



# Sponsorship Opportunities



The Master Innholders is a leading force within the hotel industry - recognised as a standard bearer for the industry offering career-changing training and support.

We inspire, develop, engage and retain hotel professionals through our four key pillars:

1. Provide educational and professional development opportunities through our award-winning programmes
2. Facilitate discussion and best practice through annual Master Innholder events: The Hotel Leadership Conference and Spring & Autumn meetings
3. Undertake fundraising activities such as Walk for Wellbeing, Back To The Floor and cycle rides for our industry charity partners
4. Work with hoteliers across the UK to help position the Master Innholders as the UK's leading hotel industry association

The MI community has over 750 senior hoteliers championing support for the industry and for career development. The Master Innholders Aspiring Leaders Diploma and Innholder Scholarships are just two of the ways the Master Innholders provide access to leadership development for the hotel industry.

Our sponsors/partners can support all the efforts of the MI community by becoming a partner, conference or event sponsor or supporting the GM of the Future.



# Sponsorship Packages:

**Innholder Scholar Alumni Sponsorship** - The Spring and Autumn meetings. These are usually held at hotels run by a Master Innholder, Innholder Scholar, or Innholder Graduate

## Package includes -

- Two places for representatives at both the Spring and Autumn meetings
- Networking possibilities at these meetings
- Possibility of placing products/pop-ups at the meetings
- Two places for the dinner at Innholders' Hall following the Autumn meeting
- Two places for attendance at the Spring safari supper
- Possibility to show sponsor company videos during breaks at both meetings
- Logo and some words about the company included in the brochure for each meeting
- Two mailings to the Innholder Scholars database per calendar year
- Social media opportunities

## **Innholder Graduate Sponsorship**

### Package includes -

- Sponsor a graduate to attend the Master Innholders Aspiring Leaders Programme
- Sponsor a dinner or event or a series at one of the eight overnight modules across the UK over the course of a year



## Cycle Ride sponsorship (wait list for 2027)

### Packages available:

- *Headline - including:*
  - Prominent logo placement on the MI website as well as bike ride materials and event signage
  - Inclusion in 5 social media posts throughout the year
  - Opportunity to provide one piece of thought leadership content (article, webinar or video)
- *Gold - including:*
  - Prime placement of logo on jerseys
  - 1 x solus announcement post of sponsorship on LinkedIn and Instagram
  - 1 complimentary rider place
- *Silver\* - including:*
  - Logo on jerseys\*
  - 1 announcement post of sponsorship on LinkedIn
  - 1 Rider space reserved
- *Bronze\* - including:*
  - Logo on jerseys
  - 1 LinkedIn Post - *post event* tagging company
  - 1 rider space reserved
- **ALL** - inclusion (tagged) in some additional social media posts for the bike ride 'with thanks to our sponsors...'

(\*Excludes travel and accommodation costs)



## **AGM Partner**

### **Package includes -**

- Logo on all screens during the meeting
- 2 tickets to attend the meeting and networking lunch prior to the meeting
- Logo displayed on Master Innholders web site under Supporters with link to the website
- 1 x social media post, pre-event tagging sponsor
- Ability to contribute two pieces of newsletter content per year to the Master Innholders database
- 1 ticket for annual dinner following the AGM

## **Newsletter Sponsorship**

### **Package includes -**

- Whitepaper inclusion in solus email to Master Innholders database
- Banner ads within monthly newsletter

## **Website advertising**

### **Package includes -**

- Banner and skyscraper advertising on [masterinnholders.co.uk](https://masterinnholders.co.uk)
- Homepage video advert

## **GM of the Future (Neil Bannister Scholarship)**

This is an annual award made each year at the Hotel Leadership Conference



## Contact us:

For more information and to enquire regarding sponsorship opportunities with the Master Innholders, please contact:

### Annual Hotel Leadership Conference

- For packages for the [Annual Hotel Leadership Conference](#) only please contact Mike Smith on [mike@custardcommunications.com](mailto:mike@custardcommunications.com)

### All other opportunities

- Please contact Alistair Sandall on [Secretary@MasterInnholders.co.uk](mailto:Secretary@MasterInnholders.co.uk)

