



Housing Development Consortium of Seattle-King County

2023 **35TH ANNIVERSARY**
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 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,

*I am excited to invite you to join us in celebrating the affordable housing sector and Housing Development Consortium (HDC) membership on **March 30th, 2023**, and all year long. Celebrating **35 remarkable years of work** by so many dedicated members is going to be inspiring. Our 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, charting a new course and vision for the future of affordable 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 200 members representing all facets of the affordable housing sector, including developers, owners, managers, housing authorities, major financial institutions, community-based organizations, architects, contractors, accountants, and government agencies. As we implement the goals of our 2022-2025 strategic plan with a renewed purpose that aligns with our mission and vision, we are living in a clear and compelling manner the values, aspirations, and commitments of our association. We invite you to celebrate the great strides that we have made and renew your commitment to overcoming the barriers that remain, in our collective effort of making an equitable and affordable future possible.

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. 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 loren@housingconsortium.org if you are interested in sponsoring or have any questions about events or programs.

In sincere gratitude,



Patience Malaba
Executive 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

PRESENTING \$35,000

Our Presenting package is *exclusive to two sponsors* 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 signature events and maximum exposure through our membership programs, events, and communication services.

- **Annual Celebration Presenting Sponsor (value \$25,000)**
March 30: Full screen pre-event slide recognition, verbal and large logo recognition during program, large logo website listing, opportunity for exclusive stage signage and program speaking role, large logo networking hour recognition, large logo in print program, opportunity for ad in print 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
- **Housing Development Internship Program (HDIP) Support (value \$1000)**
High-profile logo listing on program materials and promotion
- **Leadership Development Initiative Support (value \$1000)**
High-profile logo listing on 2023 professional development trainings and on registration website
- **King County Affordable Housing Symposium Sponsor (value \$1000)**
January 31: Logo listing on event signage and printed materials
- **Candidate Forum Sponsor (value \$1000)**
October 2023: Logo listing on event signage and printed materials
- **Exemplary Buildings and Innovative Construction + Design (\$1500)**
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 (value \$1000)**
- **High-profile logo listing on HDC website – sponsor page**

PLATINUM \$25,000

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

- **Annual Celebration Leadership Sponsor (value \$15,000)**
March 30: Full screen pre-event slide recognition, verbal and large logo recognition during program, large logo website listing, large logo networking hour recognition, large logo in print program, opportunity for ad in print 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
- **Leadership Development Initiative Support (value \$1000)**
High-profile logo listing on 2023 professional development trainings and on registration website
- **King County Affordable Housing Symposium Sponsor (value \$1000)**
January 31: Logo listing on event signage and printed materials
- **Candidate Forum Sponsor (value \$1000)**
October 2023: Logo listing on event signage and printed materials
- **Exemplary Buildings and Innovative Construction + Design (\$1500)**
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 (value \$1000)**
- **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 Champion Sponsor (value \$10,000)**
March 30: Full screen pre-event slide recognition, verbal and large logo recognition during program, large logo website listing, large logo networking hour recognition, large logo in print program, opportunity for ad in print 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: 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 Training Support (value \$500)**
High-profile logo listing for events/trainings including meeting materials
- **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 Ambassador 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 in print 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 Champion 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
- **Logo listing on HDC website – sponsor page**

BRONZE \$7,500

- **Annual Celebration Ambassador 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 in print program, medium logo recognition in event email marketing, and a boosted group social media feature. Exclusive to ten sponsors.
- **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 Consulting Services Support (value \$500)**
High-profile logo listing for events/trainings including meeting materials
- **Affordable Housing Week Advocate Sponsor (value \$500)**
May: Medium logo listing on event webpage, HDC hosted event signage and printed materials
- **Logo listing on HDC website – sponsor page**

COPPER \$5,000

- **Annual Celebration Advocate Sponsor (value \$2,500)**
March 30: Half screen pre-event slide recognition, small logo recognition during program, small logo website listing, small logo in print 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
- **Name listing on HDC website – sponsor page**



SPONSOR COMMITMENT FORM

	Amount
Sponsorship Package _____	\$ _____
Total Due 2022/23	\$ _____

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 3, 2023**.

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!



HOUSING
DEVELOPMENT
consortium

2023

À la carte

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OPPORTUNITIES

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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** (*In-person, March 30, 2023*)
 - o **Presenting** - Full screen pre-event slide recognition, verbal and large logo recognition during program, large logo website listing, opportunity for exclusive stage signage and program speaking role, large logo networking hour recognition, large logo in print program, opportunity for ad in print program, large logo recognition in event email marketing, and a boosted social media feature. Exclusive to two sponsors. \$25,000
 - o **Leadership** - Full screen pre-event slide recognition, verbal and large logo recognition during program, large logo website listing, large logo networking hour recognition, large logo in print program, opportunity for ad in print program, large logo recognition in event email marketing, and a boosted social media feature. Exclusive to three sponsors. \$15,000
 - o **Champion** - Full screen pre-event slide recognition, verbal and medium logo recognition during program, medium logo website listing, medium logo networking hour recognition, medium logo in print program, medium logo recognition in event email marketing, and a boosted social media feature. Exclusive to five sponsors. \$10,000
 - o **Ambassador** - Half screen pre-event slide recognition, verbal and medium logo recognition during program, medium logo website listing, medium logo in print program, medium logo recognition in event email marketing, and a boosted group social media feature. Exclusive to ten sponsors. \$5,000
 - o **Advocate** - Half screen pre-event slide recognition, small logo recognition during program, small logo website listing, small logo in print program, small logo recognition in event email marketing, and a group social media feature. Unlimited opportunities. \$2,500
 - o **Ally** - Quarter screen pre-event slide recognition, name listing during program, name listing in networking hour, name listing in print program, name listing in event email marketing, and group social media feature. Unlimited opportunities. \$1,500

A LA CARTE SPONSORSHIP OPPORTUNITIES (CONT...)

- **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
- **RACIAL EQUITY INITIATIVE**
 - o Housing Development Internship Program - logo listing in HDI program materials \$1000
 - o Consulting Services (Caucusing facilitation, etc) - High-profile logo listing on marketing materials \$500
 - o HDC Trainings, TBD - High-profile logo listing on event registration website and training materials \$500
 - o Black Home Initiative Program Support - logo listing on HDC program-specific page \$250
- **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 2023 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
- **SUSTAINABLE BUILDINGS AND INNOVATION + 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) \$1,500
 - 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
 - o -- --
 - o Resilient Retrofits Program Support (logo listing on HDC program-specific page) \$500

POLICY ADVOCACY:

- **KING COUNTY AFFORDABLE HOUSING SYMPOSIUM** (JANUARY 31, 2023)
 - o Advocate - Logo listing on event signage and printed materials \$500
 - o Partner - Name listing on event signage and printed materials \$250
- **AFFORDABLE HOUSING WEEK** (MAY 2023)
 - 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
- **CANDIDATE FORUM** (OCTOBER 2023) 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 2022/2023	\$ _____

Payment Preferences:

- Full Amount Now Quarterly Installments Monthly Installments

Payment Method:

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

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or via mail:

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

Thank you for your support!