



HOUSING
DEVELOPMENT
consortium

Celebrating
30 YEARS
Embracing the Past and
Building the Future

2018

À la carte

SPONSORSHIP OPPORTUNITIES

"Our region has led the nation in showing how collaboration can make us more effective as advocates, as funders, and as developers, and at the heart of that leadership is the Housing Development Consortium."

– Dow Constantine, King County Executive

ABOUT HDC

As an advocate, broker, and convener of and for our members, the Housing Development Consortium of Seattle-King County has supported and inspired our growing member base for nearly three decades. Together, our members work collaboratively to meet the housing needs of people with limited incomes throughout the region.

Our Vision

All people live with dignity in safe, healthy, and affordable homes within communities of opportunity

Our Mission

Through education, advocacy and leadership, HDC supports and inspires its members as they work collaboratively to meet the housing needs of limited-income people throughout King County

To our Housing Friends in Seattle and King County,

I am excited to invite you to join us in celebrating the 30th anniversary of the Housing Development Consortium (HDC). When we were founded in 1988 by 10 non-profit housing providers, it was a different time and place. But the need for housing and for collaboration and for vision was the same in many ways as it is today. The need continues to grow, but so do we. Now we number over 150 members representing all facets of the affordable housing industry, including developers, owners, managers, housing authorities, major financial institutions, architects, contractors, accountants, and government agencies.

Despite the variety in our membership, we have a single common purpose: to ensure that all people live with dignity in safe, healthy, and affordable homes within communities of opportunity. Over the last 30 years, HDC has made a tremendous impact in the effort to alleviate the housing crisis through systems change work, from passing funding levies, to advocating for new pro-housing legislation and policies, to brokering relationships between sectors that create win-win housing solutions, and so much more.

I am proud to serve as the current Board President as we celebrate this milestone, and our collective efforts. Please join me, along with the board and staff, as we share our history, our successes, our challenges, and most importantly, as we rally ourselves for future endeavors. This will be a year full of events, campaigns, new initiatives, and special opportunities. Please join us as a sponsor in this unique year of celebration. It would be an honor to have you as our partner.

Sincerely,

Brian Lloyd

Board President, Housing Development Consortium of Seattle-King County

Vice President, Beacon Development Group

Dear Friends,

Celebrating 30 remarkable years of work by so many dedicated members is going to be exciting. The HDC movement has grown because of many key decisions by thoughtful and forward-thinking leaders in a context of innovation, caring and collaboration. So, we will celebrate and fortify the foundation of your association, setting the trajectory for the next decade of work before us. We don't want to miss giving you the opportunity to be front and center with us during this momentous year!

Please review the sponsorship opportunities and benefits below and contact juli@housingconsortium.org if you are interested in sponsoring or have any questions.

Marty Kooistra

Executive Director

Housing Development Consortium of Seattle-King County

SPONSORSHIP

HDC's Sponsorship Program is designed with you in mind. Each sponsorship level provides enhanced benefits and an opportunity to put your organization's name in front of all of our members, supporters and event participants. Position yourself as a partner for the future of affordable housing.

THE ADVANTAGE OF YEAR-LONG SPONSORSHIP

Maximize your budget through our bundling opportunities, starting at \$5,000. Select and customize your sponsorship and/or advertising buys for the year to reach our members the way you want, when you want. Please contact Juli Genovesi at juli@housingconsortium.org if you would like to learn more about our bundling opportunities.

