



# Sponsorship opportunities

**Hotel Leadership Conference 2025**

*Presented by the Master Innholders*

**20-21 January 2025**  
**Hilton London Bankside**





# About the Master Innholders

The Hotel Leadership Conference is created, managed and hosted by the Master Innholders, a leading force within the hotel industry. The group is publicly recognised as a standard bearer for the industry and offers career-changing training and support.

The conference aims to influence standards and extend professionalism within the industry; to promote consideration, study, discussion and research in the areas affecting hotel management including management development, training, education and recruitment.

## It's three main objectives are to:

- Provide education and personal development to young industry professionals
- Facilitate discussion and learning amongst the hotel profession
- To support hospitality industry charities through our work and fundraising

Currently over 150 hotel professionals hold the prestigious Master Innholder title, all of whom are, or have been, prominent hoteliers, dedicated and committed to promoting best practice in the industry.

The Master Innholders community brings together over 750 hotel leaders, with a range of positions from Hotel Owners, General Managers, Heads of F&B, Marketing and HR Directors. All in which are regularly contacted with regards to the Hotel Leadership Conference.



# About the Hotel Leadership Conference

The Hotel Leadership Conference is developed by hoteliers and is an annual event that attracts 500 hotel professionals for two days of networking and insight sharing from a variety of expert speakers from within hospitality and beyond.

The conference serves as a platform for networking, knowledge sharing, and exploring innovative strategies to address current challenges and opportunities in the hotel industry.

Each year has a central theme that provides a focus for both days, helping to provide all in attendance with the latest insights and actionable takeaways to take back and share with their teams.

On the evening of day one, attendees attend a black-tie dinner, allowing for additional networking opportunities and to celebrate the hotelier of the year and GM of the Future.

## Who attends the conference?

500 hotel professionals attend the Hotel Leadership Conference. Below is a breakdown of attendee's positions:

**8%**

CEO/Owner

**40%**

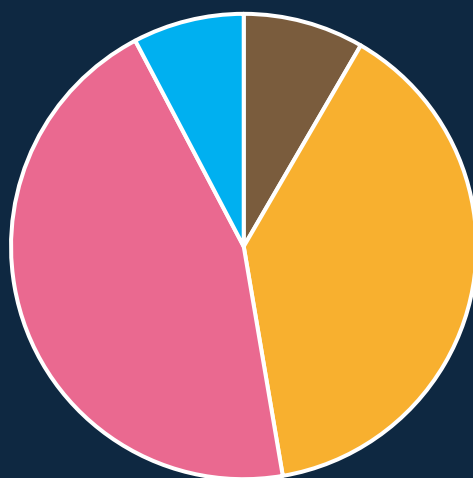
Director

**46%**

General Manager

**8%**

Head of Department





# Introducing 'Distilling Excellence'

The theme for the 2025 Hotel Leadership Conference is 'Distilling Excellence'.

Through the 2025 conference theme we are looking to answer questions such as - What do we mean when we talk about distilling excellence in our hotels? Is it through the exceptional customer service we provide our guests? The efficient operations through the day to day that ensures everything runs smoothly? Providing high-quality amenities that allow guests to relax and enjoy themselves completely?

The truth is that it is a combination of all of the above - and much more. But where do we begin when it comes to distilling excellence in the hotel sector, and what more needs to be done to ensure it remains a priority?

With two days of exciting speakers at the forefront of innovation from across both the hotel and tech industry, Distilling Excellence is the go-to event for hoteliers and industry leaders.

## Benefits to attendees

- **Unparalleled networking opportunities:**  
Connect with a diverse mix of industry professionals. From seasoned hoteliers to emerging leaders, our conference provides a unique space to forge valuable relationships and expand your professional network.
- **Engaging and dynamic programmes:**  
Immerse yourself in two days of cutting-edge presentations and discussions. Our programme is crafted to inspire, inform, and equip you with the latest strategies to excel in today's competitive landscape.
- **Insightful and innovative speakers:**  
Gain insights from top-tier speakers who are at the forefront of innovation in the hotel and hospitality industry.





