Pritzker\***  
*Cendyn, Inc*

**Keith Sacenti\***  
*StudentUniverse*

**Michael Sacenti\***  
*Hospitality Investment  
Management LLC*

**Steve Sasso\***  
*Motif Seattle*

**Russ Savrann**  
*Sandman Savrann PLLC*

**John Siska\***  
*HREC Investment Advisors*

**Jean Smith\***  
*Colwen Hotels*

**Morgan Smith**  
*Student Representative*

**Jesse Suglia\***  
*IHG*

**Laurie Z. Stroll\***  
*Newport Hospitality, Inc., a DMC  
Network Company*

**Muzzo Uysal**  
*University of Massachusetts  
Amherst*

**Shayne Varnum\***  
*Horbart Corporation*

**Victoria Vega\***  
*Unidine*

**Diana Voto\***  
*Disney Meeting & Events*

**Gwen P. Weisberg\***  
*Donovan Hatem LLP*

**Lindsay Wenger\***  
*Zaplox*

## ANNUAL NYC RECEPTION

**Maureen Condon**  
*Convene*

**Tim Daly**  
*Law Office of Timothy Daly*

**Emily Donaldson**  
*Sheraton New York Times  
Square*

**Daniel Harpaz\***  
*Sofitel New York*

**Lisa Mayer\***  
*Hyatt Regency Minneapolis*

**Alissa Mendelsohn\***  
*GFI Capital Resources Group, Inc.*

**Keith Sacenti\***  
*StudentUniverse*

**Steve Sasso\***  
*Motif Seattle*

**Scott Schacter\***  
*Booking.com*

**Lauren Welter\***  
*Lazard*

\*UMass Alumni

# EVENTS FACT SHEET

Your Sponsorship includes participation in our key events throughout the year. Gain access to outstanding prospective employees and network to meet new colleagues.



---

## HTM CAREER DAY

---

DATES TBD for 2020

The HTM Career Day is the largest student-run, nonprofit event on the East Coast. It strives to connect you with over 500 HTM and other Isenberg students who are eager to learn in positions as hourly associates, interns, or managers. Your sponsorship guarantees premium placement for your company at this impressive event.

---

## THE HOSPITALITY & TOURISM MANAGEMENT

---

### *Annual Awards Dinner*

March 25, 2020  
Boston Park Plaza Hotel

The Annual Awards Dinner event recognizes leaders in the hospitality and tourism industry and enhances the HTM Department profile. Your sponsorship allows your company visibility and recognition at this signature department event, attended by key leaders in both the local and national hospitality industry.

Hospitality & Tourism Management

## ANNUAL NYC RECEPTION

Date and Location TBD

The department's newest event, the Annual NYC Reception continues to grow each year and enhances our ability to place more students in the NYC area. This event provides you and your company with the opportunity to leverage your connections and expand your personal and professional networks within the hospitality and tourism industry in the Greater New York area.

## SPONSORSHIP BENEFITS

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



### **PLATINUM** \$25,000

- Organization's Platinum level sponsorship recognition on Isenberg School of Management's website, Facebook posts, Twitter feeds, and HTM Newsletters
  - Premier placement of organization logo and recognition on event programs, signage, and screens at Career Day, Annual Awards Dinner in Boston, and Annual NYC Reception
  - Platinum Level Sponsorship at HTM Career Day
  - Platinum Level Sponsors at Spring and Fall Rapid Recruiting
  - **(4) tables for (10) guests at Annual Awards Dinner**
  - (5) VIP Reception Tickets at the Annual Awards Dinner
  - (20) guest tickets to Annual NYC Reception
  - 3 opportunities to present to HTM student clubs and or classrooms
- 



### **DIAMOND** \$17,500

- Organization's Diamond level sponsorship recognition on Isenberg School of Management's website, Facebook posts, Twitter feeds, and HTM Newsletters
  - Premier placement of organization logo and recognition on event programs, signage, and screens at Career Day, Annual Awards Dinner in Boston, and Annual NYC Reception
  - Diamond Level Sponsorship at HTM Career Day
  - Diamond Level Sponsors at Spring and Fall Rapid Recruiting
  - **(3) tables for (10) guests at Annual Awards Dinner**
  - (4) VIP Reception Tickets at the Annual Awards Dinner
  - (16) guest tickets to Annual NYC Reception
  - 2 opportunities to present to HTM student clubs and or classrooms
- 



### **GOLD** \$10,000

- Prominent placement of organization logo on event programs, signage, and screens at Career Day, Annual Awards Dinner in Boston, and Annual NYC Reception
  - Gold level sponsorship recognition on Isenberg School of Management's social media platforms
  - Gold Level Sponsorship at HTM Career Day
  - (2) tables for (10) guests at Annual Awards Dinner in Boston
  - (3) VIP Reception Tickets at the Annual Awards Dinner
  - (12) guest tickets to Annual NYC Reception
  - Opportunity to present to an HTM student club
- 



### **SILVER** \$5,000

- Listing of organization logo on event programs and signage at Career Day, 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 at the Annual Awards Dinner
  - (8) guest tickets to Annual NYC Reception
- 



### **BENEFACTOR** \$3,000

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