



**The AIHP Supporter Program  
is an easy way to gain  
targeted exposure  
that can be planned  
on an annual basis**

**Our Supporter Levels offer value and Year-Long Visibility  
Our Annual Program and all Supporter Levels can be paid monthly**

# AIHP Annual Allied Partner Supporter Program

## ANNUAL ALLIED PARTNER DIAMOND SUPPORTER

**\$15,000 (\$1,250 per month)**

**Value = \$22,318**

### ***Supporter Level Benefits***

#### **AIHP Membership Dues**

Patron Membership Level

#### **Knowledge Sharing Summit**

Two Premium Exhibit Booth

Includes registration for four (4) people

Full page program ad in the Summit Program

\*(Premium placement based on first commitment)

Sponsorship level recognition in the Summit Program

Allied Partner logo on event (Summit) portion of the AIHP website

#### **AIHP Website**

Allied Partner banner with link on the AIHP website - one (1) year

Allied Partner exclusive feature on AIHP website for one (1) month

#### **Social Media**

Allied Partner exclusive spotlight on AIHP Public Facebook Page – one (1) per quarter

#### **The Voice: Bi-Weekly E-Newsletter**

Six (6) exclusive email marketing blasts to AIHP members

Annual Banner Ad in e-newsletter

#### **Direct Marketing**

Exclusive spotlight in six (6) CEO video messages per year

Logo with link (company description) added to all staff's email signature for one (1) year

#### **The Voice of Innkeeping (E-Magazine)**

Full page ad in each of the 6 issues

Full page market place advertorial adjacent to full page ad - one (1) issue annually

#### **Prospect: E-Newsletter (Monthly)**

Annual Banner Ad

#### **Professional Development Opportunities**

Three (3) "Spotlight" Webinar(s) per year (recorded)

Allied Partner logo on scrolling PowerPoint at all event

# AIHP Annual Allied Partner Supporter Program

## ANNUAL ALLIED PARTNER PLATINUM SUPPORTER - \$10,000

**\$10,000 (\$833.35 per month)**

**Value = \$17,543**

### ***Supporter Level Benefits***

#### **AIHP Membership Dues**

Paton Membership Level

#### **Knowledge Sharing Summit**

Two Premium Exhibit Booths

Includes registration for four (4) people

Half page program ad in the Summit Program

\*(Premium placement based on first commitment)

Sponsorship level recognition in the Summit Program

Allied Partner logo on event (Summit) portion of the AIHP website

#### **AIHP Website**

Allied Partner banner with link on the AIHP website - one (1) year

Allied Partner exclusive feature on AIHP website for two (2) weeks

#### **Social Media**

Allied Partner exclusive spotlight on AIHP Public Facebook Page – three (3) times annually

#### **The Voice: E-Newsletter (Bi-Weekly)**

Four (4) exclusive email marketing blasts to AIHP members

Eight (8) Banner Ads

#### **Direct Marketing**

Exclusive spotlight in five (5) CEO video messages per year

#### **The Voice of Innkeeping (E-Magazine)**

Half page ad in each of the 6 issues

#### **Prospect: E-Newsletter (Monthly)**

Banner Ad – Eight (8) editions

#### **Professional Development Opportunities**

Two (2) “Spotlight” Webinar(s) per year (recorded)

Allied Partner logo on scrolling PowerPoint at all events

# AIHP Annual Allied Partner Supporter Program

## ANNUAL ALLIED PARTNER GOLD SUPPORTER

**\$7,500 (\$625 per month)**

**Value = \$12,451**

### ***Supporter Level Benefits***

#### **AIHP Membership Dues**

AIHP Allied Partner Dues Level

#### **Knowledge Sharing Summit**

One Premium Exhibit Booth

Includes registration for two (2) people

Quarter page program ad in the Summit Program  
\*(Premium placement based on first commitment)

Sponsorship level recognition in the Summit Program

Allied Partner logo on event (Summit) portion of the AIHP website

#### **AIHP Website**

Allied Partner banner with link on the AIHP website - one (1) year

Allied Partner exclusive feature on AIHP website for one (1) week

#### **Social Media**

Allied Partner exclusive spotlight on AIHP Public Facebook Page – two (2) times annually

