

SPONSORSHIP OPPORTUNITIES

HOUSING IS SUMMIT 2020

Washington, D.C. • April 30—May 1

Welcoming 300+ Housing, Health, and Education
Leaders Committed to Cross-Sector Collaboration



CLPHA's **HOUSING IS** SUMMIT 2020

The nation's pre-eminent cross-sector convening of leaders from the **affordable housing, health, and education sectors** focused on improving life outcomes for low-income people and communities.



THE COUNCIL OF LARGE PUBLIC HOUSING AUTHORITIES (**CLPHA**)

We support the nation's largest and most innovative housing authorities by advocating for the resources and policies they need to solve local housing challenges and create communities of opportunity.

We are a leader in cross-systems alignment through our **HOUSING IS** Initiative. We help broaden and deepen efforts to align housing, education, and health organizations to produce positive long-term outcomes for those experiencing poverty.



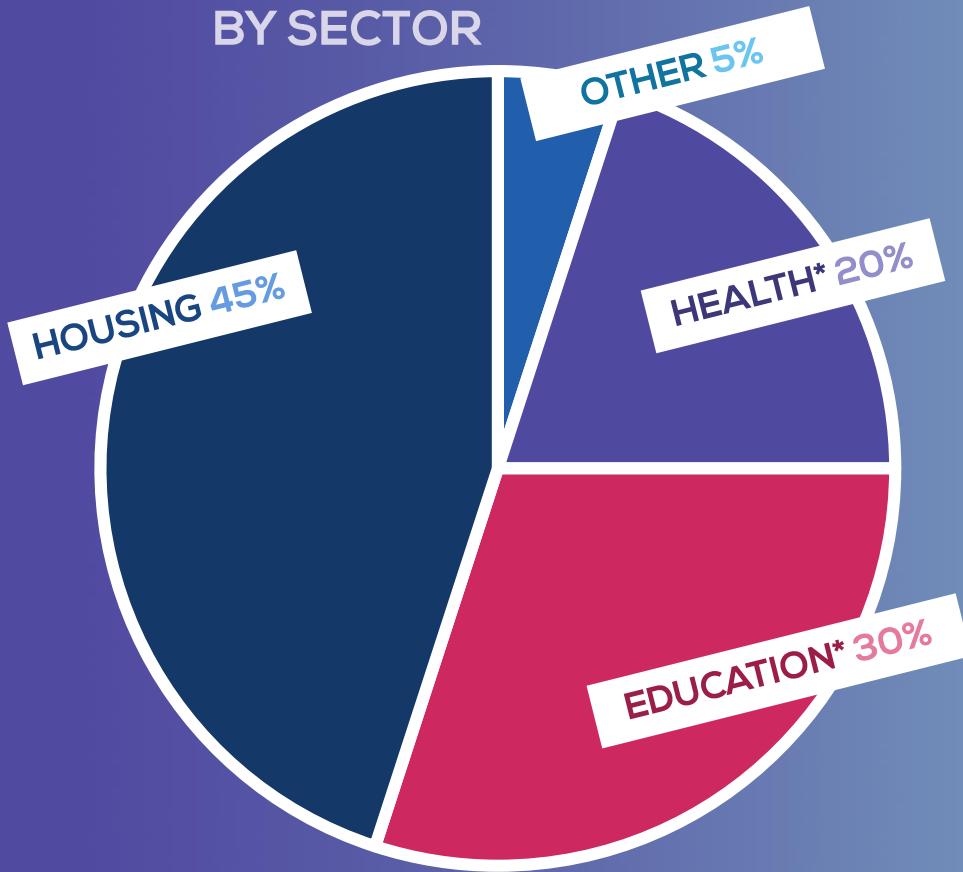
WHY THE SUMMIT?

- **300 people** attended the **HOUSING IS SUMMIT** in recent years
- **More than a third** of attendees are executives and staff from **public housing authorities** and their community partners.
- An intimate, **content-focused conference** where attendees network, share ideas, and create action plans.
- Leading-edge policy and practice innovation in **housing, health, and education sectors**
- Your company's sponsorship will **stand out** at our event.



OUR AUDIENCE

BY SECTOR



300
attendees

Housing Authorities
Schools & Superintendents
Public Health Departments
Healthcare Providers
Nonprofits & Advocacy
Researchers & Think Tanks
Government Officials
Foundations

50%
of 2019
attendees had
been to multiple
Summits

* The **HOUSING IS SUMMIT** began 6 years ago as the CLPHA Affordable Housing & Education Summit. The health track was added to the Summit in 2018.



