

THE HFA INSTITUTE 2021

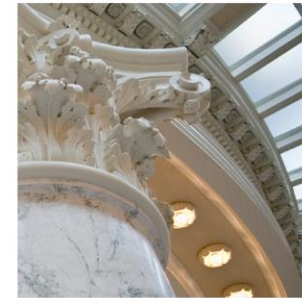
Sponsorship Opportunities



National Council of
State Housing Agencies



**MRBs and
Other Federal
Homeownership
Programs**
FEBRUARY 1 – 3



Housing Credit
FEBRUARY 3 – 5



**Section 8 and
Other Federally
Assisted
Multifamily
Housing**
FEBRUARY 8 – 10



**HOME and
Housing Trust
Fund**
FEBRUARY 10 – 12

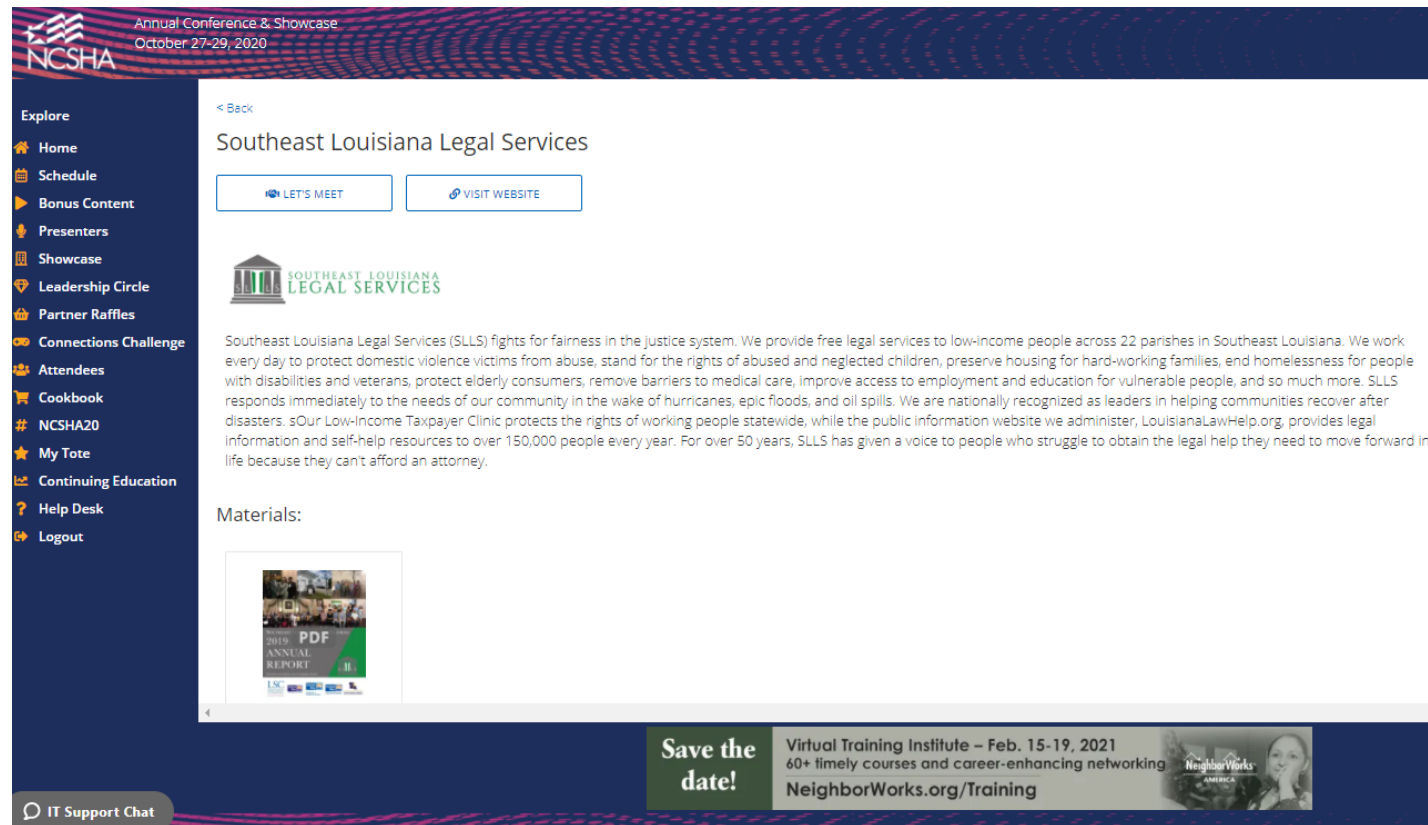


Why Become a Sponsor?

- Secure broad exposure for your services and products before during, and after the conference on our high-visibility platform.
- NCSHA expects record attendance from professionals taking advantage of affordable registration rates, a team discount, and savings on travel.
- In addition, on-demand sessions will draw attendees to the event platform through May 30.
- Sponsor profile pages include the option to post videos, research, white papers, and other resources to educate and support attendees.

Sponsor Profile Page

❖ Company profile page on the event platform January 25 – May 30



The screenshot displays the NCSHA 2021 Annual Conference & Showcase website. The header features the NCSHA logo and the event dates, October 27-29, 2020. A dark blue sidebar on the left contains a navigation menu with options like Home, Schedule, Bonus Content, Presenters, Showcase, Leadership Circle, Partner Raffles, Connections Challenge, Attendees, Cookbook, NCSHA20, My Tote, Continuing Education, Help Desk, and Logout. The main content area is titled 'Southeast Louisiana Legal Services' and includes a '< Back' link. Below the title are two buttons: 'LET'S MEET' and 'VISIT WEBSITE'. The organization's logo, featuring a classical building facade, is shown above a paragraph describing their mission: Southeast Louisiana Legal Services (SLLS) fights for fairness in the justice system, providing free legal services to low-income people across 22 parishes in Southeast Louisiana. Below this, a 'Materials:' section displays a thumbnail for