



KEEPING AMERICA'S DREAM AFFORDABLE

2019

# THA ANNUAL MEETING SPONSORSHIP REQUEST AND ATTENDEE REGISTRATION INFORMATION



2525 DreamMore Way  
Pigeon Forge, TN 37863  
Resort Front Desk: 865-365-1900





**2019: 'There's No Place Like Home'**  
**THA Annual Meeting**  
 Dollywood's DreamMore Resort & Spa  
 2525 DreamMore Way, Pigeon Forge, TN 37863  
 June 2 – 4, 2019

**Draft Schedule of Events**  
 (as of December 20, 2018)

**Arrival Date:** Sunday, June 2, 2019  
**Departure Date:** Tuesday, June 4, 2019, See Day Schedule Below

<b><u>Sunday, June 2</u></b>	7:30a – 12:30p	Golf Tournament	<b><i>Gatlinburg Golf Course</i></b>
	4:00p – 5:00p	Board Meeting	<b><i>Falls Salon A</i></b>
	4:00p – 6:00p	Registration	<b>(Meeting Space Foyer – TBD)</b>
	6:00p – 9:00p	Cook-out/Reception	<b>Meadow Event Lawn &amp; Wraparound Porch of Song &amp; Hearth</b>
<b><u>Monday, June 3</u></b>	7:45a – 8:30a	Registration Continues	<b>(Meeting Space Foyer – TBD)</b>
	7:45a – 8:30a	Breakfast Buffett	<b>Peaks</b>
	8:30a – 12:00p	Business Meeting & Educational Sessions:	<b>Peaks</b>
	08:30a – 09:15a	✓THA Business Meeting (to include officer elections)	
	09:15a – 10:00a	✓National Legislative Updates/Activities (Rick Robinson, MHI)	
	10:00a – 10:45a	✓Fannie Mae (Ben Navarro or designee)	
	10:45a – 11:45p	✓Retail Selling – A Focus on Customers (Donie Wood, Clayton)	
	11:45p – 12:00n	✓Final Announcements	
	12:00n – 5:00p	Time for exploration or rest - [Sample local restaurants, lounge by the pool, shop, take a walk or go to the theme parks!]	
	5:00p – 6:00p	Reception	<b>Outdoor Peaks Terrace</b>
	6:00p – 7:15p	Dinner Banquet	<b>Peaks</b>
	7:15p – 9:00p	Recognition/ Entertainment <i>Pending</i>	<b>Peaks</b>
<b><u>Tuesday, June 4</u></b>	Departure Day for Some; Family Day at Dollywood Theme Park for Others!		
<b><i>Special Note:</i></b>	8:30a – 5:30p	Clayton Sales Force Mtg [Designated Employees]	<b>Skies</b>



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You are cordially invited to join the Tennessee Housing Association for our 2019 Annual Meeting scheduled June 2-4, 2019, at Dollywood's DreamMore Resort & Spa in Pigeon Forge. "***There's No Place Like Home***" is the theme for this year's return to Tennessee. With abundant shopping, plentiful attractions and beautiful scenery, it is not surprising our chosen location is one of the top tourist destinations in the country.

Your THA Board of Directors, Convention Committee and THA Staff are working now to plan a downhome, informational filled event! Golf, reception, networking opportunities, 'Association State of Affairs' (a general business meeting), national updates, educational sessions, dinner and entertainment. We are packing it in, to best utilize your time! As well, we are offering a discount option for tickets to the adjacent Dollywood Theme Park! **THA has 100 tickets to give to those who register early (up to 4 per family), and a reduced park rate for those still wanting to purchase tickets!\*** All you need to do is mark your registration form, and you can earn free tickets or utilize the discount payment option! Come on! Bring the kids and enjoy some family time!

