



UNIVERSITY OF SOUTH ALABAMA
HOSPITALITY AND TOURISM
WORKFORCE INNOVATION ALLIANCE

Greetings from South Alabama!

Support the 4th Annual Regional Hospitality & Tourism Workforce Summit.

The University of South Alabama (USA) and our institutional partner, Mississippi Gulf Coast Community College (MGCCC), will be hosting its 4th Annual Regional Hospitality & Tourism Workforce Summit (Summit 2020) on March 10 and 11, 2020. The Summit will be held for the first time in Mississippi at MGCCC's Hospitality Resort Management Center, Jefferson Davis Campus, 2226 Switzer Road Gulfport, MS 39507. The purpose of the summit is to engage major stakeholders in a continuous conversation about our industry workforce challenges in the Gulf Coast region and to share results and outcomes of the innovative solutions that have been implemented.

The theme for Summit 2020 is *Through the Looking Glass: A Futuristic Outlook on Hospitality & Tourism Workforce*. Summit 2020 will focus on industry trends and technologies that will affect change in workforce competencies, talent recruitment, training & development, and workforce retention and sustainability in our region. Keynote speakers and SME panel members will share their vision and industry trends relative to workforce, and discuss artificial intelligence and its impact on an organization's operations, culture and workforce. On the first day of the Summit, attendees will participate in breakout groups on *Future Workforce Outlook: A Regional SWOT Analysis* and learn the results from each group the next day.

We plan to invite a total of 12 culinary programs representing Alabama and Mississippi high schools and community colleges to the *2020 Summit Culinary Showcase*. The showcase features the back-by-popular demand *Build-A-Box* lunch concept in which attendees get to meet and network with their future workforce. We will need culinary mentors and in-kind sponsorship of groceries for this showcase.

In addition, we need your financial sponsorship to waive registration for the teachers and students representing the participating programs. Your sponsorship will also help to reduce the registration cost for all participants. The remaining proceeds will seed hospitality and tourism workforce initiatives. The Summit promotes CSR through education and I trust it will enhance your corporate image among the students and ultimately your customers.

Please find below our Corporate Sponsorship registration form for your consideration. For more information, please contact me at ekgreen@southalabama.edu or 251-461-4662.

Respectfully,

A handwritten signature in black ink, appearing to read 'Evelyn Kwan Green'.

Evelyn Kwan Green, Ph.D.
Director



UNIVERSITY OF SOUTH ALABAMA
**HOSPITALITY AND TOURISM
 WORKFORCE INNOVATION ALLIANCE**

4th ANNUAL REGIONAL HOSPITALITY & TOURISM WORKFORCE SUMMIT
Through the Looking Glass: A Futuristic Outlook on Hospitality & Tourism Workforce

Tuesday, March 10, 2020, 2:00pm – Wednesday, March 11, 2020, 2:00pm
 Hospitality Resort Management Center
 Mississippi Gulf Coast Community College, Jefferson Davis Campus,
 2226 Switzer Road Gulfport, MS 39507

2020 SPONSOR REGISTRATION FORM

Sponsor Name: _____
 (As you would like it to appear in print)

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Sponsorship Level*(form must be turned in by **November 15, 2019** to be included in event materials)

- | | |
|--|--|
| <input type="checkbox"/> Platinum Level \$10,000 | <input type="checkbox"/> Bronze Level \$1,000 |
| <input type="checkbox"/> Gold Level \$5,000 | <input type="checkbox"/> Friend of HTWIA** \$500 |
| <input type="checkbox"/> Silver Level \$3,000 | |

* Can be cash and/or in-kind sponsorship

**Hospitality & Tourism Workforce Innovation Alliance

Method of Payment

- Credit Card:** Please call in your information to Aimee Meyers, Development Officer, 251-414-8276.
- Check** (*made payable to South Alabama with HTWIA* in memo line*)
- Invoice Me**

Please mail completed form and check payment

Attn: Evelyn Kwan Green, Ph.D.
 Director, Hospitality & Tourism Workforce Innovation
 Alliance University of South Alabama
 UCOM 3711,75 University Blvd. S.
 Mobile, AL 36688
 251.461.1902 or ekgreen@southalabama.edu



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SPONSORSHIP LEVELS

Platinum \$10,000

***Benefit: \$740**

- 8 Complimentary Summit registrations
- 4 Complimentary Serving Southern Hospitality™ Certification registrations
- Prominently displayed exclusive sponsor signage
- Exclusive rights to display or distribute promotional items on each general session table
- Opportunity to provide promotional items for swag bags
- Verbal Acknowledgement at the event
- Vendor booth
- Distinctive name badge recognition
- Large logo on all event print and electronic media including backdrop
- Reserved front row seating (table for 8)
- Reserved parking (4 parking spots)

Silver \$3000

***Benefit: \$215**

- 2 Complimentary Summit registrations
- 1 Complimentary Serving Southern Hospitality™ Certification registration
- Opportunity to provide promotional items for swag bags
- Vendor booth
- Distinctive name badge recognition
- Small logo and link on all event print and electronic media including backdrop
- Reserved seating for 2

Gold \$5000

***Benefit: \$400**

- 4 Complimentary Summit registrations
- 2 Complimentary Serving Southern Hospitality™ Certification registrations
- Opportunity to provide promotional items for swag bags
- Verbal Acknowledgement at the event
- Vendor booth
- Distinctive name badge recognition
- Medium sized logo on all event print and electronic media including backdrop
- Reserved seating for 4
- Reserved parking (2 parking spots)

Bronze \$1000

***Benefit: \$30**

- 1 Complimentary Summit registration
- Opportunity to provide promotional items for swag bags
- Small logo and link on all event print and electronic media including backdrop
- Distinctive name badge recognition
- Reserved seating for 1

Friends of HTWIA \$500

- Acknowledgement in program guide
- Opportunity to provide promotional items for swag bags