

*MAXIMIZE YOUR EXPOSURE*

**2024**

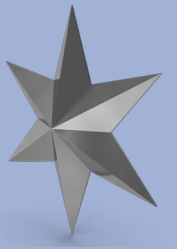
# SPONSORSHIP & PROMOTIONAL OPPORTUNITIES



**WHTC**

Wyoming Hospitality & Travel Coalition  
Education Foundation

# ***WHO WE ARE***



**The Wyoming Hospitality & Travel Coalition Education Foundation (WHTCEF)** is a 501(c)(3) educational and charitable complement to our association. The WHTCEF is dedicated to enhancing training and education, career development, and overall well-being within the industry.

Both arms of the organization play critical roles in our ability to serve all in Wyoming.

## ***THERE ARE***

## ***STUDENTS STUDYING HOSPITALITY IN WYOMING***

### **Wyoming ProStart**

We are the only statewide organization dedicated to servicing the interests of the Wyoming hospitality industry on the front lines and behind the scenes. Our goal is to create a continual flow of new, skilled, and enthusiastic young workers to enter Wyoming's growing hospitality workforce. We promote a positive message to our members, teacher, students, as well as the public about the hospitality industry and its' workforce.



# WHO WE ARE

## A Message From the Education Director

Having successfully completed the ProStart Program myself, I understand the critical role it plays in shaping future leaders of the hospitality industry. It is evident that the students who are part of this program possess immense potential and are envisioning promising careers ahead.

As we all recognize the value of this industry, which thrives on traits like discipline, innovation, and creativity, it becomes even more important to provide avenues for these aspiring professionals to discover their passions. ProStart is the program that does just that.

Supporters like you play a crucial role in guiding these students on their journey towards success. Your support not only helps them gain the necessary skills but also instills in them the values that drive the industry forward.

We believe in you to find ways to contribute to their future so that they can thrive in an industry that we deeply cherish. Together, let us be the catalysts that empower the leaders of tomorrow.

### Board of Directors

Dan McCoy  
President

Debbie Pummel  
Samantha Benton  
Dr. Michelle Aldrich  
Jackie Wortman  
Heather Foster

Chris Brown  
Executive Director

Tate Bauman  
Education Director



**WHTC**  
Wyoming Hospitality & Travel Coalition  
Education Foundation

**Contact: Tate Bauman**  
tate@wyohtc.org | 307-631-6272

# WHY SPONSOR



By becoming a sponsor of the **Wyoming Hospitality & Travel Coalition Education Foundation**, you gain access to an extensive network of restaurant and hospitality owners within the state. We provide you with a platform to communicate directly and effectively with this influential audience. No other organization can offer the same level of targeted outreach within the fast-paced industry. In addition, your sponsorship enables the WHTCEF to provide meaningful support to our future workforce in various ways.



## Our Sponsors Enjoy

### Brand Awareness

- Your name, product, and/or service promoted by Wyoming hospitality-industry experts

### Direct lines of communication to a variety of audiences

- Your message shared with Wyoming hospitality industry
- Access to our Board of Directors, some of the most influential restaurateurs and education professionals in the state
- Access to our events we host across the state
- Access to our extensive database of schools, industry influencer's, and future leaders
- Media engagement

### Creative Advertising

- Direct access to your target market across multiple channels
- Event presence and recognition

### Networking opportunities

- Consumer and B2B industry events
- Board of Directors Meetings



# WHY SPONSOR

## Corporate Sponsors

Partner with the WHTCEF across programming throughout the year! Enjoy recognition in a variety of formats and venues, position your business as an essential resource, and receive referrals from our team.

## Event Sponsors

Align yourself with a signature event and enjoy a heightened presence in a room full of industry decision-makers. Opportunities include visual, digital, and verbal recognition, as well as options to present.

## Foundation Events

Wyoming ProStart Invitational	A must-attend event for Wyoming Leaders and Future Leaders <b>Attendance: 150+   Direct Reach: 1,300+</b>
Salute to the Industry GALA	A prestigious awards program and fundraiser <b>Attendance: 450+   Direct Reach: 4,000+</b>
Champions Lunch	Luncheon for all of Wyoming Student Competitors <b>Attendance: 150+   Direct Reach: 1,300+</b>
Board Meetings	Regularly scheduled Board Meetings <b>Attendance: 10+   4 Annually</b>
Wyoming ProStart Week	A week long event featuring and promoting Wyoming Students <b>State of Wyoming</b>

## Marketing & Advertising

Reach your audience through impactful marketing and advertising opportunities with the WHTCEF! Work with us to design a campaign, place ads through our existing channels, or share content and services through our essential member communication and membership resources. Partnerships with the WHTC result in enhanced visibility and positioning as a vital industry asset.

