



# HOTEL ASSOCIATION OF NEW YORK CITY, INC.

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**TO:** General Managers - Member Hotels  
**FROM:** Joseph E. Spinnato   
**DATE:** September 19, 2013  
**SUBJECT:** American Hotel & Lodging Educational Foundation

The American Hotel & Lodging Educational Foundation (AH&LEF) will host its annual Big Apple Silent Auction, in conjunction with the International Hotel, Motel + Restaurant Show (IHMRs) being held November 10-12, 2013 at the Jacob K. Javits Convention Center. The Hotel Association of New York City will again be a part of this success by sponsoring the "New York City Dining & Getaway" category which will feature packages donated by our member hotels.

We would like to invite you to be a part of this event which will benefit the lodging industry. Highlight your New York property by donating a dining package or weekend getaway. The auction will go live in mid-October and conclude on the last day of the show. All donors are listed onsite at the IHMRs, in American Hotel & Lodging Association's annual report, and on the foundation's Website, [www.ahlef.org](http://www.ahlef.org). Item descriptions are displayed in the onsite auction booth to the 18,000+ show attendees and promoted online with a link to your company Website through a charity auction Internet platform which accesses a community of 380,000+ affluent registered auction bidders. This is a perfect opportunity to showcase your property and support your industry simultaneously.

Auction donations can be made online at

[https://apps.ahla.com/bigapplesilentauction/events\\_auction\\_agreement.asp](https://apps.ahla.com/bigapplesilentauction/events_auction_agreement.asp) or by printing the auction agreement and mailing to AH&LEF (the agreement can be printed from this link [http://www.ahlef.org/uploadedFiles/AHLEF/fund\\_raising\\_and\\_events/special\\_events/BigAppleAuctionAgreement13\\_R1.pdf](http://www.ahlef.org/uploadedFiles/AHLEF/fund_raising_and_events/special_events/BigAppleAuctionAgreement13_R1.pdf))

Mail the certificates to:

AH&LEF  
Attn: Big Apple Silent Auction,  
1201 New York Avenue, NW, Suite 600,  
Washington, DC 20005.

Items will be accepted up until November 1 but we encourage you to get them in as soon as possible for maximum exposure.

Proceeds from the Big Apple will help to prepare college students for a career in hospitality, attract and retain quality industry professionals, and fund valuable research for lodging properties. You can contact Kelsey Allagood from AH&LEF with any specific questions at 202.289.3139 or [kallagood@ahlef.org](mailto:kallagood@ahlef.org).

Your contribution supports important programs for our industry. Thank you in advance.

Best regards,

