



# Sponsorship Proposal 2025

YEAR-ROUND EVENTS

## HSMAI QUEBEC

Engage in the dialogue within  
Quebec's hospitality industry.

### Contact

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# Introduction

## HSMAI GLOBAL

HSMAI is an **organization for the hospitality professionals**

- HSMAI creates and delivers educational content from thought leaders and its advisory boards for the hospitality industry across its three pillars : Marketing, Sales and Revenue Management.
  - Through **INSIGHT**, HSMAI offers content from experts and weekly updates: articles, white papers, guides, case studies, research, roundtables and best practices.
  - **HSMAI Global Academy** is the most comprehensive initiative offering a series of courses and learning experiences, including 100% online courses and courses taught by expert trainers.
  - HSMAI offers certification training specific to the hospitality sector: Marketing (CHDM), Sales (CHSL) and Revenue Management (CRME, CRMA, CHBA).
  - Annual International Conference : **HSMAI Commercial Strategy Conference** including 2 days of conferences, workshops, expert round tables.
  - HSMAI Awards : **Adrian Awards** (with its Top25, recognizes creativity, strategic excellence and technological innovation and its Career Excellence Awards).
  - **HSMAI Foundation** incredible resources for talent and leadership development in hospitality.
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# Contents

## TOPICS OF THE PROPOSAL

02. INTRODUCTION

---

03 ABOUT US

---

04. BOARD OF DIRECTORS

---

05 ABOUT THE EVENT

---

06. EVENT SCHEDULE

---

09. SPONSORSHIP BENEFIT

---

10. SPONSORSHIP PACKAGE

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# About Us

## HSMAI Quebec Chapter

Our advantages include membership in a recognized international hotel association that offers resources in French, providing access to tools and comprehensive, up-to-date content from industry experts. Members benefit from networking opportunities with local, national, and international contacts, as well as free access to HSMAI Quebec chapter events. Additionally, we offer monthly insights from experts in Sales, Marketing, and Revenue Optimization, along with special member pricing on HSMAI Global courses, certifications, events, and publications. Through collaboration with our members, partners, and sponsors, we actively promote our industry.

### Vision



- Be the leading global advocate for professional development and best practices in hospitality sales, revenue and marketing.
- Empower industry professionals through education, networking, and research

### Mission



- Enhance the professionalism and effectiveness of hospitality sales, revenue and marketing professionals.
- Provide members with valuable resources, education, and networking opportunities

# Meet Our Board of Directors



**Malika Amer-Ouali**  
CRME, CHDM  
President



**Jean-Kristof Dufresne**  
VP Education



**Geneviève Duval**  
CHDM  
VP Sponsorship



**Rikki Cavanagh**  
MBA  
VP Marketing



**Delphine Cossette**  
Education Coordinator



**Isabelle Herington**  
CRME  
Marketing Coordinator



**Sarah Major-Bourgeois**  
CRME  
Secretary & Treasurer



**Marie-Claire Louillet**  
DBA, CRME  
Academic Liaison

# About Our Events



HSMAI Quebec organizes year-round events to provide continuous opportunities for professional development, networking, and knowledge sharing among hospitality sales, revenue and marketing professionals. These events are designed to keep members informed about industry trends, best practices, and innovative strategies, ensuring they remain competitive and effective in their roles. Additionally, regular events foster collaboration and connection within the community, allowing professionals to build relationships, share insights, and support each other in their careers. By maintaining a consistent schedule of events, HSMAI reinforces its commitment to the ongoing growth and success of its members and the hospitality industry as a whole.



## Event Highlight

**Ongoing Education:** Continuous professional development on industry trends.

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**Networking:** Opportunities to connect with industry peers.

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**Community Engagement:** Sharing insights and resources among members.

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**Focus on Growth:** Commitment to member success in hospitality.

# Event Schedule 2025



16  
JAN

## Beginning of the year cocktail

In-person event. Members only.

