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Housing Development Consortium of Seattle-King County

# 2019 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



HOUSING  
DEVELOPMENT  
*consortium*

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2019

À la carte

**SPONSORSHIP**

**OPPORTUNITIES**

## ABOUT HDC

As an advocate, broker, and convener of and for our 170+ members, the Housing Development Consortium of Seattle-King County has supported and inspired our growing member base for over 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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Dear Friends,

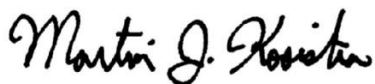
I am excited to invite you to join us in celebrating the affordable housing sector and Housing Development Consortium (HDC) membership on April 23, 2019, and all year long as we work to implement smart housing policies, build the capacity of our membership to better address the housing need, and work to ensure that all people have access to safe, healthy, and affordable homes within communities of opportunity.

When we were founded in 1988 by 10 non-profit housing providers, it was a different time and place. But the need for housing, collaboration, and vision was the same in many ways as it is today. The need continues to grow, but so do we. Now we number 170+ 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. 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 this next year!

Please review the sponsorship opportunities and benefits below and contact [loren@housingconsortium.org](mailto:loren@housingconsortium.org) if you are interested in sponsoring or have any questions.

Sincerely,



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 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. Please contact Loren Tierney at [loren@housingconsortium.org](mailto:loren@housingconsortium.org) if you would like to learn more about our pre-formed package opportunities.

#### 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>

## A LA CARTE SPONSORSHIP OPPORTUNITIES

### MEMBER SERVICES:

- **ANNUAL CELEBRATION** (APRIL 23, 2019 @ Washington State Convention Center)
  - o Presenting. (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) \$15,000
  - o 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) \$10,000
  - o Champion (One luncheon table (seats 10), screen logo listing, live podium recognition, logo listing in program, and name listing on event webpage) \$5,000
  - o Advocate (One luncheon table (seats 10), screen listing, logo listing in program, and name listing on event webpage) \$2,500
  - o Ally (One luncheon table (seats 10), screen listing, and name listing on event webpage and in program) \$1,500
- **LEARN AT LUNCH** High-profile logo listing on event registration website and meeting materials \$250/ea

## A LA CARTE SPONSORSHIP OPPORTUNITIES (CONT...)

- **RACIAL EQUITY INITIATIVE**
  - o Recruiting Diversity Task Force - Program Support (High-profile logo listing on event registration website and meeting materials) \$1,000
  - o Consulting Services (High-profile logo listing on marketing materials) \$500
- **QUARTERLY MEMBER MEETINGS** (March, June, September) \$500/ea   
High-profile logo listing on event registration website and meeting materials  
*\*Available to members only*
- **ANNUAL MEMBER MEETING & YEAR-END CELEBRATION** (December)   
*\*Available to members only*
  - o Leadership (Logo listing on event registration website, screen logo listing, live podium recognition, and listing in e-communications) \$2,500
  - o Champion (Listing on event registration website, screen listing, and listing in e-communications) \$1,500
  - o Advocate (Listing on event registration website, and screen listing) \$500
  - o Partner (Listing on event registration website and listing in e-communications) \$250
- **LEADERSHIP DEVELOPMENT INITIATIVE SUPPORT**   
High-profile logo listing on 2019 professional development trainings and on registration website. Trainings to be determined. Funding can also go toward the Harry Hoffman Leadership Support Fund, a scholarship program used to help cover the cost of trainings and travel outside of HDC \$1,500
- **HOUSING AND... SERIES SPONSORSHIP**
  - o Leadership (Logo listing on event registration website, screen logo listing, live podium recognition, and listing in e-communications) \$1,000
  - o Champion (Listing on event registration website, screen listing, and listing in e-communications) \$500
  - o Partner (Listing on event registration website and listing in e-communications) \$250

## POLICY ADVOCACY:

- **AFFORDABLE HOUSING WEEK** (MAY 2019)
  - o Leadership (High-profile logo listing on HDC hosted event signage and printed materials) \$2,000
  - o Champion (Medium logo listing on HDC hosted event signage and printed materials) \$1,000
  - o Advocate (Small logo listing on HDC hosted event signage and printed materials) \$500
  - o Partner (Name listing on HDC hosted event signage and printed materials) \$250
- **ADVOCACY INTENSIVE TRAINING** (FALL 2019)
  - o Leadership (High-profile logo listing on HDC hosted event signage and printed materials) \$500
  - o Champion (Medium logo listing on HDC hosted event signage and printed materials) \$250
- **CANDIDATE FORUM** (OCTOBER 2019) Logo listing on event signage and printed materials \$500

## COMMUNICATIONS AND OUTREACH:

- **HOME PAGE SLIDER LISTING** (1 week) \$250
- **ECONOMIC IMPACT STUDY** (x1) Logo listing on Annual Report \$10,000
- **ANNUAL REPORT** (x1) Logo listing on Annual Report \$5,000

## OPERATIONS:

- **GIVE HDC A HOME - ONE MONTH OF HDC OFFICE RENT** (MONTHLY = 12) \$2,500/mo   
Name recognition in social media posts throughout the month of your choosing
- **CONSTITUENCY RELATIONSHIP MANAGEMENT SYSTEM INTEGRATION PROJECT** (x1) \$5,000



## SPONSOR COMMITMENT FORM

	Amount
À la carte Items (please attach opportunities menu with your selections indicated)	\$ _____
<b>Total Due 2019</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, 2018**.

Please return completed forms to: [loren@housingconsortium.org](mailto:loren@housingconsortium.org)

or via mail:

Housing Development Consortium  
 Attn: Loren Tierney  
 1326 5th Avenue, Suite 230  
 Seattle, WA 98101

**Thank you for your support!**