

# THE *Spirit* AWARDS

Presented by

The logo for the Greater Toronto Hotel Association, featuring a stylized 'G' icon composed of horizontal lines to the left of the text 'GREATER TORONTO HOTEL ASSOCIATION'.

**Spirit Awards Luncheon  
Friday May 29, 2020  
Metro Toronto Convention Centre**

Be part of our annual *Spirit Awards* honoring the service, professionalism and innovation of outstanding employees in the hotel industry. Celebrate with 650+ exceptional people who are industry leaders and represent the face of tourism in Greater Toronto Area.

## **INDUSTRY SUPPORT**

As the industry Association for the Greater Toronto Area representing our 170 hotels in Toronto, Mississauga, Brampton, Richmond Hill, Markham and Vaughan, the GTHA is working together with our members to recognize the front line and “heart of the house” staff for their *“Spirit”* and service to our guests. We are proud of the key role they play as the Ambassadors of the GTA representing an integral part of the visitor satisfaction experience.

## **SPONSOR VISIBILITY FOR 2020**

As a sponsor of this event, the *Spirit Awards* presents an excellent opportunity for businesses and national brands to gain visibility and awareness of their products and services and to showcase their commitment to the hotel industry. The *Spirit Awards* program offers sponsorship at various levels to businesses interested in being represented as leaders in the tourism and hospitality industry.

## **SPONSORSHIP OPPORTUNITIES**

For information about becoming a *Spirit Awards* sponsor please contact the GTHA office at 416-351-1276 or [spiritawards@gtha.com](mailto:spiritawards@gtha.com).

## SPONSORSHIP OPPORTUNITIES



### **DIAMOND Sponsor** SOLD *Smart Serve Ontario*

### **PLATINUM Sponsor** SOLD *CTM Media Group*

- ❖ Introduction in President/Chairs welcome
- ❖ Premium Sponsor recognition on promotional materials and logo on GTHA website event page
- ❖ Mention in media release and newsletters
- ❖ Opportunity to send out one company informational release through the GTHA to its members for a service/product
- ❖ Premium signage at the event (on screen)
- ❖ Recognition as sponsor for entire year on event webpage
- ❖ Premium Seating
- ❖ Four complimentary event tickets

### **Gold Sponsor** \$6,500 **1 HOLD, 1 AVAILABLE**

- ❖ Introduction in President/Chairs welcome
- ❖ Premium Sponsor recognition on promotional materials and logo on GTHA website event page
- ❖ Mention in media release and newsletters
- ❖ Opportunity to send out one company informational release through the GTHA to its members for a service/product
- ❖ Premium signage at the event (on screen)
- ❖ Recognition as sponsor for entire year on event webpage
- ❖ Three complimentary event tickets

### **Silver Sponsor** \$4,000 **2 SOLD** *Tourism Toronto, The Beer Store*

- ❖ Introduction in President/Chairs welcome
- ❖ Mention in media release and newsletters
- ❖ Opportunity to send out one company informational release through the GTHA to its members for a service/product
- ❖ Recognition on promotional materials and logo on GTHA website event
- ❖ Signage at the event (on screen)
- ❖ Recognition as sponsor for entire year on event webpage
- ❖ Two complimentary event tickets

### **Bronze Sponsor** \$2,500 **2 SOLD** *Monte Carlo Inns, Plan A Day, 1 AVAILABLE*

- ❖ Introduction in President/Chairs welcome
- ❖ Mention in media release and newsletters
- ❖ Signage at the event (up on screen)
- ❖ Recognition on promotional materials and logo on GTHA website event
- ❖ Recognition as sponsor for entire year on event webpage
- ❖ One complimentary event tickets

### **Luncheon Sponsor** \$3,500 **SOLD** *Marriott Hotels*

- ❖ Introduction in President/Chairs welcome
- ❖ Mention in media release and newsletters
- ❖ Logo on table menu card
- ❖ Recognition on promotional materials and logo on GTHA website event
- ❖ Signage at the event (up on screen)
- ❖ Recognition as sponsor for entire year on event webpage
- ❖ Two complimentary event tickets

**Cocktail Reception Sponsor** \$3,500 **SOLD** *Andrew Peller Limited*

- ❖ Introduction in President/Chairs welcome
- ❖ Signage at the cocktail reception area
- ❖ Mention in media release and newsletters
- ❖ Signage at the event (up on screen)
- ❖ Recognition on promotional materials and logo on GTHA website event
- ❖ Recognition as sponsor for entire year on event webpage
- ❖ Two complimentary event tickets

**Spirit Pin Sponsor** \$3,250 **1 AVAILABLE**

- ❖ Introduction in President/Chairs welcome
- ❖ Signage at the registration desk
- ❖ Mention in media release and newsletters
- ❖ Signage at the event (up on screen)
- ❖ Recognition on promotional materials and logo on GTHA website event
- ❖ Recognition as sponsor for entire year on event webpage
- ❖ One complimentary event ticket

**Entertainment Sponsor** \$3,500 **1 AVAILABLE**

- ❖ Introduction in President/Chairs welcome
- ❖ Mention in media release and newsletters
- ❖ Signage at the event (up on screen)
- ❖ Exclusive signage on event screen as Entertainment sponsor
- ❖ Recognition on promotional materials and logo on GTHA website event
- ❖ Recognition as sponsor for entire year on event webpage
- ❖ One complimentary event ticket

**Spirit Recognition Sponsor** \$1,750

- ❖ Mention in media release and newsletters
- ❖ Introduction at podium as an award sponsor
- ❖ Presentation of the Spirit Award to the winning recipient
- ❖ Recognition as sponsor for entire year on event webpage
- ❖ One complimentary event ticket

**Spirit Recognition Sponsor Categories:** *One winner will be chosen from each award category*

1. **SOLD** Accounting Ambassador of the Year - *KPMG*
2. **SOLD** Administration Ambassador of the Year - *Hicks Morley Hamilton Stewart Storie LLP*
3. **SOLD** Banquet Ambassador of the Year - *Gordon Food Service*
4. **SOLD** Bell Person Ambassador of the Year – *Hunter Ammenities*
5. **SOLD** Concierge of the Year - *Insuranceland*
6. **SOLD** Culinary Ambassador of the Year - *Leonards Wholesale Produce*
7. **SOLD** Engineering Ambassador of the Year - *HEAT*
8. **SOLD** Food & Beverage Outlets Ambassador of the Year - *Smart Serve*
9. **SOLD** Guest Services Ambassador of the Year - *Kostuch Media Ltd.*
10. **SOLD** Housekeeping Room Attendant Ambassador of the Year - *Simmons Canada Inc*
11. **SOLD** Housekeeping Support Services Ambassador of the Year - *EcoLab*
12. **SOLD** Laundry Ambassador of the Year - *Victory Laundry*
13. **SOLD** Lifetime Achievement Award - *Group Lockhart*
14. **SOLD** Reservations Ambassador of the Year - *TravelClick*
15. **SOLD** Security Ambassador of the Year - *Precise Park Link*
16. **SOLD** Steward of the Year - *Mediclean Inc*
17. **SOLD** Switchboard Operator of the Year - *Meteor Telecommunications*
18. **SOLD** Valet /Door Person/Shuttle Driver Ambassador of the Year- *Bloomingtondale Limousine*