



20TH ANNUAL TOURISM AWARDS
& SCHOLARSHIP DINNER

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WHEN

Thursday, February 22, 2018

Savannah International Trade & Convention Center

5:30-9 pm

OVERVIEW

For an industry that is built on serving others, it's not often that we get to celebrate who we are. So, 20 years ago, the Tourism Leadership Council set out to change that. We created an event to honor the past and celebrate the future of this vibrant community. Now, in its 20th year, the Tourism Awards & Scholarship Dinner is the premier way the tourism community comes together. We herald some of the exceptional standouts in hospitality and support the students who aspire to join this exciting field.

We invite you to be a part of connecting the entire **\$2.8 billion industry** together. We invite you to bring your entire team so they'll know how they fit in. We invite you to celebrate some of the 27,000 people who work in tourism. Because this is our 20th year, we anticipate that 1,000 people will be in attendance in 2018. **Please make plans to be a part of this exciting event.**

PARTNERS ALREADY INVOLVED

- Visit Savannah
- Georgia Power
- The Westin Savannah Harbor Golf Resort & Spa
- Image Hotels
- Live Oak Restaurant Group
- B Historic Savannah
- North Point Hospitality Group
- Old Town Trolley
- Savannah Lodging
- Savannah-Hilton Head International Airport
- Old Savannah Tours
- Savannah Technical College
- Savannah International Trade & Convention Center
- Wet Willie's
- Savannah Waterfront Association



SCHOLARSHIP PROGRAM

Throughout the year, we raise money for our scholarship fund in a variety of ways: raffle ticket sales, the TLC golf tournament, the Savannah Food & Wine Festival and through private donations. Education is a key part of the TLC mission, and we celebrate the development of future talent.

We have awarded **more than \$80,000** in scholarship money to students who are studying hospitality and tourism -- making a real investment into the future of our community. The scholarship winners were chosen from a pool of applicants who are currently studying hospitality, tourism, and culinary arts. They had to meet a minimum GPA requirement and go through a rigorous interview process in order to be chosen.

Many of the students who have been awarded this scholarship are currently working in the tourism community in the Coastal Empire.

AWARDS

Each year, awards are given to those who go above and beyond in the tourism community, from line-level employees to public figures who have made contributions of time and talent to the community.

The most prestigious awards, Service Star and Service Leader, are chosen from a pool of professionals generated by nominations from coworkers and the public. These finalists are presented in segments on a local news station.



SPONSORSHIP OPPORTUNITIES

<p>PRESENTING SPONSOR</p>	<ul style="list-style-type: none"> • Branding throughout the event. • Opportunity to address the audience during ceremony. • Logo in program. • Logo added to the email template for all promotional and logistical emails. • One Platinum Table Sponsorship. 	<p>COMMITTED</p>
<p>AWARD SPONSOR</p>	<ul style="list-style-type: none"> • Award will have your logo. (i.e. I AM TOURISM Award given to ... Sponsored by ...) • Position on the Tourism Awards Committee. • Logo in program and on AV screens. • Presentation of the Award at the ceremony to the Winners. • Photo shoot of your team/executive with Award winner and Award. • Photos provided to you to use for own marketing purposes. • One Platinum Table Sponsorship. 	<p>Community Champion -\$4,000 Visionary -\$4,000 I AM TOURISM -\$3,000 Service Star -\$3,000 Service Leader -\$3,000</p>
<p>RECEPTION SPONSOR</p>	<ul style="list-style-type: none"> • Network with attendees and distribute materials from staging area during reception. • Recognition of sponsorship from podium. • Opportunity to brand reception with pop-up displays, napkins and glasses, video loop and banners (cost responsibility of sponsor and subject to approval). • Logo in program. • One Platinum Table Sponsorship. 	<p>\$3,000</p>



SPONSORSHIP OPPORTUNITIES

<p>PLATINUM SPONSOR</p>	<ul style="list-style-type: none"> • 10 seats at a preferred table with company logo. • 2 drink tickets per person. • Logo added to the email template for all promotional and logistical emails. • Logo in program and on website. • Listing on sponsor signage displayed at the event. • Recognition announcements at event. 	<p>\$2,000</p>
<p>GOLD SPONSOR</p>	<ul style="list-style-type: none"> • 10 seats at a preferred table with company logo. • 1 drink ticket per person. • Listing added to the email template for all promotional and logistical emails. • Listing in event program. • Listing on sponsor signage displayed at the event 	<p>\$1,500</p>
<p>SILVER SPONSOR</p>	<ul style="list-style-type: none"> • 10 seats at a reserved table. • Listing added to the email template for all promotional and logistical emails. • Listing on website 	<p>\$1,000</p>
<p>SCHOLARSHIP SPONSOR</p>	<ul style="list-style-type: none"> • Sponsor a dollar amount to be given to a student. (i.e. \$3,000 scholarship awarded to ... by company name) • Position on the scholarship committee with TLC Past Chair Council. 	<p>\$1,000-4,000</p>
<p>STUDENT TABLE SPONSOR</p>	<ul style="list-style-type: none"> • 10 seats provided to scholarship recipients and their families. (TLC will place students at this table for you.) • Recognition from the podium. 	<p>\$850</p>
<p>CUSTOM SPONSOR</p>	<ul style="list-style-type: none"> • Help us find ways for you to get the most out of a sponsorship as you reach out to the largest employer and 2nd largest industry in Savannah. 	



