



C H O I C E H O T E L S O W N E R S
C O U N C I L

CORPORATE SPONSORSHIP PARTNERSHIP GUIDE

*Connecting You with 4,000+ Hotel Owners and Operators
Across Five Choice Hotels Brands Nationwide*

C O N F I D E N T I A L
2025–2026 Sponsorship Opportunities

ABOUT THE CHOICE HOTELS OWNERS COUNCIL

Founded in 1967, the Choice Hotels Owners Council (CHOC) is the official franchisee advocacy organization representing owners and operators across five Choice Hotels International brands: Comfort Inn, Quality Inn, Sleep Inn, Clarion, and Clarion Pointe.

For more than 57 years, CHOC has served as the essential bridge between franchisees and corporate management—providing a unified voice for thousands of hotel owners, facilitating the exchange of operational best practices, and ensuring that franchisee perspectives shape system-wide programs and policies.

CHOC is a self-sustaining association supported by monthly dues assessed to all franchisees. Our leadership structure includes an elected National Board of Directors, Regional Directors across the country, and specialized committees focused on technology, procurement, brand standards, marketing, and owner profitability.

OUR REACH AT A GLANCE

4,000+ Hotels Represented	5 Choice Hotel Brands	57+ Years of Advocacy	48+ Newsletters Per Year
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YOUR AUDIENCE: DECISION-MAKERS WHO DRIVE BILLIONS IN PURCHASING POWER

When you sponsor CHOC, you are not reaching a generic audience—you are reaching the actual decision-makers behind thousands of hotels nationwide. Our members are owners, operators, and management company principals who collectively control:

Hotel Operations: 4,000+ properties across all 50 states, generating billions in annual revenue.

Capital Expenditure Decisions: Our members invest in renovations, technology upgrades, FF&E, and property improvements every year.

Procurement & Vendor Selection: From linens and amenities to property management systems and insurance, CHOC members are the buyers your company needs to reach.

Multi-Brand Portfolios: Many members own properties across multiple hotel brands, restaurants, and commercial properties—amplifying your exposure beyond the Choice system.

Key Demographics:

Ownership Profile: Individual owner-operators, family-owned portfolios, and mid-size management companies. The majority are hands-on owners who personally oversee purchasing, vendor relationships, and capital investment decisions.

Geographic Reach: Members are located in every major metropolitan and secondary market across the United States, providing nationwide coverage.

Engagement Level: CHOC members are among the most engaged franchisees in the hospitality industry. They attend regional and national events, participate in Town Halls, read CHOC communications, and actively shape industry policy.

SPONSORSHIP TOUCHPOINTS: WHERE YOUR BRAND MEETS OUR MEMBERS

A CHOC sponsorship gives your company year-round visibility through a powerful mix of digital, in-person, and event-based channels. Every touchpoint puts your brand in front of engaged hotel owners at the moments that matter most.

Digital Channels

CHOC Website — Featured prominently on our member-facing website, accessed year-round by thousands of franchisees seeking industry news, resources, and vendor information.

CHOC Newsletters — With 48 regional newsletters distributed annually (4 per region across 12 regions), your brand receives consistent visibility through an ad/banner you provide. Members rely on these communications for timely industry updates and best practices.

Email Blasts — In addition to regional newsletters, CHOC sends 6 to 10 national email campaigns per year where sponsors are featured. Silver sponsors and above also receive standalone dedicated email blasts sent specifically to highlight their company (2/yr for Silver, quarterly for Gold and Platinum).

CHOC App — Visibility within the CHOC mobile application, used by members for meeting materials, event schedules, and organizational communications.

In-Person & Virtual Events

Regional Town Halls (In-Person & Virtual) — Held throughout the year across multiple regions, Town Halls bring together owners for updates, education, and discussion. Sponsors present directly to attendees in a focused, interactive setting.

Virtual Educational Sessions — Webinar-style events focused on industry topics and emerging trends. Sponsors can co-present content or serve as the presenting sponsor, demonstrating thought leadership.

CHOC Fall Regional Meetings — Our marquee regional events bring together hundreds of owners for multi-day programs. Sponsors receive dedicated speaking time, collateral placement, meal function access, and prominent branding.

National Board & Committee Meetings — The strategic nerve center of CHOC. Top-tier sponsors gain access to present before elected leaders who shape policy and guide organizational priorities.

Owners Investment Conference (OIC) — The crown jewel of CHOC events, exclusively for hotel owners featuring investment strategy, portfolio management, and industry outlook sessions. Platinum sponsors receive dedicated speaking slots and unparalleled access to top decision-makers.

SPONSORSHIP TIERS: AT A GLANCE

Each tier delivers meaningful, measurable value. As your investment grows, so does your access to CHOC's most engaged audiences and most impactful events.

SPONSORSHIP BENEFIT	BRONZE\$25,000	SILVER\$50,000	GOLD\$100,000	PLATINUM\$150,000
CHOC Website Presence	✓	✓	✓	✓
Newsletter Ad/Banner (12 regional x 4 times/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 Regional Town Hall Speaking (4+ opportunities)	✓	✓	✓	✓
Logo on All Event Comms	—	✓	✓	✓
In-Person Regional Town Hall Speaking	—	✓	✓	✓
Virtual Educational Sessions (2+ opportunities)	—	✓	✓	✓
National 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	—	—	—	✓

All sponsorships are structured as annual commitments. Custom packages and multi-year agreements are available upon request.