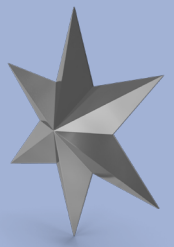
## Mix & Match

We're happy to create custom sponsorship packages based on what is important to you!

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# WYOMING PROSTART INVITATIONAL

February 26, 2024



## Event Details

**The Wyoming ProStart Invitational** is an exhilarating exhibition of talent displayed by our accomplished ProStart students and programs throughout the state of Wyoming. The event entails an array of thrilling competitions: Culinary, Management, Cake Baking, and Bread Baking. These contests bring together students from all corners of Wyoming, who will engage in fierce rivalry for scholarships and the opportunity to represent their state at the esteemed National ProStart Invitational, scheduled for May in Baltimore, Maryland.

This event provides a remarkable platform to witness and promote Wyoming's emerging generation of talent in the hospitality industry. It is an unparalleled opportunity to connect and show support for these bright minds that are shaping the future of this industry. **Attendance: 150+ | Direct Reach: 1,300+**



**Event Details:** Besides the main event, the one-day invitational showcases a wide range of hands-on learning opportunities for both students and teachers. These include the Governors Hospitality and Tourism Trade Show, the esteemed Champions Luncheon, and the highly anticipated Salute to the Industry Gala.



### DETAILS

**When:**  
Feb 26, 2024

**Where:**  
Little America Hotel and Resort  
Cheyenne, WY

**Other Dates:**  
National ProStart Invitational  
April 24-26, 2024  
Baltimore, Maryland



# ***SALUTE TO THE INDUSTRY GALA***

February 26, 2024

## Event Details



**Salute to the Industry GALA** is an event that showcases the remarkable talent of our accomplished ProStart students and programs from across Wyoming. It is an exhilarating exhibition that highlights their skills and abilities. With over \$600,000 in scholarships awarded, top schools and outstanding students are recognized and celebrated. This event serves as an extraordinary platform to witness and promote the emerging generation of hospitality industry talent in Wyoming. It is a unique opportunity to connect and demonstrate support for these brilliant individuals who are shaping the future of the industry.

**Attendance: 450+ | Direct Reach: 4,000+**

**Event Details:** The Salute to the Industry Gala is Wyoming's premier event, spotlighting the incredible talents of Wyoming students and the state's hospitality industry. This vibrant evening celebrates the achievements of Wyoming's future leaders and highlights the exciting opportunities ahead in the industry.

### DETAILS

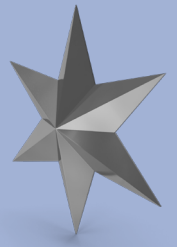
**When:**  
Feb 26, 2024

**Where:**  
Little America Hotel and Resort  
Cheyenne, WY



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# WHTCEF SPONSORSHIP



## Sponsor Details

**WHTCEF program partners** support the workforce development programs, Wyoming ProStart, scholarships for students pursuing hospitality careers, and continuing industry education. Customized and program-specific sponsorships are available.

<b>Sponsorship Levels</b>		<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Table</b>
		\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500
<b>Lead Generator/Access</b>							
	Reserved Table for Ten (10) with Logo Featured	✓	✓	✓	✓	✓	✓
	Four (4) Bottles of Wine	✓					
	Two (2) Bottles of Wine		✓	✓	✓	✓	✓
	Access to Full School List with Email	✓	✓	✓	✓		
	Official Press Release Announcing Partnership	✓	✓				
	Custom Pre-Event Email Message	✓	✓				
	Sponsorship Link on all Event Emails and Correspondence*	✓	✓	✓	✓		
<b>Exposure</b>							
	Speaking Opportunity	✓	✓				
	Feature Video Presentation	✓	✓				
	Logo Integration on all Event Collateral*	✓	✓	✓	✓	✓	
	Logo Placement on Event Website and Screen*	✓	✓	✓	✓	✓	
	Logo Placed on Event Name Badge	✓	✓				
	Ability to Post Signage in Designated Areas (Provided by Sponsor)	✓	✓				
	Logo and Link on WHTCEF Website*	✓	✓	✓	✓	✓	
	Corporate Banner at Event	✓	✓	✓	✓		
<b>Bonus</b>							
	Press Release Mention	✓	✓	✓			
	Opportunity to Provide Gift to Attendees**	✓	✓	✓			
	Booth Space to Represent your Company Employment Opportunities	✓	✓	✓			

