



*2018*  
*Preferred Hotel Program*

**January 1st—December 31st, 2018**



Sign up & pay by  
November 20th, 2017 for  
BONUS advertising!



# Your hotel can benefit from our exciting new relaunch!

What the LEC is doing to be excited about:

- Over \$3 million in improvements from 2014-2016 to improve guest experience for events year-round
- Hosting over 300 events annually creating a 500K unique visitor reach
- Lancaster Event Center continues to grow adding multiple events to our schedule in 2018
- New National Events led by the addition of the 2020 & 2021 National High School Finals Rodeo (bid won January, 2017)
- With all of this growth and excitement the LEC is gaining national attention, receiving RFP's form new events.
- LEC's Economic Impact is over \$40 Million per year (look for new economic impact study to come out in 2018)
- The Lancaster Event Center is proud of our continued work to bring new business and economic impact to Lincoln and Lancaster County



# *Benefits for Hotel Sponsors in 2018!*

## **Featured “Platinum” hotels in 2017 (4 available) - \$3,000**

- Exclusive hotel in each classification
  - LEC nightly rate \$100 or above
  - LEC nightly rate \$85—\$99
  - LEC nightly rate \$71—\$84
  - LEC nightly rate \$70 or below
- Included in main scroll bar on home page of LancasterEventCenter.org
- Top listing on “Hotels” tab recognizing Featured Hotel of the Year with pictures, link to book room and top amenities
- List of public and private events scheduled in 2018, with promoter’s contact information, will be emailed to hotel sponsor when sponsorship contract is signed and payment is submitted. Events schedule will be updated and emailed with any changes the **1st of every month**.
- Flyer will be created and emailed to all promoters encouraging them to utilize 2018 hotel sponsors and forward flyer to all vendors. This will also be placed in all “new promotor” information packet promoting your top 3 amenities
- Opportunity to place informational brochures advertising your hotel on info racks at LEC
- Up to four 4x8’ banners (provided by sponsor) to be hung in MPA, P2, P3 & P4. A **\$6,000 value!** (LEC can print banners for \$125 including design time)
- Hotel will be promoted on LEC social media promoting partnership

## **Gold Hotel Sponsor (8 available) - \$1,500**

- Up to 2 hotels in each pricing category
- Up to two 4x8’ banners (provided by sponsor) to be placed in MPA, P2, P3 or P4 (LEC can design & print banners for \$125 including design time) **\$3,000 value!**
- List of public and private events scheduled in 2018, with promoter’s contact information, will be emailed to hotel sponsor when sponsorship contract is signed and payment is submitted. Events schedule will be updated and emailed with any changes the **10th of every month**.
- Listing on our website with pic, top 2 amenities and link to book
- Ability to place brochures on information rack outside ticket office

## Participating Hotels - \$750

- Public events schedule without promoter contact information provided at the time payment is received and updated every month as changes are made.
- Listing on our website as Participating Sponsor with picture and link to book
- Option to place brochures on informational racks outside ticket office to promote hotel
- One top amenity to be promoted
- Additional \$250 Sponsor can hang one 4x8' banner (sponsor to provide) in building of choice MPA, P2, P3 or P4 (LEC can print banner for \$125 including design time)

## *Sponsor Now!*

Please email [hkraeger@LancasterEventCenter.org](mailto:hkraeger@LancasterEventCenter.org) all needed information to fulfill sponsorship by **January 5th, 2018** which may include:

- Hotel logo
- Picture(s) of hotel
- Top Amenities....What you want people to know about your hotel:
  - Proximity to LEC
  - Best pictures
  - Lowest rate guarantee, etc.
- **NEW All banners hung at the Lancaster Event Center need to be 4'x8'**
  - If you need help getting a new banner(s) let Hoyt know

Payment is to be included with Sponsorship Agreement in order to initiate your sponsorship. Checks can be made payable to: Lancaster Event Center. Credit cards are accepted but will be charged a 3% processing fee.

Questions? Call Hoyt Kraeger at 402.441.1814 or  
Email [hkraeger@LancasterEventCenter.org](mailto:hkraeger@LancasterEventCenter.org)