



HOUSING  
DEVELOPMENT  
*consortium*

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*Celebrating*  
**30 YEARS**  
Embracing the Past and  
Building the Future

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2018 **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

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To our Housing Friends in Seattle and King County,

I am excited to invite you to join us in celebrating the 30<sup>th</sup> 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

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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](mailto: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. Select and customize your sponsorship and/or advertising buys for the year to reach our members the way you want, when you want.

*As a Year-Long Sponsor, you will receive:*

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

## SPONSORSHIP PACKAGES

### ~~PLATINUM \$30,000~~ NO LONGER AVAILABLE - SECURED BY BECU

Our Platinum package is *exclusive to one sponsor* and has been designed for our key partners who are critical to our work. This package gives you the highest-level sponsorship at each of our events and maximum exposure through our membership programs, events, and communication services.

- Annual Celebration Presenting Sponsor (value \$20,000)  
March: 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
- Annual Member Meeting & Year-End Celebration Presenting Sponsor (\$5,000)  
December: High-profile logo listing on event registration website, screen logo listing, stage logo signage, live podium recognition, and logo listing in e-communications
- Affordable Housing Week Leadership Sponsor (value \$2,500)  
May: High-profile logo listing on event webpage, HDC hosted event signage and printed materials
- Affinity Group and Workgroup Leadership Sponsor (value \$2,500)  
High-profile logo listing on monthly meeting materials + attend one meeting of choice
- Racial Equity Initiative Annual Symposium (value \$2,000)  
High-profile logo listing on event registration website and meeting materials
- Feature in new member packet (value \$1,000)
- One month highlight in our Housing Developments e-publication (value \$1,200)  
Article and logo listing in month of choice
- Collaborative Cocktails Sponsor (value \$500)  
High-profile logo listing on event registration page, day-of collateral and verbal recognition at event of sponsors' choosing
- Advocacy Intensive Training Leadership Sponsor (\$500)  
High-profile logo listing on HDC hosted event signage and printed materials
- Two-week highlight in our Member Digest (value \$1,000)  
Article and logo listing in weeks of choice
- One-month of HDC office rent (value \$3,000)  
Name recognition in social media posts throughout the month of your choosing
- High-profile logo listing on HDC website – sponsor page

## GOLD \$20,000

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Our Gold package is designed for sponsors who want to be involved in most of HDC's yearly activities. This package gives you a high level of sponsorship at each of our major events and exposure through our membership programs, events, and communication services.

- Annual Celebration Leadership Sponsor (value \$15,000)  
March: 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
- Annual Member Meeting & Year-End Celebration Leadership Sponsor (\$2,500)  
December: Logo listing on event registration website, screen logo listing, live podium recognition, and listing in e-communications
- Affinity Group and Workgroup Leadership Sponsor (value \$2,500)  
High-profile logo listing on monthly meeting materials + attend one meeting of choice
- Affordable Housing Week Leadership Sponsor (value \$2,500)  
May: High-profile logo listing on event webpage, HDC hosted event signage and printed materials
- Advocacy Intensive Training Leadership Sponsor (\$500)  
High-profile logo listing on HDC hosted event signage and printed materials
- One-month of HDC office rent (value \$3,000)  
Name recognition in social media posts throughout the month of your choosing
- Three-week highlight in our Member Digest e-publication (value \$1,500)  
Article and logo listing in weeks of choice
- High-profile logo listing on HDC website – sponsor page

## SILVER \$15,000

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Our Silver package is designed for sponsors who wish to support HDC in a meaningful way and be involved in some of our yearly activities. This package gives you sponsorship at each of our major events and exposure through our membership programs, events, and communication services.

- Annual Celebration Visionary Sponsor (value \$10,000)  
March: 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
- Quarterly Member Meeting Sponsor (value \$2,500)  
March, June, September: Logo listing on HDC hosted event signage, and verbal recognition at meetings
- Annual Member Meeting & Year-End Celebration Champion Sponsor (\$1,000)  
December: Listing on event registration website, screen listing, and listing in e-communications
- Affinity Group and Workgroup Champion Sponsor (value \$1,000)  
Logo listing on monthly meeting materials + attend one meeting of choice
- One-month of HDC office rent (value \$3,000)  
Name recognition in social media posts throughout the month of your choosing
- Two-week highlight in our Member Digest e-publication (value \$1,000)  
Article and logo listing in weeks of choice
- Affordable Housing Week Champion Sponsor (value \$1,000)  
May: Medium logo listing on event webpage, HDC hosted event signage and printed materials
- Advocacy Intensive Training Champion Sponsor (\$250)  
Medium logo listing on HDC hosted event signage and printed materials
- Collaborative Cocktails Sponsor (value \$500)  
High-profile logo listing on event registration page, day-of collateral and verbal recognition at event of sponsors' choosing
- Logo listing on HDC website – sponsor page

## BRONZE \$10,000

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Our Bronze package is designed for sponsors who wish to support HDC and be involved in a few of our yearly activities. This package gives you sponsorship at each of our major events and exposure through our membership programs, events, and communication services.