Location : Germain Hotel

FEV

## Revenue Management Workshop

In-person event. Open to members & non-members.

Location : TBC

FEV

## Webinar #1

Online event. Open to members & non-members.  
In collaboration with HSMAI Vancouver & HSMAI Ontario.

MAR

## Women's Day

In-person event. Open to members & non-members.

Location : TBC

20  
MAR

## The art of effectively communicating sustainable development

In-person event. Open to members & non-members.

Location : DoubleTree by Hilton Montreal

# Event Schedule 2025



**MAY**

## Webinar #2

Online event. Open to members & non-members.  
In collaboration with HSMAI Vancouver & HSMAI Ontario.

↕  
**JUN**

## Cost of Distribution

In-person event. Open to members & non-members.

Location : TBC

↕  
**JUN**

## Webinar #3

Online event. Open to members & non-members.  
In collaboration with HSMAI Vancouver & HSMAI Ontario.

↕  
**AUG**

## Tech & AI Trade Show

In-person event. Open to members & non-members.

Location : TBC

↕  
**SEP**

## End of summer cocktail

In-person event. Open to members & non-members.

Location : TBC



# Event Schedule 2025



**NOV**

## Alternative Marketing Channel

In-person event. Open to members & non-members.

Location : TBC



**DEC**

## Webinar #4

Online event. Open to members & non-members.

In collaboration with HSMAI Vancouver & HSMAI Ontario.

# Benefits for Sponsor

By partnering with HSMAI Quebec, sponsors position themselves as key players in the hospitality industry while supporting the growth and development of professionals within the sector.

## Increased Visibility

Enhanced brand recognition through exposure to a targeted audience of hospitality professionals.

## Networking Opportunities

Access to a diverse network of industry leaders, fostering valuable connections and partnerships.

## Thought Leadership

Opportunities to showcase expertise and contribute to industry discussions, positioning sponsors as key players in the hospitality sector.

# Sponsorship Package



## Silver Package

- Logo on HSMAI Quebec website for 1 year
- Logo in HSMAI Quebec monthly newsletter for 6 months
- Logo on event invitation for 1 annual calendar event
- Free participation for 2 people at 2 events throughout the year (value of \$200)
- Logo on event banner for 1 annual calendar event
- Table or brochures at 1 annual calendar event
- Opportunity to write 1 article for a monthly newsletter
- Official sponsor at 1 annual calendar event

**\$1,000**



## Gold Package

- Logo on HSMAI Quebec website for 1 year
- Logo in HSMAI Quebec monthly newsletter for 1 year
- Logo on event invitation for 1 annual calendar event
- Free participation for 2 people at 4 events throughout the year (value of \$400)
- Logo on event banner for 1 annual calendar event
- Table or brochures at 1 annual calendar event
- Opportunity to write 2 articles for 2 monthly newsletters
- Official sponsor at 1 annual calendar event
- 2 social media posts promoting your products or services of your choice

**\$1,500**

# Sponsorship Package



## Platinum Package

- Logo on HSMAI Quebec website for 1 year
- Logo in HSMAI Quebec monthly newsletter for 1 year
- Logo on event invitation for an annual calendar event
- Free participation for 2 people at all events for 1 year (value of \$1,200)
- Logo on event banner for 1 annual calendar event
- Table or brochures at 2 annual calendar events
- Opportunity to write 2 articles for 2 monthly newsletters
- Official sponsor at 2 annual calendar events
- 4 social media posts promoting your products or services of your choice at any time during the year
- 15 minutes to present your product/service at 2 annual calendar events
- Thank you email to HSMAI members including your contact information and a copy of your presentation

**\$2,000**



**Didn't find what you were  
looking for? Contact us.  
We would be happy to  
create a customized  
sponsorship plan for you.**

**Thank you!  
Hope you are interested!**

## **Contact**

**Website**     <https://www.hsmaiquebec.ca/en>

**Email**         [commandites@hsmaiquebec.ca](mailto:commandites@hsmaiquebec.ca)