# The key to successful sponsorship

Our partners are critical to our success and help us to deliver an outstanding conference attracting over 400 hotel professionals every year. That's why we work in tandem with each partner to create valuable opportunities for networking/insight sharing and building awareness.

Our partnership categories provide sponsors with a valuable opportunity to meet hoteliers, promote their services and products and to connect with key figures within the hospitality industry.

Plus, by supporting the Hotel Leadership Conference, you are helping to further the development of hotel talent of tomorrow and professionalism within the industry, with funds raised used for programmes including Innholder Scholarships, Master Innholders Aspiring Leaders Diploma (MIALD), GM of the Future and The Master Innholders Developing Additional Skills programme (MIDAS).

Supporting the conference also ensures we can continue to innovate each year, allowing Master Innholders to attract even more innovative speakers, give attendees the best experience and share new approaches that the industry has to offer.



# Headline Sponsor

**£15,750 Plus VAT to be paid in full prior to the conference**

## AT THE CONFERENCE

- Status as headline sponsor
- Our largest exhibition space to promote your business
- Four tickets to the conference including the dinner
- Requests for seating at the dinner
- Logo on stage screens and digital signage
- Three images/promotional slides on stage screens **OR** 30–60 second muted video on stage

## ON THE HOTEL LEADERSHIP CONFERENCE WEBSITE

- Company logo and image or video YouTube embedded
- 150-word description
- Link to your website
- Opportunity to provide relevant thought leadership for the website

## DIRECT MARKETING TO THE CONFERENCE AND MASTER INNHOLDERS DATABASE

Inclusion in marketing email:

- Company logo on conference emails
- 150-word description
- Link to call to action
- One image
- x1 dedicated solus e-shot (HTML to be supplied)

## SOCIAL MEDIA

- Announcement of sponsorship via video on **Instagram** and **LinkedIn**
- Sharing relevant news via Master Innholders social media



# Premium Sponsor

**£8,495 Plus  
VAT to be paid  
in full prior to  
the conference**

## AT THE CONFERENCE

- Three tickets to attend the conference and dinner
- A large exhibition area
- Requests for seating at dinner\*
- Logo on stage screens and digital signage
- Two images/promotional slides on stage screens **OR** 30 second muted video on stage screens

## ON THE HOTEL LEADERSHIP CONFERENCE WEBSITE

- Company logo and image
- 75-word description
- Link to your website and inclusion of social media handles
- News story announcing sponsorship
- Opportunity to provide relevant thought leadership for the website

## DIRECT MARKETING TO THE CONFERENCE AND MASTER INNHOLDERS DATABASE

Inclusion in marketing email:

- Company logo
- 75-word description
- Link to call to action
- One image

## SOCIAL MEDIA

- Announcement of sponsorship on Instagram and LinkedIn
- Sharing relevant news via Master Innholders social media



# Silver Sponsor

**£6,495 Plus  
VAT to be paid  
in full prior to  
the conference**

## **AT THE CONFERENCE**

- A small exhibition space to promote your business
- Two tickets to the conference and dinner

## **ON THE HOTEL LEADERSHIP**

### **CONFERENCE WEBSITE**

- Company logo and image
- 50-word description
- Link to your website and inclusion of social media handles
- Opportunity to provide relevant thought leadership for the website

## **DIRECT MARKETING TO THE CONFERENCE AND MASTER INNHOLDERS DATABASE**

Inclusion in marketing email:

- Company logo
- 50-word description
- Link to call to action
- One image

## **SOCIAL MEDIA**

- Announcement of sponsorship on **Instagram and LinkedIn**
- Sharing relevant news via Master Innholders social media





# Add-on packages available for Premium and above sponsors

From £1,000 Plus  
VAT to be paid in  
full prior to the  
conference

## **BEFORE AND AFTER DINNER DRINKS AREA SPONSOR**

**£3,000 plus VAT**

- Allocated space for pop up bar or branding in the after-dinner hotel bar
- Appropriate promotional activity and branding included on the tables in the bar after dinner area
- Inclusion within the conference's social media coverage

## **REGISTRATION SPONSOR**

**£2,000 plus VAT**

Allowing your brand to be at the forefront of the conference, located at our first physical touch point with attendees.

