NAHRO NAT CON 26

National Conference 2026

Sponsorship Prospectus

October 15-17, 2026

Colorado Convention Center

Denver, CO

NAHRO

building communities together

Elevate. Connect. Lead.

NAHRO's 2026 National Conference brings together the nation's leading housing and community development professionals for three days of learning, connection, and impact. Sponsoring NAHRO's largest annual event elevates your brand, demonstrates your commitment to affordable housing, and builds lasting relationships across NAHRO's national network.

WHY NAHRO

Proven Excellence: For more than 90 years, NAHRO has been the leader in helping its members create strong, stable communities. With over 26,000 members, including professionals from approximately 2,500 public housing authorities nationwide, our reach is vast, and our impact is unmatched.

Who You'll Reach: Our attendees represent top decision-makers, executive directors, housing authority leaders, policy experts, and community innovators.

2025 National Conference Attendee Demographics:

» **1,750** participants from public housing agencies, non-profits, and private-sector partners

» **73%** of attendees represent public housing and housing authorities

» **5%** of attendees represent local government and community development agencies

» **50%** of all attendees are in leadership (key decision makers)

A TRUSTED THOUGHT PARTNER

NAHRO's digital and social presence continues to grow as housing and community development leaders rely on us for timely, credible insights.

In 2025, our website received more than 800,000 additional views from more than 250,000 users, with the National Conference page alone generating more than 35,000 views. NAHRO's LinkedIn community also grew by 33% to nearly 14,200 followers.

Because all sponsors receive social media recognition and digital visibility as part of their partnership, this growing audience translates into meaningful reach.

JOIN US TODAY!

Now is the time to act. Don't miss the opportunity to support NAHRO's National Conference and lead the way in advancing affordable housing.

Reserve Your Spot Now:
Contact ***Lisa Kirch, lkirch@nahro.org***

SPONSORSHIP OPPORTUNITIES MENU

SPONSORSHIP TIERS

Impact Sponsorship (2)
$45,000

Ally Sponsor
$10,000

Collaborator Sponsor
$20,000

Supporter Sponsor
$5,000

Additional Sponsorship Opportunities

Professional Portrait Lounge (1) - $27,500

Welcome Reception (1)

- $26,000 Exclusive Sponsorship
- $13,000 Co-Sponsorship

Key Card Sponsor (1) - $20,000

Community Innovation Awards Reception (1)

- $10,000 Co-Sponsorship

Plenary Session (1) - $15,000

Wi-Fi Sponsorship (1) - $15,000

Morning Coffee & Breakfast (2) - $15,000

Exhibit Hall Reception (2) - $13,000

NAHRO Women's Leadership Breakfast

- $10,000 Ally level
- $5,000 Supporter Level

Education Session Block Supporter: Exhibitor Only Sponsorship (3) - $4,500

SPONSORSHIP TIERS

Impact Sponsor
$45,000 (2 opportunities)

Advertising Package:

- Two months of advertising on NAHRO's home page leaderboard, which generates 20,000 users a month
- Two months of top banner advertising in NAHRO's weekly Direct News, which has 15,200 subscribers
- Sponsored article in the *Journal of Housing and Community Development*, our annual publication with 20,000 subscribers

Conference Package

- Pre-event cross-channel social media post thanking Impact sponsors collectively
- Prominent logo placement (2nd-tier) on the conference webpage, social media recognizing sponsors, sponsor signage, daily schedule handout, and conference app
- 3 push notifications in the conference app thanking Impact Sponsor sponsors collectively
- 4 conference registrations
- Invitation for 2 representatives to NAHRO's Board of Governors Evening Event (10/15) - an exclusive gathering of senior housing leaders and decision-makers.
- Access to attendee list: names and affiliations

Collaborator Sponsor
$20,000

Advertising Package:

- One month of advertising on NAHRO's home page leaderboard, which generates 20,000 users a month
- One month of top banner advertising in NAHRO's weekly Direct News, which has 15,200 subscribers

Conference Package

- Pre-event cross-channel social media post thanking Collaborator sponsors collectively
- Recognition of Collaborator sponsors in one on-tap email during the conference
- Prominent logo placement (3rd-tier) on the conference webpage, social media recognizing sponsors, sponsor signage, daily schedule handout, and conference app
- 2 push notifications in the conference app thanking Collaborator Sponsors collectively
- 3 conference registrations
- Access to attendee list: names and affiliations

Ally Sponsor
$10,000

- Logo placement (4th-tier) on conference webpage, social media thanking sponsors, sponsor signage, daily schedule handout, and conference app
- Pre-event cross-channel social media post thanking Ally sponsors collectively
- 1 push notification in the conference app thanking Ally Sponsors collectively
- 2 conference registrations
- Access to attendee list: names and affiliations

Supporter Sponsor
$5,000

- Logo recognition (5th-tier) on conference webpage, sponsor signage, and conference app
- 1 conference registration
- 1 push notification in the conference app thanking Supporter Sponsors collectively
- Access to attendee list: names and affiliations

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Professional Portrait Lounge Sponsor
$27,500

Participant Experience includes:

- Two-day activation with professional photography team and custom-designed branded studio environment
- Brief professional portrait sessions with light retouching and near-instant digital gallery delivery
- Approximately 400–600 professional portrait sessions delivered over the course of the conference
- Fast, walk-up participation model managed by photography team and designed for minimal attendee friction