AGENDA AT A GLANCE

20+
sessions

4
content
tracks

30+
national and
local leaders
presenting

2 DAYS
of industry-
leading
content



DISTINGUISHED PAST SPEAKERS



HUD Secretary
Dr. Ben Carson
2018



U.S. Representative
Barbara Lee
2019



Former APHA President
Dr. Camara Jones
2019



ATTENDEE EXPERIENCE

“ The conference is excellently run and very valuable. ”

HOUSING SECTOR EXECUTIVE

“ Diverse perspectives, awesome networking opportunities, and great discussions. ”

HEALTH SECTOR ATTENDEE

“ This is one of the best conferences I have attended both in terms of the quality of presenters and general organization. ”

EDUCATION SECTOR ATTENDEE

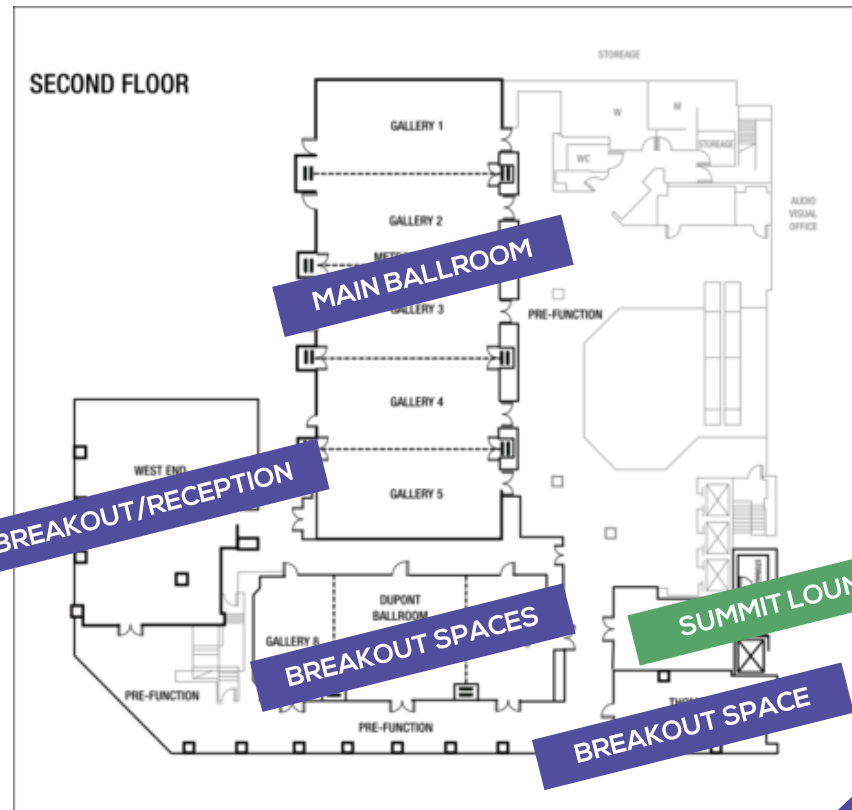


DOWNTOWN SUMMIT VENUE



Washington Marriott Georgetown

1221 22nd St NW, Washington, DC 20037



LET'S PARTNER

The Summit has an intimate, engaged audience of national leaders including executives, practitioners, researchers, educators, healthcare providers and government officials. We encourage you to connect with them at the Summit.



MAKE AN IMPACT

We are offering 3 tiers of sponsorship: **presenting**, **featuring** & **supporting**.*

SUMMIT LOUNGE
Host attendees' destination to relax and unwind during the entire conference.

PLENARY SESSION
Share your company's thinking about cross-sector innovation by hosting a plenary session.

TECHNOLOGY
Help us broadcast the Summit to a larger audience and preserve the event.

CONTENT TRACKS
Lead your industry by sponsoring one of our breakout session tracks.

OFFICIAL TOTE
Be the "tote of the town" by designing and stuffing the official Summit tote bags.

RECEPTION
Attendees will not forget who picked up the tab on day-end drinks and bites at the reception.

KEEP US FUELED
Breakfast and lunch are some of the best times to network with peers – and you!

SNACK ATTACK
Be the hero saving the afternoon with sweet treats or savory snacks.

* We can also combine or customize sponsorship packages upon request.



↳ PRESENTING SPONSORSHIPS

As the largest supporters of the Summit, **presenting sponsors** receive the following in addition to specific package benefits.

Cement your cross-sector thought leader status.

- **Specific Benefits for Presenting Sponsorships:**
 - Branding and Hosting Summit Lounge
 - Sponsored Plenary Session on Day Two
 - Exclusive Presenter of Summit Tech
- **Up to 4 complimentary conference registrations**
- **Your choice of 2 of the following placements:**
 - **Material in all HOUSING IS Summit folders**
 - **Logo on official HOUSING IS Summit tote**
 - **Branded item in Summit tote**
 - **Branded item on venue tables**
- **Premium placement in HOUSING IS program**
- On-site brand recognition (e.g. projectors)
- Thank you during opening remarks by CLPHA Executive Director and Board President
- Collaborate with CLPHA on social media promotion before and during Summit



↳ PRESENTING SPONSORSHIPS

Host Official Summit Lounge

Host the official *Housing Is* Summit Lounge. With an action-packed few days, attendees will appreciate a place to relax and catch up on email. The Lounge will be open the entirety of the Summit. We will work with you to realize your vision.

