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,

Evelyn Kwan Green, Ph.D.
Director
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)

☐ Platinum Level $10,000 ☐ Bronze Level $1,000
☐ Gold Level $5,000 ☐ Friend of HTWIA** $500
☐ 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
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)

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)

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

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