### **Sponsorship Opportunities**

For our sponsoring partners, we are offering multiple levels of opportunities for the Host and Event sponsors. The Host Sponsorship packages include various recognition levels for your company. This allows your company to be recognized by your industry associates. We hope you, your employees and family, will join us and help make this a successful Annual Meeting! **Please have your sponsorships submitted by April 15<sup>th</sup>!** We need time to adequately advertise your participation, and to submit your name on all host or event signage! Please, allow us time for printing! Also, we would be honored to include any 'goodies' you might want added to our attendee swag bags! **'Goodies' need to arrive at THA no later than May 15<sup>th</sup>!**

### **General Attendee Information**

We encourage our members to come and invite a non-member company! This event is open to all! Attendee registration forms are included in this package! As a note.... All individuals are required to make their own hotel reservations! We have a block of rooms at a negotiated rate, but you must make your reservations early, as this will be a sellout event! Rates will be honored two days before our planned meeting arrival, and two days after our meeting departure! Yay! **Deadline to make your room reservation is May 1<sup>st</sup>! When you call reservations at 800-DOLLYWOOD (800-365-5996), YOU MUST identify yourself as part of the 'THA – 2019 Annual Member's Meeting'!** Do not delay! If you have questions regarding any of the forms or the additional information included, please contact the THA office at (615) 256-4733.

**\* If you register early, you may have up to 4 tickets per family, for Dollywood! THA will bulk purchase tickets at a discount! After the first 100 tickets are given out (with paid registration only), we will take orders for additional ticket purchases at the discounted rate. See enclosed ticket form! Register EARLY!**



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## GENERAL HOTEL RESERVATION & LOCATION INFORMATION



Dollywood's DreamMore Resort and Spa™ always makes your family feel welcome. The resort offers a variety of room types, many connecting so you can make the most of your time together. So, settle in, reconnect, have fun and share your dreams.

1. You must book your own lodging. **DEADLINE for hotel registration is May 2, 2019.**
2. Please contact Dollywood's DreamMore Resort at 800-DOLLYWOOD (800/365-5996).
3. **YOU MUST** refer to THE EVENT NAME - 'THA 2019 Annual Member's Meeting', to receive the group rate. (If you need to cancel your room after May 2nd, *please contact the Association first*. If our room block is full, we can swap your name with someone from the waiting list (there is always a waiting list!).
4. Check-in is at 4 p.m. on your scheduled arrival day.
5. Check-out is at 11 a.m. on your scheduled departure day.
6. Daily self-parking at the hotel is complimentary.
7. Valet parking is available for an added fee.
8. **The negotiated nightly room rate is \$175, plus tax, for the below identified room types.**
  - a. **King with Bunk** - This family-friendly room features a comfy king-size bed and twin bunk beds. The full bath includes a tub, and the room offers a working desk with multiple charging stations. Sleeps up to 4 guests.
  - b. **Double Queen** - Featuring two queen-size beds, this family-friendly room with full bath includes a tub, and the room offers a working desk with multiple charging stations. Sleeps up to 4 guests.
  - c. **King with Sleeper** - Perfect for solo travelers or couples, this spacious room features a comfy king-size bed, a sofa/sleeper and full bath with tub, plus a working desk with multiple charging stations. Sleeps up to 4 guests.

**Other room types/amenities are available but may be subject to additional charges.**

**King** – Sleeps up to 2 guests.

**Patio Poolside King with Bunk** - Sleeps up to 4 guests.

**King with Sleeper** - Sleeps up to 4 guests.

**Family Suite** – A little more room; Sleeps up to 4 guests.

**Patio Poolside Suite** - Sleeps up to 4 guests.

**Junior Suite** - For those looking for a bit more space, a Junior Suite sleeps six comfortably, including a king bed, two twin bunk beds and a sleeper sofa. Sleeps up to 6 guests.

**Reunion King Suite** - Perfect for larger families, this two-room suite features a separate master bedroom with a king-size bed, a separate living room with queen-size sleeper sofa, individual baths and TVs in each room. Sleeps up to 4 guests.