- Annual Celebration Champion Sponsor (value \$5,000)  
March One luncheon table (seats 10), screen logo listing, live podium recognition, logo listing in program, and name listing on event webpage
- Quarterly Member Meeting Sponsor (value \$2,500)  
March, June, September: Logo listing on HDC hosted event signage, and verbal recognition at meetings

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## BRONZE CONT...

- Annual Member Meeting & Year-End Celebration Champion Sponsor (\$1,000)  
December: Listing on event registration website, screen listing, and listing in e-communications
- Affinity Group and Workgroup Champion Sponsor (value \$1,000)  
Logo listing on monthly meeting materials + attend one meeting of choice
- Affordable Housing Week Advocate Sponsor (value \$500)  
May: Logo listing on event webpage, HDC hosted event signage and printed materials
- One-month of HDC office rent (value \$3,000)  
Name recognition in social media posts throughout the month of your choosing
- Two-week highlight in our Member Digest e-publication (value \$1,000)  
Article and logo listing in weeks of choice
- Logo listing on HDC website – sponsor page

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## COPPER \$7,500

- Annual Celebration Champion Sponsor (value \$5,000)  
March: One luncheon table (seats 10), screen logo listing, live podium recognition, logo listing in program, and name listing on event webpage
- Annual Member Meeting & Year-End Celebration Champion Sponsor (\$1,000)  
December: Listing on event registration website, screen listing, and listing in e-communications
- Quarterly Member Meeting Sponsor (value \$500)  
Logo listing on HDC hosted event signage, and verbal recognition at meetings during quarter of sponsor's choice
- Recruiting Diversity Task Force - Meetings and Activities (value \$1,000)  
High-profile logo listing on event registration website and meeting materials
- Affinity Group and Workgroup Advocate Sponsor (value \$500)  
Logo listing on monthly meeting materials
- Affordable Housing Week Advocate Sponsor (value \$500)  
May: Logo listing on event webpage, HDC hosted event signage and printed materials
- Candidate Forum Sponsor (value \$500)  
Logo listing on event webpage, HDC hosted event signage and printed materials
- Two-week highlight in our Member Digest e-publication (value \$1,000)  
Article and logo listing in weeks of choice
- Sponsorship of one Housing and... event (value \$300)  
High-profile logo listing on event signage and meeting materials
- Learn at Lunch Sponsor (value \$300)  
High-profile logo listing on event registration website and meeting materials for month/event of choice
- Collaborative Cocktails Sponsor (value \$500)  
High-profile logo listing on event registration page, day-of collateral and verbal recognition at event of sponsors' choosing
- Name listing on HDC website – sponsor page

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## IRON \$5,000

- Annual Celebration Advocate Sponsor (value \$2,500)  
March: One luncheon table (seats 10), screen listing, logo listing in program, and name listing on event webpage
- Annual Member Meeting & Year-End Celebration Champion Sponsor (\$1,000)  
December: Listing on event registration website, screen listing, and listing in e-communications
- Quarterly Member Meeting Sponsor (value \$500)  
Logo listing on HDC hosted event signage, and verbal recognition at meetings during quarter of sponsor's choice
- Recruiting Diversity Task Force - Meetings and Activities (value \$1,000)  
High-profile logo listing on event registration website and meeting materials
- Affinity Group and Workgroup Partner Sponsor (value \$250)  
Name listing on monthly meeting materials
- Affordable Housing Week Partner Sponsor (value \$250)  
May: Name listing on event webpage, HDC hosted event signage and printed materials
- Candidate Forum Sponsor (value \$500)  
Logo listing on event webpage, HDC hosted event signage and printed materials
- Two-week highlight in our Member Digest e-publication (value \$1,000)  
Article and logo listing in weeks of choice
- Learn at Lunch Sponsor (value \$300)  
High-profile logo listing on event registration website and meeting materials for month/event of choice
- Collaborative Cocktails Sponsor (value \$500)  
High-profile logo listing on event registration page, day-of collateral and verbal recognition at event of sponsors' choosing
- Name listing on HDC website – sponsor page



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### SPONSOR COMMITMENT FORM

	<b>Amount</b>
Sponsorship Package _____	\$ _____
<b>Total Due 2018</b>	<b>\$ _____</b>

**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](mailto: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!**