



HOUSING
DEVELOPMENT
consortium

Housing Development Consortium of Seattle-King County

2022 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 nearly 200 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 throughout King County live with dignity in safe, healthy, and affordable homes

Our Mission

Build, sustain, and inspire a diverse network committed to producing, preserving, and increasing equitable access to affordable homes

Dear Friends,

We find ourselves in a year of transition: transitioning to a new era of leadership in the midst of a still-present pandemic; ushering in a new strategic plan and vision to guide and inform our work; and saying farewell to a dedicated leader who has steered the organization selflessly and faithfully for more than eight years. Change can be both inspiring and challenging, but we have no doubt that our collective will continue to lead the way to address the massive need for affordable housing in our region.

That's because HDC is more than one person, and more than its staff and Board. You – our members and partners - are HDC, we're thankful for you every day, and invite you to join us in celebrating the affordable housing sector and HDC membership on March 29, 2022, and all year long, as we work to build the capacity of our membership, working on the frontlines to better address equitable access to housing.

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 nearly 200 members representing all facets of the affordable housing sector, including developers, owners, managers, housing authorities, major financial institutions, architects, contractors, accountants, and government agencies.

We are a movement with a single common purpose and your sustained commitment is essential to the progress we've made in creating access to affordable housing across our region. 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 (either in-person or virtually)!

Please review the sponsorship opportunities and benefits below and contact loren@housingconsortium.org or bambi@housingconsortium.org if you are interested in sponsoring or have any questions about events or programs.

In sincere gratitude,



Patience Malaba
Government Relations and Policy Director
Housing Development Consortium



Loren Tierney
Member Services Director
Housing Development Consortium

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.

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 |

SPONSORSHIP PACKAGES

PLATINUM \$20,000

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 \$15,000)
March 29: Full screen pre-event slide recognition, verbal and large logo recognition during program, large logo website listing, large logo event hub recognition, large logo networking hub recognition, large logo in digital program, large logo recognition in event email marketing, and a boosted social media feature
- Annual Member Meeting & Year-End Celebration Leadership Sponsor (\$1,500)
December: High-profile logo listing on event registration website, screen logo listing, stage logo signage, live podium recognition, and logo listing in e-communications (**Available to members only. Comparable event will be made available to non-members interested in this package*)
- Affordable Housing Week Leadership Sponsor (value \$2,000)
May: High-profile logo listing on event webpage, HDC hosted event signage and printed materials
- Race, Equity, and Inclusion Programming Support (value \$1000)
High-profile logo listing for events/trainings including meeting materials
- Exemplary Buildings and Innovative Construction + Design (\$500)
Champion Level (Logo listing on HDC's Exemplary Buildings Program Website as program sponsor)
- Feature in prospective member packet
- One month highlight on website homepage
- High-profile logo listing on HDC website – sponsor page

GOLD \$15,000

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 \$10,000)
March 29: Full screen pre-event slide recognition, verbal and medium logo recognition during program, medium logo website listing, medium logo event hub recognition, medium logo networking hub recognition, medium logo in digital program, medium logo recognition in event email marketing, and a boosted social media feature
- Annual Member Meeting & Year-End Celebration Leadership Sponsor (\$1,500)
December: Logo listing on event registration website, screen logo listing, live podium recognition, and listing in e-communications (**Available to members only. Comparable event will be made available to non-members interested in this package*)
- Affordable Housing Week Leadership Sponsor (value \$2,000)
May: High-profile logo listing on event webpage, HDC hosted event signage and printed materials
- Leadership Development Initiative Support (value \$1000)
High-profile logo listing on 2019 professional development trainings and on registration website
- Race, Equity, and Inclusion Programming Support (value \$500)
High-profile logo listing for events/trainings including meeting materials
- Three-week highlight on our website homepage
- High-profile logo listing on HDC website – sponsor page

SILVER \$10,000

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 Champion Sponsor (value \$5,000)
March 29: Half screen pre-event slide recognition, verbal and medium logo recognition during program, medium logo website listing, medium logo event hub recognition, medium logo networking hub recognition, medium logo in digital program, medium logo recognition in event email marketing, and a boosted group social media feature
- Quarterly Member Meeting Sponsor (value \$1,500)
March, June, September: Logo listing on HDC hosted event signage, and verbal recognition at meetings (**Available to members only. Comparable event will be made available to non-members interested in this package*)
- Annual Member Meeting & Year-End Celebration Champion Sponsor (\$1,500)
December: Listing on event registration website, screen listing, and listing in e-communications (**Available to members only. Comparable event will be made available to non-members interested in this package*)
- Affordable Housing Week Advocate Sponsor (value \$1000)
May: Medium logo listing on event webpage, HDC hosted event signage and printed materials
- Race, Equity, and Inclusion Program Support (value \$1,000)
High-profile logo listing for events/trainings including meeting materials
- Two-week highlight on our website homepage
- Logo listing on HDC website – sponsor page