Sponsor Benefits include:

- Integrated sponsor branding throughout the attendee experience, including custom-designed photo lounge signage created in collaboration with your design team, digital galleries, custom messaging, and experiential brand elements.
- Participant lead retrieval opportunities, including attendee name/email collection.
- Recognition in one pre-conference attendee email
- Recognition as the exclusive Portrait Lounge Sponsor on the conference webpage, social media recognizing sponsors, sponsor signage, daily schedule handout, and conference app
- 4 push notifications in the conference app promoting the Portrait Lounge experience
- 2 conference registrations
- Access to attendee list: names and affiliations

NAHRO Conference Welcome Reception
$26,000 Exclusive; $13,000 Co-Sponsorship
10/14, 6 pm – 7 pm

- Table placard branding
- Option to feature bar branded signage
- Cross-channel social media post recognizing your contribution
- Recognition on the conference webpage, social media recognizing sponsors, sponsor signage, daily schedule handout, and conference app
- 1 push notification in the conference app
- 4 conference registrations (exclusive); 2 if co-sponsoring
- Access to attendee list: names and affiliations

Key Card Sponsor (1)
$20,000

- Opportunity to include logo artwork on one side of the NAHRO conference hotel key card
- Logo placement (3rd-tier) on the conference webpage, social media recognizing sponsors, sponsor signage, daily schedule handout, and conference app
- 3 conference registrations
- Access to attendee list: names and affiliations

Community Innovation Awards Reception Sponsor
$10,000 (1 of 2 Co-Sponsorships available)

10/14, 4:45 pm – 6:00 pm

- Verbal recognition at the start of the awards reception
- Logo recognition on awards ceremony signage
- Recognition on social media post celebrating Community Innovation Awards
- Recognition on the conference webpage, social media recognizing sponsors, sponsor signage, daily schedule handout, and conference app
- 2 conference registrations
- Access to attendee list:

  names and affiliations

Plenary Sponsor:
Closing Plenary Session
$15,000

10/17, 8:30 am - 10:00 am

- Exclusive 2-minute speaking opportunity during the session, inclusive of a speaker introduction
- Logo recognition on opening plenary session walk-in screen
- Recognition on the conference webpage, social media recognizing sponsors, sponsor signage, daily schedule handout, and conference app
- 2 conference registrations
- Access to attendee list: names and affiliations

Exclusive Wi-Fi Sponsorship
$15,000

- Opportunity to create a custom password for wi-fi
- Recognition on the conference webpage, social media recognizing sponsors, sponsor signage, daily schedule handout, and conference app
- 1 push notification in the conference app
- 2 conference registrations
- Access to attendee list: names and affiliations

Morning Coffee and Breakfast (2 opportunities)
SOLD

- Logo recognition on placards and signage during your chosen slot
- Recognition on the conference webpage, social media recognizing sponsors, sponsor signage, daily schedule handout, and conference app
- 1 push notification in the conference app
- 2 conference registrations
- Access to attendee list: names and affiliations

Exhibit Hall Reception (2 opportunities)
$13,000 each

10/15 or 10/16,
5 pm – 7 pm

- Logo recognition on table placards and reception signage during your reception
- Recognition on the conference webpage, social media recognizing sponsors, sponsor signage, daily schedule handout, and conference app
- 1 push notification in the conference app
- 2 conference registrations
- Access to attendee list: names and affiliations

NAHRO Women's Leadership Breakfast

10/16,
7 am – 8:15 am

Ally Level - $10,000

- 1st-tier logo recognition on breakfast signage
- Logo placement (4th-tier) on the conference webpage, social media recognizing sponsors, sponsor signage, daily schedule handout, and conference app
- 1 push notification thanking NAHRO Women's Breakfast Sponsors in the conference app
- 2 conference registrations
- Access to attendee list: names and affiliations

Supporter level - $5,000

- 2nd-tier logo recognition on breakfast signage
- Logo placement (5th-tier) on conference webpage, sponsor signage, schedule daily handout, and conference app
- 1 push notification thanking NAHRO Women's Breakfast Sponsors in the conference app
- 1 conference registration
- Access to attendee list: names and affiliations

Education Session Block Supporter (3 exclusive opportunities for NAHRO exhibitors)

$4,500 each

10/15 or 10/16,
concurrent session block designated by NAHRO

- Recognition on NAHRO's slide deck as an Education Session Block Supporter
- Logo recognition on conference signage identifying the supported session block
- Recognition as a supporter in the conference app agenda for the selected time slot
- The opportunity to include a small suite of branded materials (e.g., one-page leave-behind, brochure, or takeaway item: up to two pieces) at NAHRO's central information table.
- push notification in the conference app
- Access to attendee list: names and affiliations
- Branding on the appropriate daily schedule handout

NOTE: Supporter recognition does not imply endorsement of session content, and supporters have no role in session development or delivery.

SOLD OPPORTUNITIES

Opening Plenary Sponsor

Closing Plenary

Exhibit Hall Lunch
(2 opportunities)

Housing and Community Development Tour

NAHRO NATCON 26

October 15-17, 2026

Colorado Convention Center
Denver, CO

National Association of Housing and Redevelopment Officials

630 Eye Street, NW, Washington DC 20001
Phone (US Only): 877-866-2476

NAHRO
building communities together