



GAYLORD HOTELS®

Rooms For Good

What is this “Rooms for Good” program?

Gaylord Hotels’ “Rooms for Good” is a co-marketing program offering an opportunity to build awareness and raise money for non-profit organizations and Gaylord Hotels.

How does “Rooms for Good” work?

Gaylord Hotels believes in corporate responsibility and giving back to the greater good. In that spirit Gaylord Hotels will partner with one non-profit organization or charity for a two month period in a cross-marketing program. Consumers who choose to book a room at one of Gaylord Hotels’ four resorts at the special “Rooms for Good” package rate, will not only enjoy a wonderful hotel stay experience, but they will also be donating 10% of their package price to that month’s featured charity/non-profit organization. Basically, at the second month’s end, Gaylord Hotels will be sending 10% of the total of the “Rooms for Good” package fees to that month’s designated charity.

Why does Gaylord Hotels want to implement this co-marketing program?

There are a few answers to this question. Gaylord Hotels wants to raise money for deserving charities and/or non-profit organizations while it conducts its hotel business. Gaylord realizes this is good for its public image as well as good for the communities in which it operates. Gaylord Hotels believes in the “win-win” philosophy of business. Gaylord would love to help out organizations while being good stewards of its business, and therefore its shareholders (Gaylord Entertainment is a publicly traded company). This is also a good way to expand Gaylord’s social media marketing reach, as well as utilize Gaylord’s significant public relations and advertising capabilities.

What are the details?

The exclusive “Rooms for Good” package rate for each organization will start from \$179 per couple/per night (plus tax, parking and resort fee and varies per resort). This rate includes one-night accommodations, plus breakfast for two. This special package rate will be offered to supporters for stays within a specific time frame. (Usually two designated months per non-profit organization.)

How does Gaylord Hotels choose a non-profit organization?

Charities and/or non-profit organizations will be chosen to participate in the “Rooms for Good” program based upon the following criteria:

- Does the non-profit organization’s support base fit with Gaylord Hotels’ demographic? Can Gaylord create on-property events to support program?
- Seasonality of non-profit organization in the news calendar
- Is the organization national in reach?
- Organization’s social media support base - is it large?

Will there be marketing support?

Gaylord Hotels will promote the “Rooms for Good” program primarily through social media and PR efforts. Gaylord Hotels requests that participating organizations/partners help spread the word to the organization’s supporters via their significant social media channels e.g., Facebook, Twitter feeds, etc. In turn, Gaylord Hotels will support an organization’s participation via paid advertising such as banner ads, its website, and email broadcasts. The program’s success and size of the donation to an organization is dependent upon the publicity driven by the mutual communication efforts of Gaylord Hotels and an organization. The more excited an organization’s supporters are about the program, the more buzz will be generated and more rooms will be booked, creating a benefit for the organization and for Gaylord Hotels.

Does a non-profit organization/charity have to pay to be involved?

No, there is no fee or paid advertising commitment. Gaylord Hotels requests permission upfront from the organization to partner for two months to co-market and donate 10% of the package price collected at the second month’s end to the organization. Gaylord Hotels requests the organization’s support and endorsement for this co-operative marketing program for two months, press release involvement (a quote from the organization in Gaylord’s release, and social media support).

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Gaylord Opryland in Nashville - The Music City



Gaylord Texan in the Dallas/Ft. Worth area



Gaylord Palms in the Orlando/Kissimmee area



Gaylord National in the Washington, D.C. area