\* From date of sponsor commitment to date of event

\*\* WHTCEF must approve swag in advance of event. Sponsor responsible for production costs

WHTCEF is a 501(c) 3 organization; therefore, your donation is fully tax-deductible by laws governing non-profit organization





# WHTCEF SPONSORSHIP

## Custom Sponsorship

### Beverage Sponsor:

**\$750**

Opportunity to provide your company's product to students, educators and judges during the 2024 ProStart Invitational.

\*1 Available

### Award Sponsor:

**\$1,250**

Have your company logo on the Champion Awards at the 2024 Student Invitational.

### Lounge Sponsor:

**\$1,500**

Have your company sponsor the student lounge at the 2024 Invitational,

### Lunch Sponsor:

**\$1,750**

Have your company sponsor the student, educator, and judge lunch at the 2024 Invitational.

### Event Sponsor:

**\$3,000**

Be the exclusive sponsor of either the Culinary, Management, Cake or Bread Baking Competition.

\*4 Available

### Customized Partnership Opportunities:

Many sponsorship opportunities are customizable and will include recognition at the event, a chance to present directly to participants, inclusion in marketing and collateral, and all benefits conferred to Champion Sponsors.

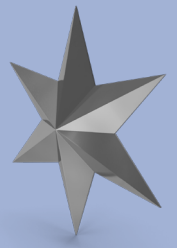
### Examples of Opportunities:

Title Sponsor, Award Sponsor, Culinary & Hospitality Exploration Floor Title Sponsor, Lunch Sponsor, Champions Dinner Sponsor, Education Sponsor, Educator Sponsor, and Media Sponsor.

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# ADVERTISING AND PROMOTION



## Details

### Online Advertising:

The WHTCEF is our communication hub. Students, Educators and Industry Leaders come to find tools and resources and learn about what we do. You can sponsor content for our blog, promote information and events in our Hospitality News Letter and on social media, or purchase advertising to capture visitors across our website.

**\$500**

Dedicated Blog Post\*\*

- Includes Links on Social Media and in WHTCEF Newsletter

**\$750**

Multiview Banner Ads\*\*

- Includes Links and Banner Ads on the WHTCEF Website

### Social Media Advertising:

Our social media channels reach restaurateurs, hoteliers, travel industry experts, students, educators and counting. Connect with our Facebook and Instagram followers through an ad on our platform or work with us to sponsor content.

**\$600**

Facebook Story\*\*

- Includes Links, Photos and Content on our social sites

**\$700**

Content\*\*

- Create custom content with a focus on your company includes links, photos and content

### WHTCEF Job Board Advertising:

The WHTCEF Job Board - found at WHTCEF.org is a hospitality industry connector and workforce development resource, bringing together job seekers and employers across Wyoming Sponsored job posts and companies can be featured in a variety of ways, while advertising can capture visitors from across the site.

\*\* Subject to WHTCEF approval



# ***OTHER OPPORTUNITIES***

## *Details*

### **Scholarships:**

We encourage individuals, companies, and schools to consider providing or sponsoring scholarships for Wyoming ProStart students. This provides an excellent opportunity to gain publicity and support Wyoming's youth in pursuing their secondary school goals and future careers. It's a meaningful way to invest in the development of our industry while making a positive impact on the lives of students.

### **Judging:**

Would you or anyone from your company be interested in volunteering to judge the 2024 Wyoming ProStart Invitational? We greatly appreciate any help to make this event a success for our students. The event will take place on February 26, 2024, and would require a full day commitment. We value your support in helping us make this event a great experience for the participants while making a positive impact on the lives of Wyoming students.

***THANK YOU***  
***WYOMING'S YOUTH***  
***APPRECIATES ALL THAT YOU DO!***

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