As a Year-Long Sponsor, you will receive:

Increased Visibility	<ul style="list-style-type: none"> Gain exposure and take advantage of premium visibility Position your organization as a strategic partner for affordable housing
Easier Budgeting	<ul style="list-style-type: none"> Set your annual budget and customize your sponsorship level for the entire year Hassle free payment options
Additional Benefits	<ul style="list-style-type: none"> Customize your marketing needs and make your dollars go further Receive priority selection and placement for sponsoring events Enjoy exclusive opportunities only available to participating sponsors

A LA CARTE SPONSORSHIP OPPORTUNITIES

MEMBER SERVICES:

-	ANNUAL CELEBRATION (MARCH 6, 2018 @ Washington State Convention Center)		
	<ul style="list-style-type: none"> Presenting (EXCLUSIVE TO ONE SPONSOR) We are proud to announce that BECU will be our Presenting Sponsor in 2018. (Access to pre-event VIP reception, one VIP luncheon table (seats 10), screen logo listing, stage logo signage, live podium recognition, high-profile logo listing on event registration webpage, and full-page full color ad in event program). Leadership (Access to pre-event VIP reception, one luncheon table (seats 10), screen logo listing, stage logo signage, live podium recognition, logo listing on event registration webpage, and half-page full color ad in event program) Visionary (One luncheon table (seats 10), screen logo listing, live podium recognition, logo listing on event webpage, and quarter-page full color ad in event program) Champion (One luncheon table (seats 10), screen logo listing, live podium recognition, logo listing in program, and name listing on event webpage) Advocate (One luncheon table (seats 10), screen listing, logo listing in program, and name listing on event webpage) Ally (One luncheon table (seats 10), screen listing, and name listing on event webpage and in program) 	\$20,000	<input checked="" type="checkbox"/>
		\$15,000	<input type="checkbox"/>
		\$10,000	<input type="checkbox"/>
		\$5,000	<input type="checkbox"/>
		\$2,500	<input type="checkbox"/>
		\$1,500	<input type="checkbox"/>
-	COLLABORATIVE COCKTAILS (Quarterly event)	\$500/ea	<input type="checkbox"/>
	High-profile logo listing on event registration website and event materials		
-	LEARN AT LUNCH (Monthly)	\$300/ea	<input type="checkbox"/>
	High-profile logo listing on event registration website and meeting materials		
-	RACIAL EQUITY INITIATIVE		
	<ul style="list-style-type: none"> Recruiting Diversity Task Force - Meetings and Activities (High-profile logo listing on event registration website and meeting materials) Consulting Services (High-profile logo listing on marketing materials) Annual Symposium (High-profile logo listing on event registration website and meeting materials) 	\$1,000	<input type="checkbox"/>
		\$500/ea	<input type="checkbox"/>
		\$2,000	<input type="checkbox"/>

A LA CARTE SPONSORSHIP OPPORTUNITIES (CONT...)

MEMBER SERVICES CONT...

- AFFINITY GROUP MEETINGS & WORKGROUPS

- o Affordable Homeownership
- o Affordable Senior Housing
- o Asset Management & Property Mgmt
- o Executive Director
- o Practical Development Solutions
- o Resident Services
- o Tax Credits / Bond Financing Programs
- o Southeast Seattle Workgroup
- o Facilities Management Peer Workgroup

HDC's unique affinity groups enable members to work collaboratively on current issues, to develop policies, ideas and solutions that provide the entire sector with the tools it needs to maximize the development of affordable housing. They often meet monthly and are comprised of subject matter experts and organizational leaders.

Sponsorship opportunities for Affinity Groups & Workgroups are as follows:

- | | | |
|--|----------|--------------------------|
| o Leadership (High-profile logo listing on monthly meeting materials + attend one meeting of choice) | \$2,500 | <input type="checkbox"/> |
| o Champion (Logo listing on monthly meeting materials + attend one meeting of choice) | \$1,000 | <input type="checkbox"/> |
| o Advocate (Logo listing on monthly meeting materials) | \$500 | <input type="checkbox"/> |
| o Partner (Name listing on monthly meeting materials) | \$250 | <input type="checkbox"/> |
| - QUARTERLY MEMBER MEETINGS (March, June, September)
High-profile logo listing on event registration website and meeting materials | \$500/ea | <input type="checkbox"/> |
| - ANNUAL MEMBER MEETING & YEAR-END CELEBRATION (December) | | |
| o Presenting (High-profile logo listing on event registration website, screen logo listing, stage logo signage, live podium recognition, and logo listing in e-communications) | \$5,000 | <input type="checkbox"/> |
| o Leadership (Logo listing on event registration website, screen logo listing, live podium recognition, and listing in e-communications) | \$2,500 | <input type="checkbox"/> |
| o Champion (Listing on event registration website, screen listing, and listing in e-communications) | \$1,000 | <input type="checkbox"/> |
| o Advocate (Listing on event registration website, and screen listing) | \$500 | <input type="checkbox"/> |
| o Partner (Listing on event registration website and listing in e-communications) | \$250 | <input type="checkbox"/> |

