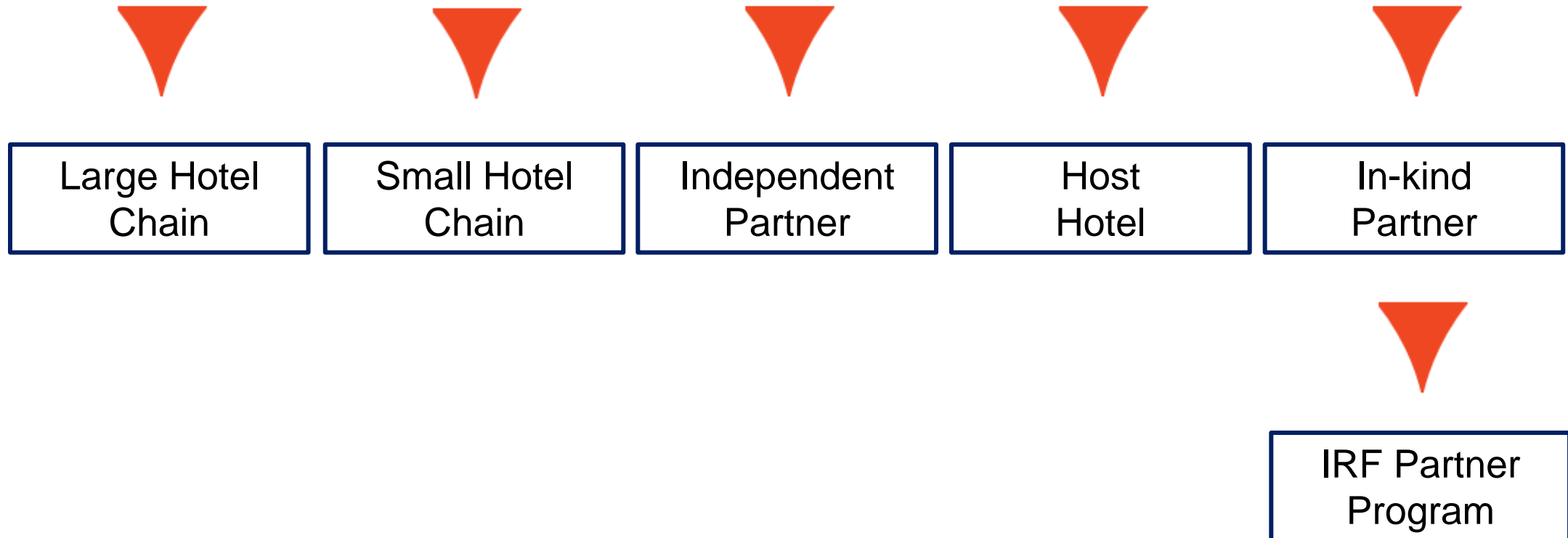




2023 Education Invitational Partner Updates

▶ The Invitational Partnership Model



▶ **Large Hotel Chain: \$4,800** (per representative)

- 151+ hotels in portfolio
- Guaranteed spots at The Invitational: up to 17
 - Minimum 10 to qualify
- Guaranteed one invitational activation (i.e., Cabana)
 - Value up to \$3,000
- Auction Donation (per representative):
 - \$3,000 Value Donation OR
 - \$1,500 Cash Buyout
- GSO single point of contact for all contracting and communications

**A hotel chain is defined as a managed or franchised property and must meet specific brand standards to maintain their affiliation with the primary hotel chain.*

***Hotel chain will need to verify status and commit to minimum number of spots at time of agreement.*

▶ **Small Hotel Chain: \$4,700** (per representative)

- 25 – 150 hotels in portfolio
- Guaranteed spots at The Invitational: up to 6
 - Minimum 4 to qualify
- Auction Donation (per representative):
 - \$3,000 Value Donation OR
 - \$1,500 Cash Buyout
- GSO single point of contact for all contracting and communications

**A hotel chain is defined as a managed or franchised property and must meet specific brand standards to maintain their affiliation with the primary hotel chain.*

***Hotel chain will need to verify status and commit to minimum number of spots at time of agreement.*

▶ Independent Partner: **\$4,500** (per representative)

- Maintain current model for all independent hotels and non-hotel suppliers
 - 1st come; 1st served
- Auction Donation (per representative):
 - \$3,000 Value Donation OR
 - \$1,500 Cash Buyout
- Maximum number of spots per organization: **3**

▶ Host Hotel & In-kind Partners

NEW:

- 4 new levels of benefits to recognize in-kind partners
- Standardize 'value' calculations for consistency
 - Value of sponsorship is based on **corporate group sale price** not rack or retail rate
- Increase value and visibility for host hotel
- Introduce benefits for Board of Trustee meeting hosts

▶ Host Hotel & In-kind Partners

Asset / Activation	Host Hotel	Pinnacle	Peak	Premier	Board Mtg. Host Hotel
Value \$		\$100K +	\$30k +	12.5k +	
Invitational spots (complimentary)	6	3	2	1	1
Accommodations	Complimentary	Paid	Paid	Paid	Paid
Prior year Invitational spot	2 <i>(one spot dedicated to event CSM)</i>	X	X	X	X
Post year Invitational spot	1	X	X	X	X
Stage time	Up to 3 opportunities /up to 6 minutes total	1 opportunity /up to 3 minutes total	X	X	X
Complimentary activation (i.e., cabana)	1	1	X	X	X
Buy-up: Opportunity to buy additional attendee spots at Invitational	2	1	X	X	X
On-site & main stage recognition & signage	✓	✓	✓	X	✓