#### **The Voice: E-Newsletter (Bi-Weekly)**

Two (2) exclusive email marketing blasts to AIHP members

Four (4) Banner Ads

#### **Direct Marketing**

Exclusive spotlight in four (4) CEO video messages per year

#### **The Voice of Innkeeping (E-Magazine)**

Half page ad in all issues (6)

Logo recognition as an Allied Partner Sponsor in each issue (6)

#### **Prospect: E-Newsletter (Monthly)**

Banner Ad – Six (6) times

#### **Professional Development Opportunities**

(One) 1 “Spotlight” Webinar per year (recorded)

Allied Partner logo on scrolling PowerPoint at all events

# AIHP Annual Allied Partner Supporter Program

## ANNUAL ALLIED PARTNER SILVER SUPPORTER

**\$5,000 (\$416.67 per month)**

**Value = \$7,187**

### ***Supporter Level Benefits***

#### **AIHP Membership Dues**

AIHP Allied Partner Dues Level

#### **Knowledge Sharing Summit**

Registration for two (2) people

Quarter page program ad in the Summit Program (premium placement based on first commitment)

Sponsorship level recognition in the Summit Program

Allied Partner logo on event (Summit) portion of the AIHP website

#### **AIHP Website**

Allied Partner banner with link on the AIHP website - one (1) year

#### **Social Media**

Allied Partner exclusive spotlight on AIHP Public Facebook Page – one (1) time

#### **The Voice: E-Newsletter (Bi-Weekly)**

Two (2) Banner Ads

#### **Direct Marketing**

Recognition in three (3) CEO video messages per year

#### **The Voice of Innkeeping (E-Magazine)**

Third of a page ad in all 6 issues

#### **Prospect: E-Newsletter (Monthly)**

Banner Ad – Three (3) times

#### **Professional Development Opportunities**

One (1) “Spotlight” Webinar per year (recorded)

Allied Partner logo on scrolling PowerPoint at all events

# AIHP Annual Allied Partner Supporter Program

## ANNUAL ALLIED PARTNER BRONZE SUPPORTER

**\$2,500 (\$208.34 per month)**

**Value = \$4,824**

### ***Supporter Level Benefits***

#### **AIHP Membership Dues**

AIHP Allied Partner Dues Level

#### **Knowledge Sharing Summit**

Registration for one (1) attendee

Quarter page program ad in the Summit Program (premium placement based on first commitment)

Sponsorship level recognition in the Summit Program

Allied Partner logo on event (Summit) portion of the AIHP website

#### **AIHP Website**

Allied Partner banner with link on the AIHP website - one (1) year

#### **The Voice: E-Newsletter (Bi-Weekly)**

One (1) Banner Ad

#### **Direct Marketing**

Exclusive spotlight in two (2) CEO video messages per year

#### **The Voice of Innkeeping (E-Magazine)**

Sixth of a page ad in all issues (6)

Logo recognition as an Allied Partner Sponsor in all 6 issues

#### **Professional Development Opportunities**

One (1) "Spotlight" Webinar per year (recorded)

Allied Partner logo on scrolling PowerPoint at all events

# AIHP Annual Allied Partner Supporter Program

## ANNUAL ALLIED PARTNER PATRON LEVEL

**\$1,000 (\$99 per month)**

**This membership includes all the benefits listed under Allied Partner membership category PLUS the following!!**

One (1) Knowledge Sharing Summit registration or Two-page feature story on your company in *The Voice of Innkeeping* (distributed to 10,000+ innkeeper list)

Recognition on the AIHP website and at our annual Knowledge Sharing Summit & Marketplace as a Patron Member

Exclusive time with AIHP Board throughout the year

## Allied Partner Membership

**\$429 Annually**

**Inclusion** as an equal member in the industry. Recognizing your contribution to the success of our industry

Direct **access to innkeepers** who opt in to be contacted by our Allied Partners throughout the year

**Opportunity to spend time with the AIHP Leadership** at our annual Knowledge Sharing Summit & Marketplace, as well as opportunities throughout the year

