




HOTEL ASSOCIATION OF NEW YORK CITY, INC.

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TO: General Managers - Member Hotels

FROM: Joseph E. Spinnato 

DATE: September 3, 2014

SUBJECT: American Hotel & Lodging Educational Foundation

It's time to help the American Hotel & Lodging Educational Foundation (AH&LEF) build a catalog of fun and exciting items for its Big Apple Silent Auction, which will be held in conjunction with the International Hotel/Motel & Restaurant Show (IHMRS) being held November 9-11, 2014 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 Getaways" category, which will feature packages donated by our member hotels.

You can make a difference in someone's life simply by donating an auction item. Just last year, AH&LEF helped 339 students get a little closer to their dreams in the hospitality industry. Here is a sampling of what we need:

- Hotel packages – especially with extras such as dinner, spa services, golf, or other cool stuff.
- Weekend getaways.
- Dining packages.
- Theatre or sports tickets.

Last year, the Big Apple Auction netted a record of \$113,000. We can beat that record together.

Auction donations can be made online at <https://www.ahlef.org/DonateAuctionItem/> or by printing the auction agreement and mailing to AH&LEF (the agreement can be printed from this link <https://www.ahlef.org/uploadedFiles/Content/Fundraising and Events/bigApple Agreement.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. 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. Item descriptions are displayed in the onsite auction booth to the 16,000+ show attendees and promoted online with a link to your company Website through a charity auction Internet platform, which accesses a community of 400,000+ affluent registered auction bidders. This is a perfect opportunity to showcase your property and support your industry simultaneously.

You can contact Kelsey Allagood from AH&LEF with any specific questions at 202.289.3139 or kallagood@ahlef.org.

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

Regards,