



2021 HOUSING MATTERS VIRTUAL CONFERENCE 2.0

OCTOBER 4-7, 2021

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 150+ 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.

After last year's success, Housing Action Illinois will be holding our conference virtually again—and we're rejoining partners to bring 2021 Housing Matters as part of Resilient Communities: The National Forum. We're collaborating with the National Alliance of Community Economic Development Associations and peer associations from other states to host top national speakers and collaborative sessions, while still bringing Illinois-specific workshops with our state's experts and decisionmakers.



The forum will kick off with two days of collaborative national content on October 4-5, followed by two days of Illinois-focused programming on October 6-7. Last year, we brought together 2,102 participants from around the nation, including 245 from Illinois (representing 141 organizations). Participants who filled out feedback surveys were overwhelmingly satisfied—97% were satisfied or very satisfied, 93% would recommend the conference, and 93% are likely to return. **We will hold Housing Action's annual member meeting separately in early September** to give participants the time and space to engage more fully with us. This will provide another sponsorship opportunity.

We invite you to join us in helping Illinois communities thrive by sponsoring our 2021 Housing Matters Conference and Annual Member Meeting. Sponsorship levels range from \$1,000 – \$15,000, with additional opportunities to sponsor scholarships or specific sessions (\$1,000 – \$4,000).

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, 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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BENEFITS	Platinum \$15,000	Gold \$10,000	Silver \$6,000	Bronze \$3,000	Partner \$1,000
Logo on Housing Action website & name on national forum website	•	•	•	•	•
Recognition on social media platforms (Facebook, Twitter, and LinkedIn)	•	•	•	•	•
Acknowledgment of conference support during 2021 Member Meeting	•	•	•	•	•
Event registrations for Housing Matters conference & national forum	8	8	6	4	2
Thanked by name in conference email communications	•	•	•	•	
Acknowledgment during Housing Action conference kickoff	•	•	•		
Host a networking opportunity, such as speed networking or virtual water cooler	•	•	•		
Share a sponsor-produced media asset (prerecorded video or other) with Illinois participants	•	•			
National forum sponsor opportunities	•				
Featured in a spotlight article, shared in newsletter (7K subscribers) & on website	•				

ADDITIONAL SPONSOR OPPORTUNITIES

2021 Member Meeting Sponsor (\$4,000)

3 available

- Logo on website
- Recognition on social media platforms
- Thanked by name in email invites
- Address audience briefly during the meeting

Social Gathering Sponsor (\$3,000)

1 available

- Welcome participants & host during virtual social
- Sponsor a raffle prize to be announced during the event

Illinois Session Sponsor (\$2,000)

4 available

- Welcome audience during Illinois workshop

Access & Equity Sponsor (\$1,000)

- Scholarships provided to up to 5 attendees who: work for nonprofit organizations and might not otherwise be able to attend; serve historically disinvested or rural communities; or have lived experience.
- Recognition via website & email communications as a proponent of inclusion, access, and equity.