POLICY ADVOCACY:

- | | | |
|---|---------|--------------------------|
| - AFFORDABLE HOUSING WEEK (MAY 2018) | | |
| o Leadership (High-profile logo listing on HDC hosted event signage and printed materials) | \$2,500 | <input type="checkbox"/> |
| o Champion (Medium logo listing on HDC hosted event signage and printed materials) | \$1,000 | <input type="checkbox"/> |
| o Advocate (Small logo listing on HDC hosted event signage and printed materials) | \$500 | <input type="checkbox"/> |
| o Partner (Name listing on HDC hosted event signage and printed materials) | \$250 | <input type="checkbox"/> |
| - ADVOCACY INTENSIVE TRAINING (FALL 2018) | | |
| o Leadership (High-profile logo listing on HDC hosted event signage and printed materials) | \$500 | <input type="checkbox"/> |
| o Champion (Medium logo listing on HDC hosted event signage and printed materials) | \$250 | <input type="checkbox"/> |
| - CANDIDATE FORUM (OCTOBER 2018) Logo listing on event signage and printed materials | \$500 | <input type="checkbox"/> |

COMMUNICATIONS AND OUTREACH:

- | | | |
|--|----------|--------------------------|
| - MEMBER DIGESTS (WEEKLY = 52) Article and logo listing in week of choice | \$500 | <input type="checkbox"/> |
| - HOUSING DEVELOPMENTS (MONTHLY = 12) Article and logo listing in month of choice | \$1,200 | <input type="checkbox"/> |
| - ECONOMIC IMPACT STUDY (x1) Logo listing on Annual Report | \$10,000 | <input type="checkbox"/> |
| - ANNUAL REPORT (x1) Logo listing on Annual Report | \$5,000 | <input type="checkbox"/> |

OPERATIONS:

- | | | |
|--|------------|--------------------------|
| - GIVE HDC A HOME - ONE MONTH OF HDC OFFICE RENT (MONTHLY = 12)
Name recognition in social media posts throughout the month of your choosing | \$3,000/mo | <input type="checkbox"/> |
| - WEBSITE REBUILD (x1) Logo listing in footer of website for one year | \$7,500 | <input type="checkbox"/> |
| - CONSTITUENCY RELATIONSHIP MANAGEMENT SYSTEM INTEGRATION PROJECT (x1) | \$5,000 | <input type="checkbox"/> |



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30 YEARS

SPONSOR COMMITMENT FORM

	Amount
À la carte Items (please attach opportunities menu with your selections indicated)	\$ _____
Total Due 2018	\$ _____

Payment Preferences:

- Full Amount Now
 Quarterly Installments
 Monthly Installments

Payment Method:

- Check Enclosed
 Online (send me the link)
 Invoice my organization

Sponsoring organization name as it should appear on marketing collateral, signage and other materials:

Sponsor Representative or Primary Contact: _____

Contact phone: _____ Contact email: _____

Billing address: _____

Billing contact name if different than Sponsor Representative: _____

Sponsorship forms will be accepted all-year long, however we may be unable to honor some sponsor benefits if commitment forms and high-resolution logos are not received by **December 31, 2017**.

Please return completed forms to: juli@housingconsortium.org

or via mail:

Housing Development Consortium
 Attn: Juli Genovesi
 1402 Third Avenue, Suite 1230
 Seattle, WA 98101

Thank you for your support!