

The 85th Annual Cornell Hotel Society Reception

Presented by:



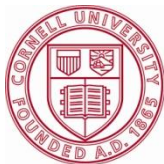
2010 Invitation & Sponsorship Opportunities



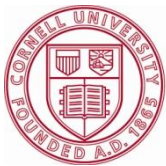
Monday November 15, 2010

6:30 pm to 9:30 pm

**Charlie Palmer's Metrazur at Grand Central Terminal
42nd and Park Avenue**



Cornell University
School of Hotel Administration



Cornell Hotel Society of New York Hotel Show Reception

November 15, 2010

Charlie Palmer's Metrazur

Grand Central Terminal

Cornell Hotel Society of New York Hotel Show Overview

The Cornell Hotel Society of New York cordially invites you to our annual reception held in conjunction with the International Hotel, Motel & Restaurant Show at the Jacob Javits Center. As one of the Hotel Society's largest alumni networking events of the year, 500 to 600 nationwide Cornell School of Hotel Administration alumni join in Manhattan for an evening of great food and drink, industry networking, and an opportunity to meet students, faculty and staff of the school and catch up with old classmates.

Cornell Hotel Society of New York City Membership Profile

- Chapter Size – approximately 1,500
- Cornell School of Hotel Administration Graduates
- Professionals primarily in the New York City Area, including Southern New York, Northern New Jersey, Connecticut, and Long Island
- Visitors attending events from other areas/chapters
- Decision-makers in areas such as Food and Beverage, Finance, Hotel Operations, Marketing, and Travel Industry

Cornell Hotel Society of New York City Website

- www.chsnyc.org
- 500,000 page views per month
- 1,200,000 page view per month during October to December
- Transactional capabilities for events & dues
- 500 plus members on Facebook profile



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Cornell Hotel Society of New York City Student Development Fund

The Student Development fund began in the mid-90's by the Cornell Hotel Society of New York City to provide a scholarship to students attending the School of Hotel Administration. Over the years, it has developed into a scholarship devoted to providing real world hospitality experiences to students. Since 2004, the Cornell Hotel Society of New York City has donated \$85,000. In 2010, the annual donation was increased by 50% in order to help meet the needs of students during the current economic climate.

As past Cornell Hotel Society of New York City president Kimberly Hehir '94 puts it, "Many students, even those who don't need financial aid, may not have enough spending money to do anything outside the classroom like the hotel show, and there were certainly no students at the investment conferences. Since such a big part of a Hotelier's education is industry exposure, we launched the fund to help multiple kids get exposure to various industry events." In 2010, the fund gave awards to eight student groups, enabling them to attend events including the International Hotel, Restaurant, and Motel Show, the Wharton Asia Business Conference, and the New York Spa Association Conference. At HEC 2010, the New York City chapter was able to present the school with a gift of \$15,000, due to our continued support from our financial sponsors and proceeds from our silent auction during the reception.

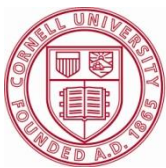
Testimonials

"This gift was a great opportunity for us," says Aria Dorsey '12, president of the chapter. The students made the most of the gift, which helped twenty-five students attend The International Hotel, Motel & Restaurant Show." To save money, they chartered a bus. "It was a long ride!" sighs Dorsey, as she remembers the fifteen-hour journey.

Aria Dorsey '12, President, Cornell Chapter of the National Society of Minorities in Hospitality

"We worked hard to raise the funds this year because we felt that it was incredibly important that students have the opportunity to experience the real world industry events, especially in the current tough job market."

Bradley Burwell '03, CHS NYC Philanthropy Chair



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Sponsor Opportunities

Platinum

\$4,500

Benefits & Recognition

- 6 month online ad placement on the Cornell Hotel Society of New York City Website
- Your individual name, title, and company listed as a member of the event planning committee
- 4 tickets to the Reception
- Entrance board at the Reception with company logo
- 1 ticket to the 2011 Cornell Icon of the Industry Awards Dinner
- Your company name on the event e-invitations and the Cornell Hotel Society of New York City Website (effective immediately)

Gold

\$2,500

Benefits & Recognition

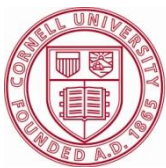
- 3 month online ad placement on the Cornell Hotel Society of New York City Website
- 2 tickets to the Reception
- Entrance board at the Reception with company logo
- 1 ticket to the 2011 Cornell Icon of the Industry Awards Dinner
- Your company name on the event e-invitations and the Cornell Hotel Society of New York City Website (effective immediately)

Silver

\$1,500

Benefits & Recognition

- 3 month online ad placement on the Cornell Hotel Society of New York City Website
- 1 ticket to the Reception
- Entrance board at the Reception with company logo
- Your company name on the event e-invitations and the Cornell Hotel Society of New York City Website (effective immediately)



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Ticket Information

Tickets will be available for \$65 per person at www.chsnyc.org

Undergraduate and MMH student tickets are available at \$50 per student.

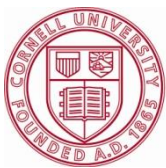
We strongly encourage tickets to be purchased by credit card before the event.

For More Information

To learn more about this event or participate as a sponsor or to donate items in-kind to the silent auction please contact:

- Bradley Burwell '03 at Bradley.burwell@cbre.com or at (212)-984-8278
- Benjamin Davison '05 at davison@hcadvisers.com
- Jacob Dunn '06 at Jacob_dunn@ml.com or at (973)-271-6700





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Platinum Sponsors



Moët Hennessy USA



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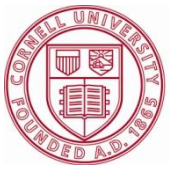
Silver Sponsors



First American Title



ACKMAN-ZIFF



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2010 Event Planning Committee

Stephen Brandman '85

Hotel Reception Honorary Chair

Deniz Omurgonulsen '00

CHS NYC Board President

Jacob Dunn '06

Hotel Show Chair

Bradley Burwell '03

Hotel Show Chair

Ben Davison '05

Board Member

Alan Fleischman '65

Treasurer

Christine Natsios '85

Director of Alumni
Affairs, School of Hotel
Administration

Erik Warner '98

CHS NYC Industry
Relations Chair