

You drive. Students thrive.



August 23-26, 2020
The Broadmoor

You win. We win. Students win.



AHLEF is dedicated to helping people build careers that improve their lives and strengthen the industry. For over 60 years, the Foundation has helped fill the talent pool and advance the lodging industry workforce through three primary programs: scholarships to hospitality students, industry research, and career development programs that serve people throughout the life-cycle of their career in hospitality. AHLEF relies solely on contributions from generous companies and individuals who want to give back to the industry and ensure its success.

For more information on the Foundation visit www.AHLEF.org.

Here's who you're playing for. And why.



"The AHLEF scholarship has allowed me to be one step closer to my goal. I hope one day I will be able to help young students achieve their goal just as you have helped me."

Jessie Cheon, Virginia Polytechnic Institute & State University
Rama Scholar for the American Dream



"This scholarship is helping my family afford my education and my being the youngest of four makes it no small task. As I embark on my final year of my educational journey, I love knowing that I am supported by others."

Justin Cipriano, Boston University, ALIS Scholar



"During the beginning of my program, I almost withdrew from grad school because of financial hardships. This scholarship now plays an integral role in helping further my education."

Ladarius Pugh, University of Central Florida, Graduate Scholar



"I have returned to school following an absence of nearly 30 years. As a nontraditional student, I take this second chance very seriously. This gift of education not only shows support for my learning, but it also reinforces my motivation to strive for my dream."

Jana Vaughan, Collin College, AHLEF General Fund Scholar

Here's how some past participants feel.

"The Golf Classic is the perfect event to go to on an annual basis to network with a variety of vendor partners, various brand and management companies within the industry and build partnerships and friendships."

Tom Bardenett, EVP Asset Management, RJL Lodging Trust
AHLEF Golf Classic Committee Chair

"I attend the Golf Classic for many reasons, two primary reasons being, the camaraderie amongst teams and the terrific group of individuals who attend year after year, as well as the support of a great cause, like AHLEF."

Jim Chu, Global Head of Select Service & Franchise Strategy,
Hyatt Hotels Corporation

"Best tournament of the year!"

Rick Takach, Chairman & CEO, Vesta Hospitality LLC

Lots of sponsorships. Lots of exposure. Tons of fun.

Become a sponsor. You'll have quite a gallery.

Being a sponsor gives you invaluable exposure and networking. We have four sponsorship levels. Each offers powerful opportunities for you to engage with key brands, management companies, ownership groups and senior industry leaders. We want the Golf Classic to be as productive as it is fun for your organization. All sponsorships are tax deductible and vary according to the package, and can be customized to your needs and goals.

Hole-In-One Sponsor \$20,000

- Featured as presenting sponsor on all pre-event correspondence, event website, event signage and event program
- Recognition at Tuesday Awards Dinner and company description in dinner program
- Listing in AHLEF Annual Report
- 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
- Pre-event or on-site media posting on AHLEF and Golf Classic event pages
- 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 AHLEF Golf Classic Committee
- Optional AHLEF assistance with securing players for the sponsors team and provide priority selection from the AHLEF maintained player list

(Tax deductible amount is \$17,000. Includes one golf player package; \$3,000 fair market value for player subtracted from tax deductible amount.)

Eagle Sponsor \$15,000

- Featured as presenting sponsor on all pre-event correspondence, event website, event signage and event program
- Recognition at Tuesday Awards Dinner and company description in dinner program
- Listing in AHLEF Annual Report
- 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 amount is \$12,000. Includes one golf player package; \$3,000 fair market value for player subtracted from tax deductible amount.)

Birdie Sponsor \$10,000

- Logo as sponsor on all pre-event correspondence, event website, event signage and event program
- Recognition at Tuesday Awards Dinner and company description in dinner program
- Listing in AHLEF Annual Report
- Prize/gift sponsor recognition (welcome bag or prize award bag)

(Tax deductible amount is \$10,000.)

Par Sponsor \$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 specific sponsor hole for additional corporate recognition
- Listing in AHLEF Annual Report

(Tax deductible amount is \$5,000.)



GOLF PACKAGES

Foursome **Twosome** **Single**
\$16,400 **\$8,200** **\$4,100**

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 (36 hole tournament), 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

Don't golf? You can still join in on the networking and fun with the purchase of a social package. Social packages include the option to select from a menu of organized group activities at the resort as well as all meals and evening activities.

(Tax deductible amount is \$1,100 per player.)

**Join us and our family of members
at the AHLEF Golf Classic.**

BRANDS



INDEPENDENT PROPERTIES



MANAGEMENT COMPANIES



OWNERS





AHLEF GOLF CLASSIC

Colorado Springs, CO

Secure your sponsorship or team package today.

Contact Brad Aldrich at baldrich@ahla.com
or 202-289-3154 for more information and to
book your sponsorship or package.

August 23-26, 2020 • The Broadmoor