



# SPONSORSHIPS AT A GLANCE

TAKE YOUR HAND MEMBERSHIP TO THE NEXT LEVEL!

## WHY BECOME A HAND SPONSOR?

HAND is the premier membership association for individuals and organizations committed to the preservation and creation of affordable housing in Washington, DC and the surrounding metropolitan region. Created with the mission of building the capacity of our members, HAND provides educational programming, countless opportunities to cultivate partnerships and vital resources throughout the year. As a sponsor, you not only receive all of HAND's membership benefits, but your company reaches our **350+** organizational members and **2,500+** individuals we touch over the course of our calendar year. Keep reading for the sponsor benefits associated with our **Programming** and the industry event of the year, the **Annual Meeting & Housing Expo**.

*ELEVATE your brand. ALIGN your company with HAND. Lock in your sponsorship today!*

### HAND MEMBERSHIP LEVELS

*A HAND membership is your first point of engagement. Looking for more promotional opportunities? Keep reading to learn more about our sponsorship options!*

- » Students - \$25
- » Individual - \$75
- » Consultant (revenues \$10,000+ annually) - \$300
- » Small Nonprofit Organization (< 10 employees) - \$300
- » Large Nonprofit Organization (> 10 employees) - \$600
- » Government Agency - \$600
- » For-Profit Company - \$750

### \*BRANDING OPPORTUNITIES

*These branding opportunities are tied to the sponsorship levels listed on this page.*

- » Bi-weekly e-blast to 7,500 inboxes!
- » Sponsor-branded event promotions
- » Website & social media promotion
- » Premier Annual Meeting marketing:
  - » Custom signage & graphic opportunities in prime high-traffic locations
  - » Conference monitors
  - » Program book - distributed to 1,400 attendees

## ANNUAL MEETING & HOUSING EXPO SPONSORSHIPS

With 1,400 attendees each year, the Annual Meeting & Housing Expo is the largest convening of affordable housing and community development practitioners in Washington, DC and the surrounding metropolitan region. Held in June each year, this dynamic conference explores innovative housing solutions and challenges practitioners to implement creative strategies to build thriving communities.

	LUNCHEON SPONSOR \$20,000	AWARDS SPONSOR \$20,000	EXPO SPONSOR \$20,000	KEYNOTE SPONSOR \$20,000	PLENARY SPONSOR \$20,000	VIDEO SPONSOR \$15,000	HOSPITALITY SPONSOR \$10,000	CONFERENCE BAG SPONSOR \$7,500	TRIBUTE SPONSOR \$4,500	NONPROFIT TRIBUTE SPONSOR \$3,500
Annual Meeting Benefits (including branding opportunities*)	2 LUNCHEON TABLES 20 PLENARY TICKETS HOUSING EXPO TABLE FULL PAGE AD	2 LUNCHEON TABLES 20 PLENARY TICKETS HOUSING EXPO TABLE FULL PAGE AD	2 LUNCHEON TABLES 20 PLENARY TICKETS HOUSING EXPO TABLE FULL PAGE AD	2 LUNCHEON TABLES 20 PLENARY TICKETS HOUSING EXPO TABLE FULL PAGE AD	2 LUNCHEON TABLES 20 PLENARY TICKETS HOUSING EXPO TABLE FULL PAGE AD	2 LUNCHEON TABLES 20 PLENARY TICKETS HOUSING EXPO TABLE FULL PAGE AD	1 LUNCHEON TABLE 10 PLENARY TICKETS HOUSING EXPO TABLE 1/2 PAGE AD	1 LUNCHEON TABLE 10 PLENARY TICKETS HOUSING EXPO TABLE 1/2 PAGE AD	1 LUNCHEON TABLE 10 PLENARY TICKETS HOUSING EXPO TABLE 1/4 PAGE AD	LUNCHEON TABLE 10 PLENARY TICKETS HOUSING EXPO TABLE 1/4 PAGE AD
Membership fee waived	○	○	○	○	○	○	○	○	○	○
Full color logo on conference bag								○		
Conference bag insert	○	○	○	○	○	○	○	○		
Sponsor-branded awards video						○				
Presenter role at Annual Meeting	○	○	○	○	○					



E-blast banner ad (in newsletter sent bi-weekly to 7,500+ inboxes)

Flip the page to check out additional sponsorships! →

## PROGRAM SPONSORSHIPS

HAND offers a robust training and capacity building schedule, curated with our members in mind. Derived directly from member feedback, our discussion groups, trainings and cultivation events foster valuable relationships as well as the exchange of critical information – much of which our members can immediately apply to their work.

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**NEW SPONSOR BENEFIT!**

	GROUNDBREAKER \$20,000+	DIAMOND \$10,000-\$19,999	PLATINUM \$6,000-\$9,999	GOLD \$4,000 - \$5,999	SILVER \$2,500 - \$3,999	BRONZE \$1,000-\$2,499	INDIVIDUAL CONTRIBUTION
Comprehensive branding opportunities*	○	○	○	○	○	○	○
Membership fee waived	○	○	○	○	○		
Sponsorship of one activity	SERIES	TWO ACTIVITIES	○	○			
Annual Meeting luncheon table (seats 10)	TWO LUNCHEON TABLES	○	○				
Annual Meeting Housing Expo table	○	○	○				
Annual Meeting plenary tickets	20 TICKETS	10 TICKETS	10 TICKETS				
Color ad in Annual Meeting program	TWO FULL PAGES	FULL PAGE	HALF PAGE				
E-blast banner ad (in newsletter sent bi-weekly to 7,500+ inboxes)*	FOUR ISSUES	TWO ISSUES					

\*E-BLAST BANNER AD Purchase an e-blast banner ad à la carte for \$350!

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### GROUNDBREAKER ACTIVITIES

- » **Learning Series** - This specialized 6-12 part series will be targeted to specific HAND membership segments. Content for each course is cumulative, so that the attendee has a comprehensive understanding of the subject matter upon completion.

### DIAMOND ACTIVITIES

- » **Matters@HAND** - Thought leadership series that takes a deep dive into housing needs and challenges, economic and policy forecasts and best practices.
- » **Salary & Benefits Survey** - Provides organizations with critical data to ensure a competitive edge in salary and benefit offerings.
- » **Annual Holiday Mixer** - The highly-anticipated cocktail reception held in December celebrating the impact members are making to create vibrant communities across the region!
- » **Training Grant Program** - This program allows members to apply for scholarships to support professional development opportunities outside of the HAND calendar.
- » **Internship Grant Program** - Cultivating the next generation of leaders, we provide \$1,000 matching grants to support interns for members.
- » **Annual Mix & Mingle** - This signature networking event is an exclusive opportunity for members to reconnect and cultivate partnerships with new colleagues!
- » **PSA Campaign** - When we aren't educating our members and partners, we take our message straight to our communities (for government agencies only)!

### PLATINUM ACTIVITIES

- » **GenerationHAND Initiative** - This initiative is designed to support the unique needs of emerging leaders who are on the rise in affordable housing and community development.
- » **Training & Capacity Building Sessions** - HAND's "bread and butter" that gets to the heart of our organization's mission: equipping our members with the education, tools and resources needed to create and preserve affordable housing.

### GOLD ACTIVITIES

- » **Discussion Groups** - Intimate peer-to-peer sessions for members to share ideas, lessons learned and challenges specific to their job.

If you are interested in exploring a sponsorship opportunity or would like to create a custom sponsorship package, please contact HAND's Executive Director, Heather Raspberry at 202.754.1311 or hraspberry@HANDHousing.org.

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