**Cross promotion of your business** with a listing on AIHP website

A Knowledge Sharing Summit and Marketplace that includes **discounted member registration rates**. Includes three and a half days of leading edge education, an opportunity to showcase your business on the Marketplace floor and tailored sponsorship opportunities to fit your unique business

**Product showcase** on the AIHP website

An **Industry Lobbyist** (AIHP - CEO) representing you and your business on critical industry issues

**Members only Facebook group to connect with innkeepers**, your peers and offer shared recommendations and advice

Access to public AIHP FB page for **product announcements** and specials

**Opportunities for engaging innkeepers** through advertising - including through the AIHP website, through our monthly prospect e-newsletter that goes to thousands of prospective innkeepers, through our bi-weekly e-newsletter and through our e-magazine *The Voice of Innkeeping*

Posting of two-minute video on **AIHP YouTube channel showcasing your product or service** for innkeepers and hosts to view (see AIHP for details)

**Industry research** including a bi-annual innkeeping member survey in the Fall and Spring

Subscription to our e-magazine - *The Voice of Innkeeping* (six issues a year)

Participation in helping to **shape the direction and leadership** of your association owned by its members, as well as an opportunity to participate in Allied Partner committee and have board representation

# AIHP Annual Allied Partner Supporter Program

## ADDITIONAL ONLINE ADVERTISING OPPORTUNITIES

### **AIHP Website -Ad – \$600 a Quarter or \$1200 for the year**

- Square Size: 300x300 pixels
- This ad links to a specific web address of your choice

### **“Spotlight” Webinars - \$300 per webinar**

- Allied Partner Webinars – these webinars can promote the company and specific products and services
- Up to one hour in length
- Marketed to Members
- Recorded copy saved in archives available to members

### **Allied Partner Exclusive E-Blasts to AIHP Members (490+ members) - \$300 per blast 2 for \$500**

- Exclusive email blast all about your company to AIHP membership with customized Allied Partner message
- Message provided by Allied Partner
- Limit to 2 per year

### **Allied Partner E-Blasts to AIHP Prospect List (7,500 + contacts) - \$750 per blast 2 for \$1200**

- Exclusive email blast to AIHP prospect list all about your company with customized Allied Partner message
- Message provided by Allied Partner
- Limit to 2 per year

### **Allied Partner E-Blasts to AIHP State Association List (145 + contacts + their members) - \$150 per blast**

- Exclusive email blast to AIHP state association list with customized Allied Partner message
- Message provided by Allied Partner
- Limit to 2 per year

### **Allied Partner E-Blasts to AIHP Public Facebook Page (800 + followers) - \$250 per blast**

- Exclusive email blast to AIHP public Facebook page with customized Allied Partner message
- Message provided by Allied Partner
- Limit to 2 per year

### **AIHP The Voice E- Newsletter 490+ members (Bi-Weekly) three choices:**

#### **Square ad 300x 300 pixels \$150**

- Emailed **every other week** to the entire AIHP membership - (490 + members)
- Square Size: 300x300 pixels
- Ad links to a specific web address of your choice

#### **Header or Footer ad 600x200 pixels \$250 Top Placement - \$200 Bottom Placement**

- Emailed **every other week** to the entire AIHP membership - (490 + members)
- Newsletter Banner Size: 600x200 pixels
- Ad links to a specific web address of your choice



## AIHP Annual Allied Partner Supporter Program

### **Prospect E-Newsletter – (7,500 + contacts) \$250 per Square Ad**

- Emailed **every month** to our prospecting list - (7,500 contacts)
- Size 300x 300 pixels

### **Header or Footer Ad \$250 Top Placement - \$200 Bottom Placement**

- Newsletter Banner Size: 600x200 pixels
- Emailed **every month** to our prospecting list - (7,500 contacts)
- Ads link to a specific web address of your choice

### **E-MAGAZINE**

#### **Online AIHP E-Magazine – The Voice of Innkeeping - Rate Sheet 2017**

\*Frequency is six (6) issues annually – *Circulation to 10,000 + Innkeepers*

\*Content includes 20-30 pages of the following: AIHP news, educational editorials, Innkeeper stories, vendor features, recipes, ads and videos. **Ad Deadlines:** January 15<sup>th</sup>, March 15<sup>th</sup>, May 15<sup>th</sup>, July 15<sup>th</sup>, October 18<sup>th</sup> and November 18<sup>th</sup>.

