



TEXAS HOTEL & LODGING ASSOCIATION  
**78th ANNUAL SHORT COURSE**  
University of Houston - Conrad N. Hilton College of Global Hospitality Leadership  
January 6-10, 2025

Short Course is a one of a kind, all in one, week-long hospitality training event like no other in the country. This event exposes hospitality employees to all facets of hotel operations – and most importantly, develops leaders in our industry. Recognized by the International Society of Hotel Association Executives as “The Best Educational Program in the Nation”, Short Course is where the next generation of general managers is born!

Please assist THLA in educating the future leaders of our industry through a sponsorship of this event as outlined below:

- **\$500 SPONSORSHIP**
  - Recognition of your sponsorship of THLA’s website, [www.texaslodging.com](http://www.texaslodging.com)
  - Your sponsorship will be noted in all Short Course marketing materials.
  - The opportunity to network with over 200 hospitality professionals.
  - A sign noting your sponsorship at the refreshment tables
  - One ticket to the Short Course Graduation Luncheon on Friday, January 10<sup>th</sup>. This event is generally attended by several General Managers of students attending the course.
  - Most importantly, your contribution supports valuable leadership training for the future of our industry.

Sponsorship opportunities are limited and are offered on a first-come, first-served basis.  
Please complete the sponsorship form below to reserve your spot today!

Contact Name & Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Please invoice me (email [jdelacruz@texaslodging.com](mailto:jdelacruz@texaslodging.com) for the fastest response)

Check (Payable to THLA Educational Foundation)

Credit Card: \_\_\_\_\_ AMEX \_\_\_\_\_ MasterCard \_\_\_\_\_ VISA

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address (city/state/zip): \_\_\_\_\_

**Thank you for your continued support of THLA, Short Course, and the future of our greatest assets, our employees.** If you need further information, please contact Jessica De La Cruz, THLA Short Course Coordinator, at 512.474.2996 or [jdelacruz@texaslodging.com](mailto:jdelacruz@texaslodging.com)