

You drive. Students thrive.

The AHLA Foundation Golf Classic

Designed to bring together hoteliers and suppliers, golfers and non-golfers alike, in support of the Foundation, the Golf Classic offers powerful networking opportunities with key brands, management companies, ownership groups and industry leaders.



**GOLF
CLASSIC**

The Broadmoor
Colorado Springs, CO
August 15-18, 2021

Sponsorship Levels

Hole-In-One \$20,000

- Featured as presenting sponsor on all pre-event correspondence, event website, signage, program, and social media
- Recognition at Tuesday Awards Dinner and company description in dinner program
- Choice of spa services or golf pro lessons for up to four guests at host resort during program
- Single player package (\$4,100 VALUE)
- Invitation to VIP reception event
- Corporate flyer or promotional item in attendee welcome bag or room drop
- Dinner/evening event sponsorship
- Opportunity to address the audience
- Eligible for a seat on the Foundation Golf Classic Committee
- Optional AHLA Foundation assistance with securing players for the sponsors team and provide priority selection from the Foundation maintained player list

Tax deductible less value of player package (\$3000 fair market value).

Eagle \$15,000

- Featured as presenting sponsor on all pre-event correspondence, website, signage, and program
- Recognition at Tuesday Awards Dinner and company description in dinner program
- Choice of spa services or golf pro lessons for up to four guests at host resort during program
- Single player package (\$4,100 VALUE)
- Invitation to VIP reception event
- Sole sponsorship of shootout, contest, or event entertainment

Tax deductible less value of player package (\$3000 fair market value).

Birdie \$10,000

- Logo as sponsor on all pre-event correspondence, website, signage, and program
- Recognition at Tuesday Awards Dinner and company description in dinner program
- Prize/gift sponsor recognition (WELCOME BAG OR PRIZE AWARD BAG)

Tax deductible amount is \$10,000.

Par \$5,000

- Individual tee sponsor recognition on two holes per day of tournament
- Logo in all event programs and Tuesday Awards Dinner presentation
- Optional Gift/Experience set up at sponsored hole

Tax deductible amount is \$5,000.

Proceeds from the Golf Classic benefit the Foundation – which is dedicated to helping people build careers, improve their lives and strengthen the lodging industry.

Sponsorship Opportunities

Benefits		HOLE-IN-ONE \$20,000	EAGLE \$15,000	BIRDIE \$10,000	PAR \$5,000	FOURSOME/ TWOSOME** PACKAGE \$16,000	SOCIAL PACKAGE \$4,100	GUEST PACKAGE \$2,000
3 nights' accommodations, welcome amenities, all meals, receptions, hospitality suite, and discounted stay options		★	★			🏌️	🏌️	👥
3 days unlimited golf, two day (36 hole tournament)		★	★			🏌️		
Choice of 2 of the following cultivated group experiences/activities: (All activities will take place during the morning tournament play.) <ul style="list-style-type: none">Mountaintop to Tabletop Culinary ExperienceBroadmoor Soaring Adventure (zipline tour)Wine Down at the SpaSwing and Socialize Golf Clinic							🏌️	🏌️
Choice of spa services or golf pro lessons for up to four guests		🏌️	🏌️					
Recognition at Tuesday Awards Dinner and company description in dinner program		🏌️	🏌️	🏌️				
Invitation for guests to attend the Monday VIP reception		🏌️	🏌️					
Assistance with securing players from the Foundation maintained player list		🏌️						
		★ Single player or social package included 👥 Assumes double occupancy with golfer accommodations						
Recognition								
Pre-event*	Corporate logo on the Golf Classic website and event correspondence	🏌️	🏌️	🏌️	🏌️			
	Social media promotional opportunities	🏌️						
On-site*	Logo featured on event programs and signage	🏌️	🏌️	🏌️	🏌️			
	Corporate flyer or promotional item in attendee welcome bag or room drop	🏌️						
	Category exclusivity for evening event sponsorship	🏌️						
	Speaking or video opportunity at luncheon/evening event	🏌️						
	Sole sponsorship of shootout, contest or event entertainment		🏌️					
	Prize/gift sponsor recognition (welcome bag or prize award bag)			🏌️				
	Individual tee sponsor recognition on two holes per day of tournament				🏌️			
	Optional gift/experience set up at sponsored hole (attendee must be registered)				🏌️			
	Logo recognition on team cart(s)					🏌️		
	Company listing in program guide					🏌️		
Additional								
Tax deductible less benefits received (value of golf/social package)		🏌️	🏌️	🏌️	🏌️	🏌️	🏌️	🏌️