SPONSORSHIP TIER DETAILS

BRONZE SPONSOR \$25,000 / Year

Establish your presence with CHOC's audience year-round.

- ✓ Company logo and profile on the CHOC website sponsor page
- ✓ Featured placement in 48+ annual CHOC newsletters
- ✓ Included in 48 regional newsletters and 6–10 national email campaigns (logo/listing)
- ✓ Social media recognition across CHOC channels
- ✓ Visibility within the CHOC mobile app
- ✓ Speaking opportunity at virtual Regional Town Halls (4+ opportunities per year)
- ✓ Sponsor acknowledgment in CHOC annual report

SILVER SPONSOR \$50,000 / Year

Amplify your reach with in-person and virtual event access.

- ✓ Everything in Bronze, plus:
- ✓ Company logo on all event-related communications and materials
- ✓ Speaking opportunity at in-person Regional Town Halls
- ✓ Presenting sponsor for Virtual Educational Sessions (2+ opportunities per year)
- ✓ Full participation in National Fall Regional Meetings
- ✓ Recognition as a Silver sponsor at all CHOC regional events
- ✓ Post-event contact list from Town Halls
- ✓ 2 standalone dedicated email blasts per year highlighting your company

GOLD SPONSOR \$100,000 / Year

Command the room with dedicated speaking and premium access.

- ✓ Everything in Silver, plus:
- ✓ Dedicated speaking slot at Fall Regional Meetings (opening or lunch session)
- ✓ Collateral placement in event registration area
- ✓ Access to all meal functions for networking
- ✓ Company name in all pre-meeting communications
- ✓ Pre-event and post-event attendee lists for follow-up
- ✓ Co-branded content opportunity (case study, white paper, or guide)
- ✓ Quarterly standalone dedicated email blasts (4/yr) highlighting your company

PLATINUM SPONSOR \$150,000 / Year

The ultimate partnership: unmatched access to CHOC's top decision-makers.

- ✓ Everything in Gold, plus:
- ✓ Access to present at National Board & Committee Meetings
- ✓ CHOC Owners Investment Conference (OIC) full access, including:
 - ✓ – Dedicated 10-minute speaking slot during prime session
 - ✓ – Premium collateral placement at OIC registration
 - ✓ – Access to all OIC meal functions and networking events
- ✓ Exclusive Welcome Reception presenting sponsor designation
- ✓ Priority logo placement across all CHOC platforms (largest/first position)
- ✓ Dedicated quarterly strategy call with CHOC leadership
- ✓ Custom sponsorship activation opportunities upon request

** The Owners Investment Conference is held periodically. Platinum sponsors receive OIC benefits in years when the conference takes place, with enhanced benefits at other events in non-OIC years.*

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 national email blasts, 1 national virtual speaking opportunity
Regional 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
Coffee & Snack Break	\$1,500	High-traffic refreshment area branding
WiFi Sponsor	\$1,500	Your brand = the WiFi network name
National B&C 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.

WHY PARTNER WITH CHOC?

CHOC is not a tradeshow booth or a one-time speaking slot. A CHOC sponsorship is a strategic partnership that puts your company in front of the right people, at the right time, through the right channels—all year long.

1. Unmatched Access to Decision-Makers

Our members don't just attend events—they own the hotels, sign the contracts, and make the purchasing decisions. A CHOC sponsorship bypasses gatekeepers and puts you directly in front of the people who control budgets and vendor selection.

2. Trusted Endorsement Effect

When your brand appears alongside CHOC, it carries the implicit trust of an organization that has advocated for hotel owners for over 57 years. Members see CHOC-affiliated sponsors as vetted, credible partners—not just another vendor at a tradeshow.

3. Year-Round Visibility, Not Just Event Day

Between our website, 48+ annual newsletters, email blasts, mobile app, and continuous event programming, your brand stays top-of-mind 365 days a year. This isn't a one-and-done impression—it's sustained, repeated engagement.

4. Multi-Channel, Multi-Event Exposure

From intimate virtual Town Halls to our flagship Fall Regionals and the Owners Investment Conference, CHOC sponsors reach members across a variety of formats and settings—maximizing touchpoints and deepening relationships over time.

5. Relationships, Not Just Impressions

CHOC events are designed for meaningful interaction. Speaking slots, networking meals, and focused sessions give sponsors real face time with owners—the kind of high-quality engagement that drives deals, not just awareness.

6. Multi-Brand Portfolio Reach

Many CHOC members own properties across multiple hotel brands, as well as restaurants and commercial real estate. Your sponsorship reaches beyond the Choice system into a broader network of hospitality investment.

NEXT STEPS

We'd love to explore how a sponsorship partnership with CHOC can help your company achieve its business development goals. Here's how to get started:

Step 1: Schedule a discovery call to discuss your company's objectives and how CHOC can help you reach them.

Step 2: We'll tailor a sponsorship recommendation based on your goals, budget, and target audience.

Step 3: Finalize your sponsorship agreement and begin receiving visibility and engagement benefits immediately.

Step 4: We'll provide regular reporting on your sponsorship deliverables throughout the year.

CONTACT



Corporate Sponsorship Inquiries

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We look forward to partnering with you.