**2 Bedroom Suite** - Perfect for larger families, these three-room suites feature a separate master bedroom with a king-size bed, a separate living room with queen-size sleeper sofa and a second bedroom with two queen beds. Individual baths and TVs are in each room. Sleeps up to 8 guests.

- From Interstate 40:**
- ✓ Take Exit 407 toward Sevierville / Pigeon Forge / Gatlinburg.
  - ✓ Follow TN Hwy. 66 South which becomes US 441.
  - ✓ At Traffic Light #8 in Pigeon Forge, turn left and follow the signs to Dollywood's DreamMore Resort.



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EVENTS MAP!



Gatlinburg Golf Course  
(Course is approximately 2.5 miles away.)  
520 Dollywood Lane \* Pigeon Forge, TN 37863  
(800) 231-4128



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**SPONSORSHIP OPPORTUNITIES – DEADLINE TO RECEIVE IS APRIL 15<sup>TH</sup>!**

**PLATINUM Host, \$5,000:**

Name on table signs at all events, signage at all events, recognition in THA newsletters and industry updates, website recognition on THA website, **4 free convention registrations** (company representatives), and ribbon on badge. (As well, please consider donating 'Goodies' for our attendee swag bags! – Deadline to receive is May 15<sup>th</sup>.)

**GOLD Host, \$3,000:**

Name on table signs at all events, signage at all events, recognition in THA newsletters and industry updates, website recognition on THA website, **3 free convention registrations** (company representatives), and ribbon on badge. (As well, please consider donating 'Goodies' for our attendee swag bags! – Deadline to receive is May 15<sup>th</sup>.)

**SILVER Host, \$2,000:**

Name on table signs at all events, signage at all events, recognition in THA newsletters and industry updates, website recognition on TNMHA website, **2 free convention registrations** (company representatives), and ribbon on badge. (As well, please consider donating 'Goodies' for our attendee swag bags! – Deadline to receive is May 15<sup>th</sup>.)

**BRONZE Host, \$1,000:**

Name on table signs at all events, signage at all events, recognition in THA newsletters and industry updates, website recognition on TNMHA website, **1 free convention registration** (company representative), and ribbon on badge. (As well, please consider donating 'Goodies' for our attendee swag bags! – Deadline to receive is May 15<sup>th</sup>.)

**EVENT Sponsorships:**

Signage at the event sponsored, along with any other event sponsors. Name on table signs at sponsored events, recognition in THA newsletters and industry updates, website recognition on THA website, and ribbon on badge. (As well, please consider donating 'Goodies' for our attendee swag bags! – Deadline to receive is May 15<sup>th</sup>.)

**Sunday June 2<sup>nd</sup>**

- |   |   |
|---|---|
| Golf Tournament, 8:00 am – 12:00 noon,    | 4 Sponsorship availabilities, <b>\$1,000 each</b> |
| Golf Beverage Cart, 8:00 am – 12:00 noon, | 2 Sponsorship availabilities, <b>\$ 500 each</b>  |
| Cookout Social, 6pm – 9pm,                | 5 Sponsorship availabilities, <b>\$1,000 each</b> |

**Monday, June 3<sup>rd</sup>**

- |  |   |
|--|---|
| Industry Breakfast, 7:45am – 8:30am,       | 4 Sponsorship availabilities, <b>\$ 500 each</b>  |
| Educational Sessions, 8:30am – 12:00 noon, | 4 Sponsorship availabilities, <b>\$ 500 each</b>  |
| Evening Reception, 5:00pm – 6:pm,          | 5 Sponsorship availabilities, <b>\$ 500 each</b>  |
| Dinner Banquet/Recognition, 6pm – 7:15pm,  | 5 Sponsorship availabilities, <b>\$1,000 each</b> |
| Entertainment, 7:15pm – 9:00pm,            | 4 Sponsorship availabilities, <b>\$1,000 each</b> |