*pending deadlines

** twosome's & foursome's must be comprised of 50% hoteliers



Golf Packages

Foursome
\$16,400

Twosome
\$8,200

Single
\$4,100

*Tax deductible amount is \$1,100 per player.
Can be combined with any sponsorship level.*

The Golf Classic provides three memorable days of golf and networking – all the while raising key funds for the Foundation. Now that's what we call a business meeting!

- 3 nights' accommodations, 3 days unlimited golf, two day tournament (36 hole), welcome amenities, buffet breakfasts, lunches, evening receptions and dinners, hospitality suite, and discounted extended stay options
- Logo recognition on team's cart(s)
- Company listing in program guide

The Broadmoor has activity offerings beyond just golf and many Golf Classic attendees opt to bring a spouse or guest to enjoy the resort while they compete. The Foundation also offers guest packages as an add-on to any participant package (assumes double-occupancy room).

Social Package \$4,100 Per Person

Includes 3 nights accommodations, welcome amenities, all meals, hospitality suite, discounted extended stay options and selection of 2 of the 4 activities below:



Mountaintop to Tabletop Culinary Experience *HALF-DAY EXPERIENCE, TRANSPORTATION TO SITE INCLUDED*

Visit the Broadmoor Farm and Greenhouse with Chef David Patterson and Lorri Voss, the Broadmoor's Horticulturist, where you'll learn about the vegetables, herbs & edible flowers grown at Broadmoor Farm, how they decide what to plant, as well as when and how to harvest them. Then join Chef David for a hands-on cooking demonstration, featuring the bounty of our farm and showcasing the farm to table philosophy of the Broadmoor Restaurant Collection before enjoying lunch.



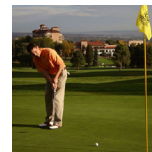
Broadmoor Soaring Adventure *HALF DAY EXPERIENCE*

Explore the Seven Falls area on an adrenaline pumping series of unique zip lines. This guided tour will dazzle and delight with exceptional views of the surrounding canyons and seven beautiful waterfalls. Our certified guides will take your group through training at our ground school to zipping across large canyons several hundred feet in the air. Following your zipline tour, refuel with a picnic lunch at 1789 Restaurant.



Wine Down at the Spa

Choose from a Signature Massage, Pure Facial or Scrub-to-Table Body Therapy at the world-class Spa at the Broadmoor. Following your treatment join the group for a champagne toast before rejoining the golfers for lunch. Additional treatments and services available for purchase and scheduling through the Spa.



Swing and Socialize

Not a golfer but aspire to be? Join the Pros of The Broadmoor for a clinic to hone your skills on the links. Guests will be treated to custom feedback on their game and gain valuable tips to improve both their long and short game.



The AHLA Foundation, the charitable giving arm of the American Hotel & Lodging Association, is dedicated to helping people build careers, improve their lives and strengthen the lodging industry. From lifting individuals out of poverty and connecting them with a life-long career in the industry to providing certifications to promote current hotel employees into leadership positions, the Foundation's programs are changing the industry by changing lives. The Foundation is funded solely by contributions from generous individuals and companies who want to give back to the hotel industry and ensure a successful future. Learn more at AHLAFoundation.org.

A wide-angle photograph of a golf course. In the foreground, a red flag on a white pole stands on a green. The green is surrounded by a line of trees. In the background, there are more trees and a large, rugged mountain range under a clear blue sky.

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