Targeted Sponsorship Opportunities

The first of NAHRO’s three 2020 events, the NAHRO Washington Conference will bring together leaders of the housing and community development industry to discuss and address federal regulations impacting affordable public housing.

Network with attendees and leave a lasting impression by sponsoring an official conference event or item. From the elegant Washington Reception to notepads, pens and inserts, NAHRO offers a number of great sponsorship options with key benefits. Best of all, rates start at just $500.

Looking for even more exposure?

Maximize your investment when you participate in NAHRO’s Partnership Program, which combines the best of NAHRO’s conference opportunities with Journal of Housing and Community Development (JoHCD) advertising for year-round exposure. As a NAHRO Partner, you’ll also receive discounted rates, and other exclusive benefits. Contact Rachel Barkin at rbarkin@townsend-group.com for more information.

Washington Reception – $10,000

On Tuesday, March 31 after a day of advocacy on Capitol Hill, the elegant Washington Reception provides conference attendees the chance to debrief and relax with colleagues while mingling with invited HUD and congressional contacts.

Benefits Include:
- Two (2) complimentary conference registrations
- Logo recognition on signage in conference registration area and at reception
- Verbal recognition at plenary sessions
- Logo recognition at table placards at the reception
- Logo recognition in the conference program, plenary PowerPoint loop and on the website
Welcome Reception - $7,500

Reach all attendees in one place. The Welcome Reception kicks off the start of the conference on Sunday, March 29.

Benefits include:
- One (1) complimentary conference registration
- Logo recognition on signage in conference registration area and at the session
- Logo recognition on table placards on refreshment tables
- Verbal recognition at event and at all plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop and on the website

Morning or Afternoon Plenary Session - $7,500

Don't miss this opportunity to get your name and company logo in front of attendees at either of these plenary sessions on Monday, March 30.

Benefits include:
- One (1) complimentary conference registration
- Opportunity to introduce the featured speaker
- Verbal recognition at plenary sessions
- Logo recognition on signage in conference registration area and at the session
- Logo recognition in the conference program, plenary PowerPoint loop and on the website

President’s Leadership Reception - $5,000

This invitation-only reception on Friday, March 27, honors NAHRO Leadership (Board and committee members).

Benefits include:
- Verbal recognition from NAHRO President at event
- Logo recognition on signage in conference registration area and at reception
- Logo recognition on table placards on tables
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop and on the website

Attendee Shuttle Service for NAHRO's Capital Hill Day - $5,000

Provide transportation to/from the hotel for conference attendees attending meetings on Capitol Hill during NAHRO's Capital Hill Day on Tuesday, March 31.

Benefits Include:
- Logo recognition on signage in conference registration area and on buses
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop, and on the website
Refreshment Break - $5,000 each

Coffee/refreshment breaks offer exposure to all conference attendees. Available times:

- Sunday afternoon, March 29
- Monday morning, March 30
- Monday afternoon, March 30

Benefits Include:
- Logo recognition on signage in conference registration area
- Logo recognition on table placards on refreshment tables
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop, and on the website

Conference App - $4,000

The conference app is the primary mechanism by which attendees navigate the conference. Put your company’s products and services in the palm of all conference attendees.

Benefits Include:
- Logo display on the conference app landing page and sponsor page, with link to website
- Logo recognition on signage in conference registration area
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop, and on the website

Notepads - $3,500

Place your logo on notepads attendees can use to take notes during the conference. Pads will remind attendees of your organization long after the conference ends. Pads are distributed in all attendee conference packets.

Benefits Include:
- Logo recognition on notepad with NAHRO’s logo
- Logo recognition on signage in conference registration area
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop, and on the website
**Pens - $3,500**

Provides a highly visible branding opportunity. Pens will be used by attendees to take notes during the conference and will remind attendees of your organization long after the conference ends. Pens are distributed in all attendee conference packets.

Benefits Include:
- Logo recognition on pen with NAHRO’s logo
- Logo recognition on signage in conference registration area
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop, and on the website

**Conference E-blasts - $1,000 each**

Reach 21,500 NAHRO members and attendees before the Washington Conference with an ad in the official conference e-blasts. These valuable e-blasts contain important information about the event and will be pushed out once a week starting approximately two months prior to the conference. Limit one sponsor per e-blast. Reserve yours today! (Prototype: [http://bit.ly/1FRVNSi](http://bit.ly/1FRVNSi)).

**One-page Insert - $500 each (5 opportunities)**

Deliver custom-content about your products and services directly into the hands of all Washington Conference attendees! Your one-page promotional insert will be included in the packet that each attendee receives at registration. Accepted insert size is 8.5” x 11” or smaller. The sponsor is responsible for printing and shipping the inserts to NAHRO. Content subject to NAHRO approval.