BRONZE \$7,500

- Annual Celebration Champion Sponsor (value \$5,000)
March 29: Half screen pre-event slide recognition, verbal and medium logo recognition during program, medium logo website listing, medium logo event hub recognition, medium logo networking hub recognition, medium logo in digital program, medium logo recognition in event email marketing, and a boosted group social media feature
- Annual Member Meeting & Year-End Celebration Champion Sponsor (\$1,500)
December: Listing on event registration website, screen listing, and listing in e-communications (**Available to members only. Comparable event will be made available to non-members interested in this package*)
- Race, Equity, and Inclusion Programming Support (value \$500)
High-profile logo listing on marketing materials
- Affordable Housing Week Advocate Sponsor (value \$500)
May: Medium logo listing on event webpage, HDC hosted event signage and printed materials
- One-week highlight on our website homepage
- Logo listing on HDC website – sponsor page

COPPER \$5,000

- Annual Celebration Advocate Sponsor (value \$2,500)
March 29: Half screen pre-event slide recognition, small logo recognition during program, small logo website listing, small logo event hub recognition, small logo networking hub recognition, small logo in digital program, small logo recognition in event email marketing, and a group social media feature
- Annual Member Meeting & Year-End Celebration Advocate Sponsor (\$500)
December: Listing on event registration website, screen listing, and listing in e-communications (**Available to members only. Comparable event will be made available to non-members interested in this package*)
- Housing Development Internship Program Support (value \$1,500)
High-profile logo listing on application and marketing materials
- Affordable Housing Week Partner Sponsor (value \$500)
May: Name listing on event webpage, HDC hosted event signage and printed materials
- One-week highlight on our website homepage
- Name listing on HDC website – sponsor page



SPONSOR COMMITMENT FORM

	Amount
Sponsorship Package _____	\$ _____
Total Due 2021/22	\$ _____

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 **March 1, 2022**.

Please return completed forms to: loren@housingconsortium.org

or via mail:

Housing Development Consortium
1326 5th Avenue, Suite 230
Seattle, WA 98101

Thank you for your support!



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2022

À la carte

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OPPORTUNITIES

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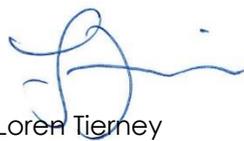
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Patience Malaba
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THE ADVANTAGE OF YEAR-LONG SPONSORSHIP

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 if you would like to learn more about our pre-formed package opportunities.

As a Year-Long Sponsor, you will receive:

Increased Visibility	<ul style="list-style-type: none">Gain exposure and take advantage of premium visibilityPosition 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 yearHassle free payment options
Additional Benefits	<ul style="list-style-type: none">Customize your marketing needs and make your dollars go furtherReceive priority selection and placement for sponsoring eventsEnjoy exclusive opportunities only available to participating sponsors

A LA CARTE SPONSORSHIP OPPORTUNITIES

MEMBER SERVICES:

- **ANNUAL CELEBRATION** (*Virtual + In-person Hybrid Event, March 29, 2022*)
 - o Presenting (Full screen pre-event slide recognition, verbal and large logo recognition during program, large logo website listing, large logo event hub recognition, large logo networking hub recognition, large logo in digital program, large logo recognition in event email marketing, and a boosted social media feature). \$15,000
 - o Leadership (Full screen pre-event slide recognition, verbal and medium logo recognition during program, medium logo website listing, medium logo event hub recognition, medium logo networking hub recognition, medium logo in digital program, medium logo recognition in event email marketing, and a boosted social media feature) \$10,000
 - o Champion (Half screen pre-event slide recognition, verbal and medium logo recognition during program, medium logo website listing, medium logo event hub recognition, medium logo networking hub recognition, medium logo in digital program, medium logo recognition in event email marketing, and a boosted group social media feature) \$5,000
 - o Advocate (Half screen pre-event slide recognition, small logo recognition during program, small logo website listing, small logo event hub recognition, small logo networking hub recognition, small logo in digital program, small logo recognition in event email marketing, and a group social media feature) \$2,500
 - o Ally (Quarter screen pre-event slide recognition, listing during program, listing on event hub, listing on networking hub, listing in digital program, listing in event email marketing, and group social media feature) \$1,500
- **QUARTERLY MEMBER MEETINGS** (March, June, September)
High-profile logo listing on event registration website and meeting materials \$500/ea
**Available to members only*
- **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 Housing Development Internship Program (logo listing in HDI program materials) \$1000
 - o Consulting Services (High-profile logo listing on marketing materials) \$500
 - o HDC Trainings, TBD (High-profile logo listing on event registration website and training materials) \$500
- **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) \$1,500
 - o Champion (Listing on event registration website, screen listing, and listing in e-communications) \$500
 - o Advocate (Listing on event registration website, and screen listing) \$250
- **LEADERSHIP DEVELOPMENT INITIATIVE SUPPORT**
 High-profile logo listing on 2022 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 \$1,000
- **EXEMPLARY BUILDINGS AND INNOVATIVE CONSTRUCTION + DESIGN**
 - o Leadership (Logo listing on event and training registration webpages and event/training collateral; logo listing on HDC's Exemplary Buildings Program Website as program sponsor) \$1,000
 - o Champion (Logo listing on HDC's Exemplary Buildings Program Website as program sponsor) \$500
 - o Partner (Listing on HDC's Exemplary Buildings Program Website as program sponsor) \$250

POLICY ADVOCACY:

- **AFFORDABLE HOUSING WEEK (MAY 2022)**
 - 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 2022)**
 - 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 2022)** 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)	\$ _____
Total Due 2021/2022	\$ _____

Payment Preferences:

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