**General – Family Day**

- |   |   |
|---|---|
| Dollywood Theme Park Tickets for Attendees,<br>(Tickets will be good for any one day, during the event stay.) | 6 Sponsorship availabilities, <b>\$1,000 each</b> |
|---|---|

**General – Attendee T-Shirts!**

- |   |  |
|---|--|
| <b>The Annual Meeting logo will be included on a t-shirt!</b> | 5 Sponsorship availabilities, <b>\$ 500 each</b> |
|---|--|



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**SPONSORSHIP Payment Form – DEADLINE TO RECEIVE IS APRIL 15<sup>TH</sup>!**

Company Name (**EXACTLY** as you wish for signage purposes.) \_\_\_\_\_

Contact Name \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

No. of each X amount =

**HOST Sponsors:**

Platinum Host Sponsor,	[\$5,000 each]	___ @ \$5,000 = _____
Gold Host Sponsor,	[\$3,000 each]	___ @ \$3,000 = _____
Silver Host Sponsor,	[\$2,000 each]	___ @ \$2,000 = _____
Bronze Host Sponsor,	[\$1,000 each]	___ @ \$1,000 = _____

**EVENT Sponsors:**

**Sunday June 2<sup>nd</sup>**

Golf Tournament,	(4 available @ \$1,000 each)	___ @ \$1,000 = _____
2 Beverage Cart,	(2 available @ \$ 500 each)	___ @ \$ 500 = _____
Cookout Social,	(5 available @ \$1,000 each)	___ @ \$1,000 = _____

**Monday, June 3<sup>rd</sup>,**

Industry Breakfast,	(4 available @ \$ 500 each)	___ @ \$ 500 = _____
Educational Sessions,	(4 available @ \$ 500 each)	___ @ \$ 500 = _____
Evening Reception,	(5 available @ \$ 500 each)	___ @ \$ 500 = _____
Dinner Banquet/Recognition,	(5 available @ \$1,000 each)	___ @ \$1,000 = _____
Entertainment,	(4 available @ \$1,000 each)	___ @ \$1,000 = _____

**General – Family Day –**

Dollywood Theme Park Tickets	(6 available @ \$1,000 each)	___ @ \$1,000 = _____
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(Actually, tickets will be good for any one day, during your event stay.)

**General – Attendee T-Shirts! -**

The Annual Meeting themed logo will be included on a t-shirt!	(5 available @ \$ 500 each)	___ @ \$ 500 = _____
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**Sponsorship total: \$ \_\_\_\_\_**

Pay by check or credit card, see payment form and instructions (page 10) included with this package!



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**ATTENDEE Registration Form – DEADLINE TO RECEIVE IS May 1st!**

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

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

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Postal/Zip Code:** \_\_\_\_\_

**Telephone:** (\_\_\_\_) \_\_\_\_\_ **Fax:** (\_\_\_\_) \_\_\_\_\_

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

**Additional Guests (please include any children as well as their ages):**

**Spouse/Significant Other:** \_\_\_\_\_

**Children:** \_\_\_\_\_, Age \_\_\_\_\_

\_\_\_\_\_, Age \_\_\_\_\_

\_\_\_\_\_, Age \_\_\_\_\_

\_\_\_\_\_, Age \_\_\_\_\_

**Registration Fees:**

Adults \_\_\_\_\_ @ \$125 each; \$175 Late registration = \$ \_\_\_\_\_

Children ages 12 - 17 \_\_\_\_\_ @ \$ 50 each; \$ 75 Late registration = \$ \_\_\_\_\_

Children (under 12, free)

**Attendee Registration Total** \$ \_\_\_\_\_

Included in the Registration fee is access to all scheduled events (**see disclaimer on Dollywood tickets**). Each paid adult will receive a free Swag Bag which includes a T-Shirt. Please indicate the number of unisex adult sizes needed below:

\_\_\_\_ Small \_\_\_\_ Medium \_\_\_\_ Large \_\_\_\_ XL \_\_\_\_ 2XL \_\_\_\_ 3XL