## **VIP DRINKS AREA**

**£1000 plus VAT** (not including drinks – to be costed separately)

### **You will receive:**

- An allocated space in the hotel bar to be held after the black-tie dinner to host up to 10 invited guests (that are already attending the conference dinner).
- Sight of the black-tie dinner guest list in advance
- Space in the bar reserved and branding included on the tables

## **DINNER SPONSOR**

**£3,000 plus VAT**

- Brand name attached to black-tie dinner on website and outgoing communications 'Sponsored by xx'
- Brand name thanked as sponsor to room of over 450 diners at black-tie dinner
- 3-minute stage slot, to introduce your brand and do a welcome toast to start the black-tie dinner
- Inclusion within the conference's social media coverage

## **HOTEL BRANDING OPPORTUNITIES**

There are several branding areas around the conference area such as the entrances, staircase and pillars available to sponsor.

Further details available on request.





# GM of the Future sponsorship

**Put your businesses branding against one of the most prestigious awards in the hospitality industry.**

The GM of the Future award is given to inspirational individuals who are setting new standards within their hotels, currently in management positions, who have ambitions to become the General Managers of the future. The award is widely recognised and is prominent across industry publications throughout the application and announcement process.

**By sponsoring the GM of the Future award you will receive –**

- The chance to take part in the judging of the award
- Complimentary attendance to the conference
- The opportunity to present of the award during the black-tie dinner
- Your business name attached to all marketing communications as Master Innholders GM of the Future, sponsored by (insert business name) including social media posts, newsletters, press releases and editorial to the Master Innholders community and wider hospitality industry audience.

Now in its fifth year, the GM of the Future award has previously been hosted at the Independent Hotel Show, and for the first time will be announced and presented at the Hotel Leadership Conference, in a room full of over 450 hospitality industry leaders.

**£4995 plus VAT to be paid in full prior to the conference**

# Testimonials

Here is just a small selection of some of the feedback from our delegates and sponsors who attended The Hotel Leadership Conference 2024:

- "Incredible speakers this year! I am leaving with many actionable very tangible and relevant! It was also good to have new sponsors this year. And also to have a BBC presenter!"
- "Another outstanding industry-leading conference. A world-class experience. Thank you as always!"
- "It was my first time and really enjoyed it. I thought the timings worked really well and I felt engaged throughout all of the presentations."
- "The theme and topics were consistent and applicable to each other over the two days and organised in a manner that they seemed to lead on to each other making it simple and easy to go through the journey."
- "I've been coming to the conference for the past five years and it's a great opportunity to connect with clients and network with other hotels. It's been great to launch the new brand of Journey here and be the headline sponsor." – Lisa Buttle, Sales and Partnership Director, Journey



# Terms & Conditions

All fees are exclusive of VAT and will be invoiced in October 2024 and must be paid within 30 days of the event.

\*Please note that seating requests will be considered but cannot be guaranteed.

## Key deadlines:

The final date to supply copy for emails is **10 November 2024**.

The final date for logos/artwork to be featured at the conference is **10 December 2024**.

## Contact

To find out more about the sponsorship opportunities at the 2025 Hotel Leadership Conference or to enquire about securing your support, please email [mike@custardcommunications.com](mailto:mike@custardcommunications.com)

The sponsorship of the 2025 Hotel Leadership Conference will be managed by Master Innholders PR agency, Custard, find out more about Custard [here](#).

