



Sponsorship Investment Summary

The Business Case for Partnering with CHOC

THE OPPORTUNITY

The Choice Hotels Owners Council (CHOC) represents **over 4,000 hotel owners and operators** across five Choice Hotels brands: Comfort Inn, Quality Inn, Sleep Inn, Clarion, and Clarion Pointe. These are the **Franchise Owners and General Managers who control purchasing decisions, vendor selection, and capital investment** at their properties. And because a majority of CHOC members also own hotels outside the Choice system, your reach extends well beyond a single brand.

A CHOC sponsorship gives your company direct, sustained access to this audience through a combination of in-person events, virtual programming, digital communications, and year-round brand visibility.

4,000+ Hotels Represented	5 Brands Nationwide Coverage	57+ Years Trusted Advocacy	100% Decision-Makers
-------------------------------------	--	--------------------------------------	--------------------------------

WHY PARTNER WITH CHOC?

Direct Access	Your brand gets in front of the actual franchise owners who decide which vendors, products, and services their properties use — not middle management.
Year-Round	This isn't a one-day booth. Annual sponsors get 12 months of visibility across events, email, newsletters, website, and the CHOC member app.
Relationship-Driven	CHOC events are intimate and high-touch. Vendors build real relationships over meals, sessions, and face-to-face networking — not tradeshow noise.
Multi-Channel	National convention, Fall Regional Meetings, Town Halls, dedicated email blasts, app placement, website listing, and newsletter features.
Trusted Voice	CHOC has represented hotel owners for 20+ years. Members trust CHOC and pay attention to who CHOC partners with.

YOUR REACH EXTENDS WELL BEYOND CHOICE

CHOC members don't just own Choice Hotels. A significant portion are **multi-unit, multi-brand owners** whose portfolios extend across the hospitality industry:

4,000+ Choice Hotels Represented	40%+ Own at Least One Hotel Outside the Choice System	15%+ Own 2+ Brands Beyond Choice Hotels
--	---	---

This means your CHOC sponsorship puts you in front of owners who also operate properties under other well-known hotel brands. **When you build a relationship with a CHOC member, you're not just reaching their Choice properties—you're opening the door to their entire portfolio.**

COST PER OWNER: THE ROI CASE

Unlike tradeshows where you pay for booth traffic from a mixed audience, every dollar you invest with CHOC reaches verified hotel owners and decision-makers—many with portfolios that multiply your opportunity:

TIER	INVESTMENT	DIRECT REACH (Choice Hotels)	EXTENDED REACH (All Owner Portfolios)
Platinum	\$150,000	4,000+ owners, all channels	6,000+ properties
Gold	\$100,000	4,000+ owners, most channels	6,000+ properties
Silver	\$50,000	4,000+ owners, digital + virtual	6,000+ properties
Bronze	\$25,000	4,000+ owners, digital	6,000+ properties

ANNUAL SPONSORSHIP TIERS: SIDE-BY-SIDE

BENEFIT	BRONZE \$25K	SILVER \$50K	GOLD \$100K	PLATINUM \$150K
CHOC Website Presence	✓	✓	✓	✓
Newsletter Ad/Banner (48 regional/yr)	✓	✓	✓	✓
National Email Campaign Inclusion (6–10/yr)	✓	✓	✓	✓
Standalone Dedicated Email Blasts	—	2/yr	4/yr	4/yr
Social Media Recognition	✓	✓	✓	✓
CHOC App Visibility	✓	✓	✓	✓
Virtual Town Hall Speaking	✓	✓	✓	✓
Logo on All Event Comms	—	✓	✓	✓
In-Person Town Hall Speaking	—	✓	✓	✓

Virtual Educational Sessions	—	✓	✓	✓
Fall Regional Meetings	—	✓	✓	✓
Dedicated Speaking Slot	—	—	✓	✓
Pre/Post-Event Attendee Lists	—	—	✓	✓
Collateral in Registration Area	—	—	✓	✓
Co-Branded Content	—	—	✓	✓
National Board Meeting Access	—	—	—	✓
Owners Investment Conference	—	—	—	✓
Exclusive Welcome Reception	—	—	—	✓

EVENT-SPECIFIC & À LA CARTE OPTIONS

For companies that want targeted exposure without an annual commitment, we offer flexible event-level options:

OPTION	INVESTMENT	KEY BENEFIT
General À La Carte	\$10,000	2 email blasts, web/app logo, virtual speaking, newsletter
Town Hall Sponsorship (per event)	\$5,000	10-min speaking, event branding, email blast to attendees
Fall Regional Premium Table	\$10,000	Showcase table, rep passes, attendee list, event branding
Keynote Speaker Sponsor	\$5,000	Premier visibility at Fall Regional keynote, speaker introduction
Dinner & Entertainment	\$5,000	Brand the evening's main social event
Happy Hour Sponsor	\$5,000	Host the networking event where deals happen
Lunch Sponsor	\$5,000	Logo, signage, 60-sec intro to every attendee
Lanyard & Badge Sponsor	\$2,500	Your logo worn by every attendee all event
Breakfast Sponsor	\$2,500	Morning branding, emcee mention
Coffee & Snack Break	\$1,500	High-traffic refreshment area branding
WiFi Sponsor	\$1,500	Your brand = the WiFi network name
National B&C Meeting Sponsor	\$5,000	Your opportunity to sponsor an event at a CHOC National Board and Committee meeting

All à la carte sponsorships are exclusive—one sponsor per item, per event. Bundle and multi-region discounts are available.

THE BOTTOM LINE

CHOC gives your company direct, year-round access to 4,000+ hotel owners who control vendor selection and purchasing—not just at their Choice properties, but across their entire multi-brand portfolios. Our members are not a general audience—they are decision-makers whose reach extends across the hospitality industry. One closed relationship from a CHOC sponsorship can generate multiples of your investment in annual revenue.

A Partnership That Works Both Ways

For you: Direct exposure, qualified leads, and meaningful relationships with 4,000+ hotel decision-makers.

For CHOC members: Access to quality vendors, educational content, and the resources that help them run better hotels.

LET'S TALK

Andy Patel

Chairman, CHOC

andy.patel@thechoiceowners.com
www.thechoiceowners.com