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**GOLF PARTICIPATION REGISTRATION FORM**

**Sunday, June 2, 2019  
7:30 a.m. Sign-In; 8:00 a.m. Shot Gun Start  
\$125 – per player; register via this form.**

**Gatlinburg Golf Course  
(Course is approximately 2.5 miles away.)  
520 Dollywood Lane \* Pigeon Forge, TN 37863  
(800) 231-4128**

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

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

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Postal/Zip Code:** \_\_\_\_\_

**Telephone:** (\_\_\_\_) \_\_\_\_\_ **Fax:** (\_\_\_\_) \_\_\_\_\_

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

**If you are paying for a team, please list all player names below:**

_____ <b>Player Name</b>	_____ <b>Company Name, if different</b>
_____ <b>Player Name</b>	_____ <b>Company Name, if different</b>
_____ <b>Player Name</b>	_____ <b>Company Name, if different</b>
_____ <b>Player Name</b>	_____ <b>Company Name, if different</b>

\_\_\_\_\_ @ \$125 each player = \$ \_\_\_\_\_

Pay by check or credit card, see payment form and instructions (page 10) included with this package!



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## Exclusive Park Tickets for Event/Resort Guests

- **Complimentary Timesaver Pass** - Spend less time in line for your favorite rides and shows and more time enjoying Dollywood! (Valid for theme park only; does not apply to water park.)
- **Door-To-Door Transportation** - Enjoy the convenient shuttle from the resort to Dollywood!
- **Exclusive Theme Park Entry** - Arrive in style and enter Dollywood through the special resort VIP entrance.
- **Complimentary Package Delivery** - Let Dollywood staff carry your park purchase and take advantage of the package delivery service, back to the hotel!
- **Return to The Park Later in the SAME Day** - Have your hand stamped at the exit at the Dollywood Emporium. Keep your ticket so it can be scanned when you return.

Adult Ages 10+	_____ @ \$55 each (includes tax)	\$ _____
Child (ages 4-9)	_____ @ \$45 each (includes tax)	\$ _____
3 & under are Free		

**Total amount of ticket purchases: \$ \_\_\_\_\_**

**If you register early, you may take advantage of up to 4 theme park tickets free ... per family (but only with paid registration). After the first 100 free tickets are given away, anyone who wishes to order tickets at the above discounted rate (includes tax), will need to order via this form. If you are later in getting a paid registration submitted, we will advise if any tickets remain, and verify you wish to purchase tickets... SO, Register EARLY!**

\* Tickets are valid for 30 days. **Footwear without heel straps are not permitted on Barnstormer, Sky Rider, SkyZip, Waltzing Swinger, and Wild Eagle.** Smoking is allowed in designated areas indicated on the Guide Map. Smoking is strictly forbidden on all rides, queue lines, indoor theaters, attractions, shops and restaurants.



Pay by check or credit card, see payment form and instructions (page 10) included with this package!



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**PAYMENT FORM - INSTRUCTIONS AND METHOD:**

(Please remit payment by Credit Card or Check made payable to: **THA.**)

- American Express       Discover       MasterCard       Visa

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

CVV # \_\_\_\_\_      Expiration: \_\_\_\_\_

Where applicable:

Sponsorship Amount:      \$ \_\_\_\_\_ (include sponsorship form, page 6)

Attendee Registration Amount: \$ \_\_\_\_\_ (include your attendee registration form, page 7)

Golf Event:      \$ \_\_\_\_\_ (include your golf registration form, page 8)

Dollywood Theme Park Entry: \$ \_\_\_\_\_ (include your ticket purchase form, page 9)

**Total Amount Included:** \$ \_\_\_\_\_

Authorized Signature (if paying by credit card):

\_\_\_\_\_

Please mail or fax all completed form(s) with payment to:

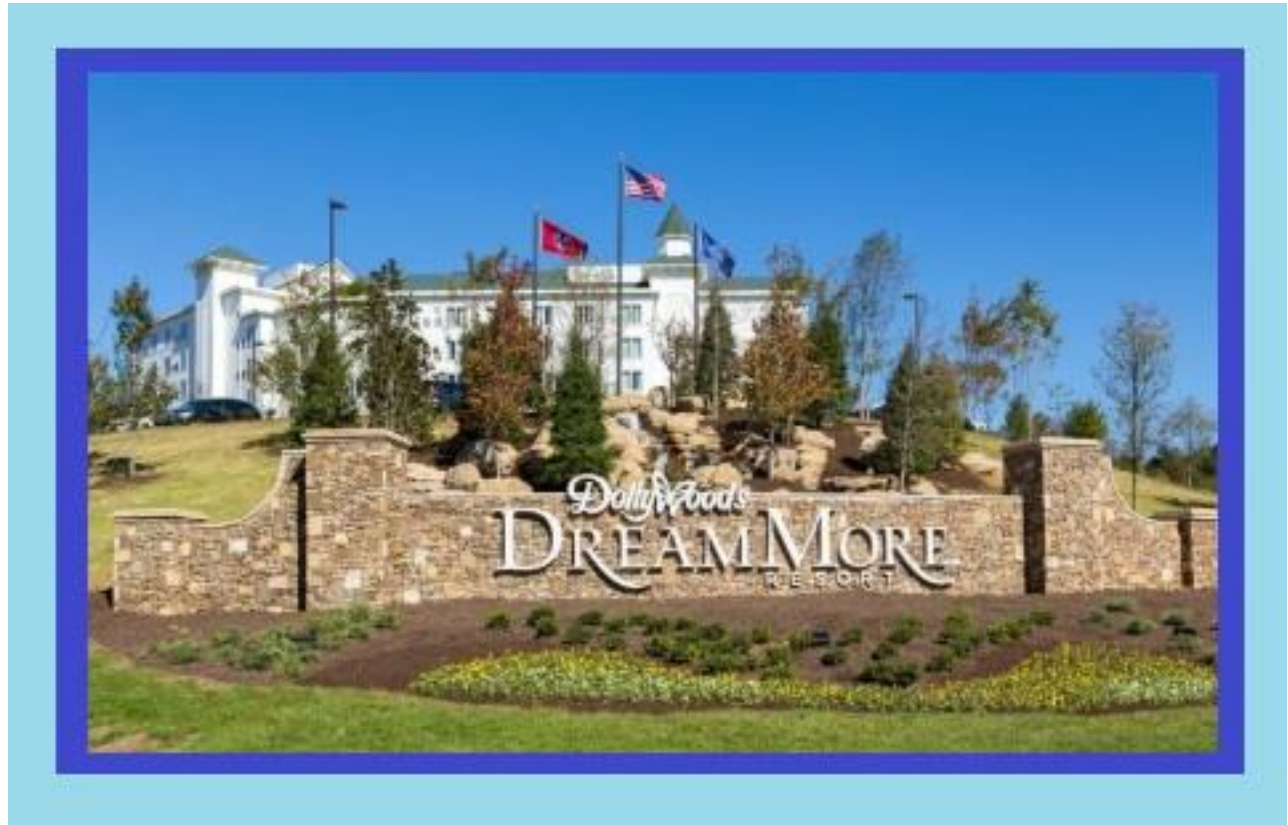
Attn: Rhonda Sevier  
THA  
P.O. Box 569  
Mt. Juliet, TN 37121

Other Information:

Phone: (615) 256-4733  
FAX: (615) 255-8869  
Email: Office@tnmha.org



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KEEPING AMERICA'S DREAM AFFORDABLE

THA  
1002 Meb Court, Suite B  
Mount Juliet, TN 37122

Or

P.O. Box 569  
Mount Juliet, TN 37121  
Office: 615/256-4733 \* Fax: 615/255-8869 \* E-mail: [Office@tmha.org](mailto:Office@tmha.org)