



Housing  
Action  
Illinois

A stronger Illinois begins at home

# 2019 **HOUSING MATTERS!** **CONFERENCE**

Dear Potential Partner:

Housing Action Illinois has been leading the movement for affordable housing in Illinois for more than 30 years. Each year, we help our 160+ member organizations meet community needs by sharing new research, innovative ideas, and crucial resources at our highly anticipated annual conference. We build the capacity of housing counselors and developers, homeless and supportive service providers, lenders, and government agencies to be catalysts for change in their communities.

**We invite you to join us in leading the way by sponsoring our 2019 Housing Matters! Conference.** The convening will take place on October 24 and 25, 2019 at the DoubleTree by Hilton in Bloomington, Illinois. Last year, we hosted 270 participants representing 161 organizations from throughout the state. Guests attended workshops in five different tracks, two plenary sessions, and a keynote address, all of which helped them build the foundational skills and relationships needed to do their jobs better, build upon the skills they already have, and strengthen these communities. The participants who filled out our conference surveys were overwhelmingly satisfied with the conference—96% said that they would recommend it to a friend or colleague, and 94% said they were likely to return in 2019.

**Our sponsorship levels range from \$3,000 – \$10,000, with additional opportunities for meal sponsorship (\$1,500 - \$4,000) and advertising in our program book.** Details can be found in the following prospectus. In addition to making it possible for Housing Action to continue to provide this valuable opportunity for affordable housing practitioners at a reasonable registration rate, **your sponsorship will connect you with a broad audience of housing developers and counselors, banks, public agencies and regulators, supportive housing providers, social service agencies, Centers for Independent Living, and other organizations.**

Please do not hesitate to contact me if you have any questions.

Regards,

**Sharon K. Legenza**, Executive Director  
(312) 939-6074 ext. 203 | sharon@housingactionil.org



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## SPONSORSHIP BENEFITS

Acknowledgment during plenary session(s)	.....		
Name/logo on table tents in banquet hall	.....		
Program book ad space	quarter page	half page	full page
Exhibition table space	quarter table	half table	full table
Complimentary admissions	1	2	3
Name/logo in program book & in slide show			
Recognition on Facebook & Twitter			
Name/logo on website			
	<b>BRONZE</b> \$3,000	<b>SILVER</b> \$6,000	<b>GOLD</b> \$10,000

## Community Revitalization Challenge

In 2018, we launched a new initiative that connects our member organizations with financial institutions to design and launch projects that increase access to affordable housing for low- and moderate-income residents throughout Illinois. Through education, networking, mentorship, and collaboration, community organizations have the opportunity to develop strong relationships with financial institutions, prepare robust project proposals, and potentially be awarded with seed-funding for a project.

Certain phases of the challenge, such as pitching to funders during roundtables, occur in tandem with our conference. Let us know if you're interested in this complementary funding opportunity.



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## ADDITIONAL SPONSOR OPPORTUNITIES

### Meal & Keynote Sponsorships

#### Breakfast Sponsor

Recognition in program book and signage

\$1,500 *2 available*

#### Luncheon Sponsor

Bronze Sponsor benefits, recognition in program book, signage, and opportunity to welcome guests from the podium at lunch

\$4,000 *2 available*

#### Keynote Address Sponsor

Bronze Sponsor benefits, recognition in program book, signage, and opportunity to welcome guests from the podium at keynote address

\$5,000 *1 available*

Interested in sponsoring a workshop or workshop track? Have another idea?

We're be happy to talk about customizing a sponsorship package for you.

Kristin Ginger  
Communications Manager  
kristin@housingactionil.org  
312-854-3333

### Program Book Advertisements

		Member/Non-Member
Quarter page	4" x 5"	\$250/\$350
Half page	5" x 8"	\$350/\$600
Full page	10" x 8"	\$600/\$1100

Checks should be made payable to Housing Action Illinois and sent to:

*Housing Action Illinois  
67 E. Madison St., Suite 1603  
Chicago, IL 60603*

Payment and ads must be received no later than 9/15/19.

All advertisements are printed in color. Please email ads (in .jpg format) to [kristin@housingactionil.org](mailto:kristin@housingactionil.org).