\$15,000
1 available

Thought Leader Plenary Session

After a thought-provoking, exciting first day of the Summit, attendees will get to start the next day with your organization over breakfast. Capture their attention and imagination. We will collaborate with you to create a session that resonates.

\$15,000
1 available

Keep Us Connected!

Our webcasting, recording, and recapping help ensure that the Summit has greater reach than in person and more longevity than two days. Your support will be recognized with exclusive branding of the webcast and recordings, wifi brand tie-in, and pre- and post-event email marketing.

\$12,500
1 available



↳ FEATURING SPONSORSHIPS

As key partners in hosting the Summit, **supporting sponsors** receive the following in addition to specific package benefits:

Invest in leadership,
invest in community

- **Specific Benefits for Featuring Sponsorships:**
 - Branding the Official Summit Tote
 - Recognized During Reception on Day 1
 - On-site Branding at Breakfast or Lunch
- **Up to 2 complimentary conference registrations**
- **Recognition in the printed HOUSING IS program**
- **On-site brand recognition and targeted visibility during sponsored reception, breakfast, or lunch.**
- **Optional choice of the following:**
 - **Branded item in Summit tote OR**
 - **Branded item on venue tables**
- Thank you during opening remarks by CLPHA Executive Director and Board President
- Collaborate with CLPHA on social media promotion before and during Summit



↳ FEATURING SPONSORSHIPS

Summit Tote Bag & Swag

Collaborate with us to design the official Summit tote bag. Your company will receive prominent branding placement and an opportunity to include goodies in the bag for attendees to carry with them.

\$10,000
1 available

Summit Reception Host

We invite attendees and sponsors to join us for our Summit reception at the end of Day One. As the reception host, you may brand the reception space in collaboration with the CLPHA team and make brief remarks to the group.

\$15,000
1 available

Keep Us Re-Fueled!

At the Summit, breakfast and lunch are just as much about who is at your table as they are about what is on the menu. Help sponsor one of these unparalleled networking opportunities.

- **Breakfast – Day 1 or 2**
- **Lunch – Day 1 or 2**

\$10,000
4 available



↳ SUPPORTING SPONSORSHIPS

Supporting sponsors receive the following in addition to specific package benefits for enhancing our content and refueling offerings:

Make a statement about your company's values

- **Specific Benefits for Supporting Sponsorships:**
 - Recognition of Content Track Sponsorship
 - Branded Snack Table/Goodie Bags
- **Up to 2 complimentary conference registrations**
- **Recognition in the printed HOUSING IS program**
- On-site brand recognition (e.g. projectors)
- Thank you during opening remarks by CLPHA Executive Director and Board President
- Collaborate with CLPHA on social media promotion before and during Summit



↳ SUPPORTING SPONSORSHIPS

Content Track Sponsors

We invite you to sponsor the heart of the Summit: our dynamic, interactive breakout sessions. In 2020, we are proud to offer four content tracks:

- **Housing & Health**
- **Housing & Education**
- **Partnership Development**
- **Peer Engagement & Networking**

We suggest choosing one most aligned with your company's work/mission.

\$7,500

4 available

Afternoon Snack Attacks

Be the hero who makes 300 people's day. Just as our attendees need that little boost in the middle of the afternoon to get through the rest of the day, you can be there to welcome them with trays of sweet treats and/or savory treats and refreshing beverages. People come to the Summit for big, bold ideas and thoughtful policy solutions – but they stay for your brownies or cookies.

\$5,000

2 available



WIN, WIN

FOR YOU

- Intimate, engaged audience of national leaders including executives, practitioners, researchers, educators, and government officials
- Collaboration with leading affordable housing industry partners
- Leading-edge policy and practice innovation in housing, health, and education sectors
- Your message stands out and can resonate with limited number of sponsors



FOR US

- Deepened engagement with industry partners in our priority sector areas, bringing them together with researchers, practitioners and leaders
- Keeping cost of attendance for community-based organizations reasonable
- Help resource-constrained organizations who will benefit by attending the Summit



BECOME A SUMMIT SPONSOR

PROCESS

1. **Reach out to us about your interest in sponsorship.**
housingis@clpha.org
2. **Work with us to customize/complete your sponsorship.**
 - Core Sponsorship Needs
 - Social Media, Logos, etc.
3. **Finalize event logistics.**
 - Guests attending event
 - On-site planning
4. **Enjoy the HOUSING IS SUMMIT!**
5. **Debrief with our team to share your experience.**

KEY DATES

- **Date You Secure Sponsorship**
We start to include you on email marketing emails and messages to Summit attendees. The earlier you commit, the more exposure you receive.
- **March 13 – Deadline for Summit Lounge and Plenary Session Sponsorships**
- **March 31 – Deadline for Inclusion in Printed Summit Materials** (program, tote bag)





Become a HOUSING IS SUMMIT 2020 sponsor today!

HousingIs@CLPHA.org

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