



2020 HOUSING MATTERS! VIRTUAL CONFERENCE

OCTOBER 13–15

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 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.



This year, we're excited to announce that Housing Action Illinois will be going virtual—and national. Although we originally planned to meet up again in person in Bloomington in October, concern for everyone's well-being has led us to shift plans. This fall, Housing Action Illinois will be partnering with the National Alliance of Community Economic Development Associations to host Strengthening Resilient Communities, a virtual event with a major bonus. In addition to robust Illinois programming, participants will enjoy 5 plenary sessions with top national speakers and can purchase an All Access Pass to join workshops hosted by community development leaders working on similar issues in Florida, Georgia, Massachusetts, Michigan, Ohio, Oregon, South Carolina, and Texas.

National sessions will take place between October 13 – 23, and Illinois-specific sessions will be held October 13 – 15. We'll discuss how to build racial equity through homeownership, housing as healthcare, creative placemaking, the Community Reinvestment Act, and much more. Together, we will explore strategies to strengthen community resilience. Last year, we hosted 246 participants representing 145 organizations from throughout the state. Participants who filled out feedback surveys were overwhelmingly satisfied—92% would recommend the conference and 90% are likely to return.

We invite you to join us in leading the way by sponsoring our 2020 Housing Matters! Conference. Our sponsorship levels range from \$1,000 – \$15,000, with additional opportunities for sponsoring specific sessions or networking opportunities (\$2,000 – \$3,000). In addition to making it possible for Housing Action to continue providing this valuable opportunity for affordable housing practitioners at a reasonable registration rate, **your sponsorship will connect you with a broad Illinois audience of housing developers and counselors, banks, public agencies and regulators, supportive housing providers, social service agencies, Centers for Independent Living, and other organizations. This year, it will also raise your national profile.**

We hope you will join us! Please do not hesitate to contact me or Kristin Ginger, Communications Manager (kristin@housingactionil.org) if you have any questions.

Regards,

Sharon K. Legenza, Executive Director
(312) 939-6821 | sharon@housingactionil.org



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SPONSORSHIP LEVELS & BENEFITS

Partner (\$1,000)

- Core benefits
- 1 event registration (with All Access Pass)

Bronze (\$3,000)

- Core benefits
- Name in conference email communications
- 2 event registrations (with All Access Pass)

Silver (\$6,000)

- Core benefits
- Name in conference email communications
- 3 event registrations (with All Access Pass)
- Acknowledgement during Housing Action Illinois conference kickoff
- **Virtual networking opportunity, such as hosting a midday connections gathering or virtual water cooler**

Gold (\$10,000)

- Core benefits
- Name in conference email communications
- 4 event registrations (with All Access Pass)
- Acknowledgement during Housing Action Illinois conference kickoff
- Virtual networking opportunity, such as hosting a midday connections gathering or virtual water cooler
- **Opportunity to share a prerecorded video with Illinois participants**

Platinum (\$15,000)

- Core benefits
- All Gold level benefits
- **Featured host in national sponsor lounge during one of the forum days**

CORE BENEFITS

- Logo on Housing Action website & name on Strengthening Resilient Communities forum website
- Recognition on social media platforms (Facebook, Twitter, and LinkedIn)
- Acknowledgement during Housing Action Illinois member meeting

A LA CARTE OPPORTUNITIES

Illinois Kickoff or Workshop Sponsor (\$2,000)

Limited availability

- Welcome audience during conference kickoff or Illinois workshop

All Access Pass Workshop Sponsor (\$3,000)

Limited availability

- Welcome audience of a workshop facilitated by Housing Action Illinois that is also open to participants from other states

Social Gathering Sponsor (\$3,000)

2 available

- Play host during one of our late afternoon virtual social gatherings
- Opportunity to send participants a fun promotional item (branded coffee cup, beer coozie, etc.) for them to use while joining the gathering