**Member Rates and Sizes:** \*Non-Member pricing add 30% to cost of an ad

- 1/6, page Ad – 166 PT wide x 375 PT tall (Size 2.5" x 5" tall) – 1 issue **\$150** (One year all 6 issues **\$600**)
- 1/3, page Ad – 348 PT wide x 375 PT tall (Size 5" x 5" tall) – 1 issue **\$300** (One year all 6 issues **\$800**)
- ½, page Ad – 521 PT wide x 375 PT tall (Size 5" x 8" tall) – 1 issue **\$400** (One year all 6 issues **\$1200**)
- 1, Full Page Ad – 597 PT wide x 844 PT tall (Size 8.5" x 11" tall) – 1 issue **\$550** (One year all 6 issues **\$2000**)
- Classified 30-word Deluxe Listing with photo – 1 issue **\$150** (One year all 6 issues **\$350**)

\***FRONT COVER** packages include 1 full page ad in all 6 issue + a front cover feature and a two (2) page editorial in one of the 6 issues. **Cost \$3,000 for the year**

\*\* **BACK COVER** package includes the back-cover ad for 6 issues + a two (2) page feature story in one issue. **Cost is \$2,500 for the year**

For information, editorial news and ad reservation contact specific to The Voice of Innkeeping please contact: Mary Hughes- [mary@independent-innkeeping.org](mailto:mary@independent-innkeeping.org) or Direct at 519-767-6059 x 29

*Becoming a **SUPPORTER** of AIHP presents a unique opportunity for our Allied Partners to highlight their commitment and support to the industry!!*

# AIHP Annual Allied Partner Supporter Program

## AIHP Supporter and Advertising Reservation Form

Organization (please print as you would like it to appear on materials):

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email of primary contact: \_\_\_\_\_

### Indicate the Supporter-level your organization has selected

*\*All supporter levels are for one-year and effective on the date of signature*

\_\_\_\_\_ Diamond Supporter \$15,000

\_\_\_\_\_ Silver Supporter \$5,000

\_\_\_\_\_ Platinum Supporter \$10,000

\_\_\_\_\_ Bronze Supporter \$2,500

\_\_\_\_\_ Gold Supporter \$7,500

\_\_\_\_\_ Patron Level \$1,000

\_\_\_\_\_ Allied Partner \$429

### Additional A-La-Carte Allied Partner Engagement Opportunities

\_\_\_\_\_ Website Advertising \$600 per Quarter

\_\_\_\_\_ "Spotlight" Webinars - \$300 per Session

\_\_\_\_\_ E-Blasts to AIHP Members - \$300 per blast

\_\_\_\_\_ E-Blasts to AIHP Members – (2) for \$500

\_\_\_\_\_ E-Blasts to AIHP Prospect List - \$750 per blast

\_\_\_\_\_ E-Blasts to AIHP Prospect List – (2) for \$1200

\_\_\_\_\_ E-Blasts to AIHP Assoc. List - \$150 per blast

\_\_\_\_\_ E-Blasts to AIHP Public Facebook - \$250 per blast

\_\_\_\_\_ Square ad 300 x 300 E-Newsletter \$150

\_\_\_\_\_ Header or Footer ad 600 x 200 - \$250 or \$200

\_\_\_\_\_ Prospect E-Newsletter - \$250 per Banner

\_\_\_\_\_ Header or Footer ad 600 x 200 - \$250 or \$200

For information on our Allied Partner Supporter Program(s) please contact:

Mary Hughes **Membership Manager** - [mary@independent-innkeeping.org](mailto:mary@independent-innkeeping.org)

519-767-6059

Send completed form to:

AIHP - P.O. Box 126639 - Harrisburg, PA 17112

**June 12<sup>th</sup> - 2017**