

SPONSORSHIP RATES

PRESENTING TITLE SPONSORSHIP*: \$25,000

1. Four pages : 1,000 words, four high- resolution (300dpi) images and your company logo must be submitted for publication**
2. Company name on publication masthead
3. Company name listed as presenting sponsor on *The Miami Herald* advertising campaign for sale of publication
4. VIP invitation for four to launch party including seating at head table in VIP section
5. Six complimentary book copies

*Limited to one title sponsor

Double-Page Spread: \$10,000

1. Corporate profile: 500 words, one high-resolution (300 dpi) image and your company logo must be submitted for publication**
2. VIP invitation for two to launch party including seating in VIP table section
3. Three complimentary book copies

FULL PAGE: \$5,000

1. Corporate profile: 250 words, one high-resolution (300 dpi) image and your company logo must be submitted for publication**
2. VIP invitation for two to launch party
3. One complimentary book

FRIEND OF CHTA LISTING: \$1,000

1. Corporate name or individual name listed in sponsorship section of book

**Text may be edited for content and clarity.

CLOSING DATES

Sponsorship Reservation:

October 15, 2011

Sponsorship material supplied:

November 15, 2011

MATERIALS DUE

Sponsorship material created by HCP/Aboard:

October 30, 2011

INQUIRIES & SPACE RESERVATIONS

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SPONSORSHIP MATERIALS SHOULD BE SENT TO

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PAYMENTS

Checks should be made payable to:

HCP/Aboard Publishing

One Herald Plaza

Miami, FL 33132-1693

HCP | ABOARD
P U B L I S H I N G



FROM PIRATES TO HOTELIERS

A CELEBRATION OF 50 YEARS OF THE CARIBBEAN HOTEL & TOURISM ASSOCIATION

1962-2012

A CELEBRATION OF 50 YEARS OF THE CARIBBEAN TOURISM INDUSTRY



Courtesy of the AP

1962



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2012

"In this bright future you can't forget your past"

- Bob Marley

In the land where saints and virgins dwell it all began with the Bath Hotel on the island of Nevis, the first official hotel to open in the Caribbean. The year was 1778. Thus began the development of the hotel industry in the Caribbean. And from that time on, the Caribbean hotel industry has grown to 2,285 hotels boasting almost 250,000 rooms and generating 1.9 billion dollars in revenue per year.

The Caribbean Hotel & Tourism Association and HCP/Aboard Publishing, a division of the Miami Herald Media Company, are proud to celebrate the accomplishments of the Caribbean Hotel & Tourism Association through the publication of *From Pirates to Hoteliers*. This book will be created in a hardcover, coffee table format and will depict the illustrious history of the Caribbean hotel and tourism industry, its impact on all aspects of life in the region and its place in the world as an association at the forefront of tourism leadership.

Historic images chronicling key events in Caribbean history will accompany stories dating from the earliest visitors to the region: from the colonial era to the infamous pirates of the Caribbean to the region's first visitors, the rise of tourism after the Cuban Revolution, and the formation of the CHTA.

Beautifully written with an introduction by the CHTA president, *From Pirates to Hoteliers* brings to life some of the most significant events, places, people, programs and traditions that are all part of the Caribbean tourism industry. It is a celebration of an industry that has played a key role in the development of the region and will continue to do so far into the future.

Become a part of history

The role of the CHTA on Caribbean tourism has made a significant impact. This special volume chronicling the area's rich past is guaranteed to become a valued keepsake. Your support to *From Pirates To Hoteliers* will allow you to tell your own story of your involvement in the region and be a shining example of the rise of Caribbean tourism – a lasting reminder of how you and your company helped to shape history.

By telling your story, you will form part of a select group of industry and community leaders featured in *From Pirates to Hoteliers*. Your company logo, photography and editorial will appear as a special chapter in the history of the Caribbean and the CHTA.

Sample of the double-page spread:



Widespread exposure

Five thousand copies of *From Pirates to Hoteliers* will be made available for sale. In addition, a high-profile launch party featuring our sponsors, contributors and VIPs will mark the book's publication in April 2012 at the Golden Jubilee Celebration in San Juan Puerto Rico.