



Best of the Best Hotel Awards Sponsorship Opportunities

An Elevated Awards Experience

To create a more intimate, comfortable, and upscale atmosphere, all guest seating will be arranged in premium rounds of eight (8), providing enhanced networking opportunities, improved sightlines to the stage, and a superior guest experience befitting the hospitality industry's premier awards event.

Founding Sponsor of the Return of Best of the Best Awards - \$5,000 (Exclusive)

The premier sponsorship opportunity recognizing the organization that helped bring back the Best of the Best Awards.

Includes:

- Exclusive "Presented By" recognition on all event marketing materials
- Company logo prominently displayed on event website with link to company website
- Logo featured in event email campaigns and social media promotions
- Recognition from the stage during opening remarks
- Opportunity for the company representative to provide a 2-3 minute welcome address
- Premium logo placement on event signage and sponsor recognition slide
- Premium recognition in the event program
- Full-page advertisement in the awards program
- Dedicated social media spotlight post
- Recognition on the step-and-repeat backdrop
- Recognition on the event Welcome Slide displayed prior to the start of the awards program
- Recognition on the event Closing Slide displayed at the conclusion of the awards ceremony
- First right of refusal for the same sponsorship next year
- Reserved premium table for eight (8) guests
- Opportunity to display up to two sponsor-provided retractable banners adjacent to the awards stage

Complimentary Tickets Included: 8

Welcome Reception Sponsor — \$2,500 (Exclusive)

Sponsor the networking reception before the awards program.

Includes:

- Exclusive sponsorship of the Welcome Reception
- Company logo displayed at all reception bars and beverage stations
- Recognition from the stage during opening remarks
- Company logo on event website
- Recognition in event email campaigns and social media
- Recognition in the event program
- Sponsor recognition signage throughout the reception area
- Opportunity to provide branded cocktail napkins (optional)
- Opportunity to display one (1) to two (2) sponsor-provided retractable banners within the reception area

Complimentary Tickets Included: 2

Dessert Experience Sponsor — \$2,000 (Exclusive)

Sponsor the post-dinner dessert experience and networking reception.

Includes:

- Exclusive sponsorship of the Dessert Experience
- Company logo displayed at dessert stations
- Recognition from the stage prior to dessert service
- Company logo on event website
- Recognition in the event program
- Recognition in event email campaigns and social media
- Sponsor signage throughout the dessert area
- Opportunity to provide branded napkins (optional)
- Opportunity to display one (1) to two (2) sponsor-provided retractable banners within the dessert experience area

Complimentary Tickets Included: 2

Hosted Table Sponsor — \$1,250

Ideal for companies wishing to host customers, prospects, referral partners, or employees.

Includes:

- Reserved table for eight (8) guests
- Eight (8) event tickets
- Table signage recognizing the sponsor
- Recognition in the event program
- Company logo on event website
- Recognition on the sponsor slide presentation

Complimentary Tickets Included: 8

Award Sponsor — \$1,000 Per Award

Sponsor an individual award category and participate in recognizing industry excellence.

Includes:

- Exclusive sponsorship of one award category
- The company logo displayed during the award presentation
- Opportunity for the company representative to present the award on stage
- The company name will be announced during the award presentation
- Recognition in the event program
- Company logo on event website
- Recognition in the sponsor slide presentation

Complimentary Tickets Included: 1

Registration Sponsor — \$750 (Exclusive)

Be the first sponsor every attendee sees upon arrival.

Includes:

- Exclusive sponsorship of event registration
- The company logo displayed at the registration area
- Recognition on attendee registration confirmation emails
- Company logo on event website
- Recognition in the event program
- Recognition during opening remarks
- Opportunity to provide a branded giveaway item for attendee registration bags (optional)
- Opportunity to display one (1) to two (2) sponsor-provided retractable banners at the registration area

Complimentary Tickets Included: 2

Red Carpet Sponsor — \$750 (Exclusive)

Own the arrival experience and attendee photo opportunities.

Includes:

- Exclusive sponsorship of the Red Carpet Experience
- Logo recognition at event entrance
- Logo inclusion on step-and-repeat backdrop
- Recognition in event social media promotions
- Recognition in the event program
- Company logo on event website
- Sponsor recognition signage in the red carpet area
- Opportunity to display one (1) to two (2) sponsor-provided retractable banners in the red carpet area

Complimentary Tickets Included: 2

Photo Booth Sponsor — \$750 (Exclusive)

Associate your brand with attendee photos and social sharing.

Includes:

- Exclusive sponsorship of the photo booth
- The company logo displayed at the photo booth
- Logo inclusion on digital photo downloads (where applicable)
- Recognition in the event program
- Company logo on event website
- Recognition in social media promotions
- Sponsor signage at the photo booth
- Opportunity to display one (1) sponsor-provided retractable banner within the photo booth area

Complimentary Tickets Included: 1

Centerpiece Sponsor — \$750 (Exclusive)

Sponsor the table centerpieces that enhance the event experience.

Includes:

- Sponsor recognition incorporated into centerpiece design
- Recognition in the event program

- Company logo on event website
- Recognition on the sponsor slide presentation
- Sponsor recognition signage at each table

Complimentary Tickets Included: 0

Supporting Sponsor — \$500

A simple and affordable way to support the event.

Includes:

- Company-branded table sign
- Recognition in the event program
- Company logo on event website
- Recognition on the sponsor slide presentation

Complimentary Tickets Included: 1

Additional Sponsorship Guidelines

- Sponsor-provided signage is limited to sponsorship areas designated by HSMAI Los Angeles.
- Sponsor-provided retractable banners are subject to HSMAI approval.
- Banner privileges are available only to Founding Sponsor, Welcome Reception Sponsor, Dessert Experience Sponsor, Registration Sponsor, Red Carpet Sponsor, and Photo Booth Sponsor.
- The Founding Sponsor may display up to two (2) sponsor-provided retractable banners adjacent to the awards stage.
- The Welcome Reception Sponsor, Dessert Experience Sponsor, Registration Sponsor, and Red Carpet Sponsor may each display one (1) to two (2) sponsor-provided retractable banners within their designated sponsorship area.
- The Photo Booth Sponsor may display one (1) sponsor-provided retractable banner within the photo booth area.