the '2019 ANNUAL REPORT PDF'. At the bottom of the page, a dark blue banner contains a 'Save the date!' message for the Virtual Training Institute (Feb. 15-19, 2021), along with the text '60+ timely courses and career-enhancing networking' and the URL 'NeighborWorks.org/Training'. A small image of a woman is also present in the banner.

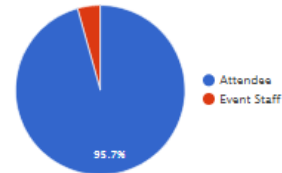
Sponsor Profile Statistics Page

❖ Company profile page on the event platform January 25 – May 30

Overall Stats

Total Event Attendees:	3182
Unique Visitors to your Booth:	207
Visits to your Booth:	975

Unique Visitors by registration type



Marketing Material Stats

Number of downloads/views per item

Watch this 4-minute video to learn ...	143
ProLink Solutions has prepared an e...	115
ProLink Solutions is introducing a ...	4312
If you have missed our OHCS case st...	93
Congratulations to Yadira Simmons f...	34
Congratulations to Michelle Straley...	6

Average Attendee Stats

Attendees who visited at least one Exhibit Booth:	548
The average attendee visited:	2 Booths

Visitors by Day



Platinum Sponsor: \$15,000

❖ One Available

- The opportunity to provide a short video for the event platform's home page
- High-visibility placement of your logo on the event platform's home page
- One pre-show attendee list with email addresses for one-time use to promote your conference participation
- Company logo included in NCSHA's promotional emails sent before and after the event
- One rotating banner ad
- Five conference registrations for staff

Platinum Sponsor: \$15,000

(continued)

- One Sponsor profile page on the event platform (logo, company description, contact information, company website, and ability for attendees to filter by product/service); live January 25 – May 30
- Ability to upload videos and resources to your Sponsor profile
- Opportunity to host a door prize during the conference
(Sponsor is responsible for managing, communication, and shipping prizes to winners.)

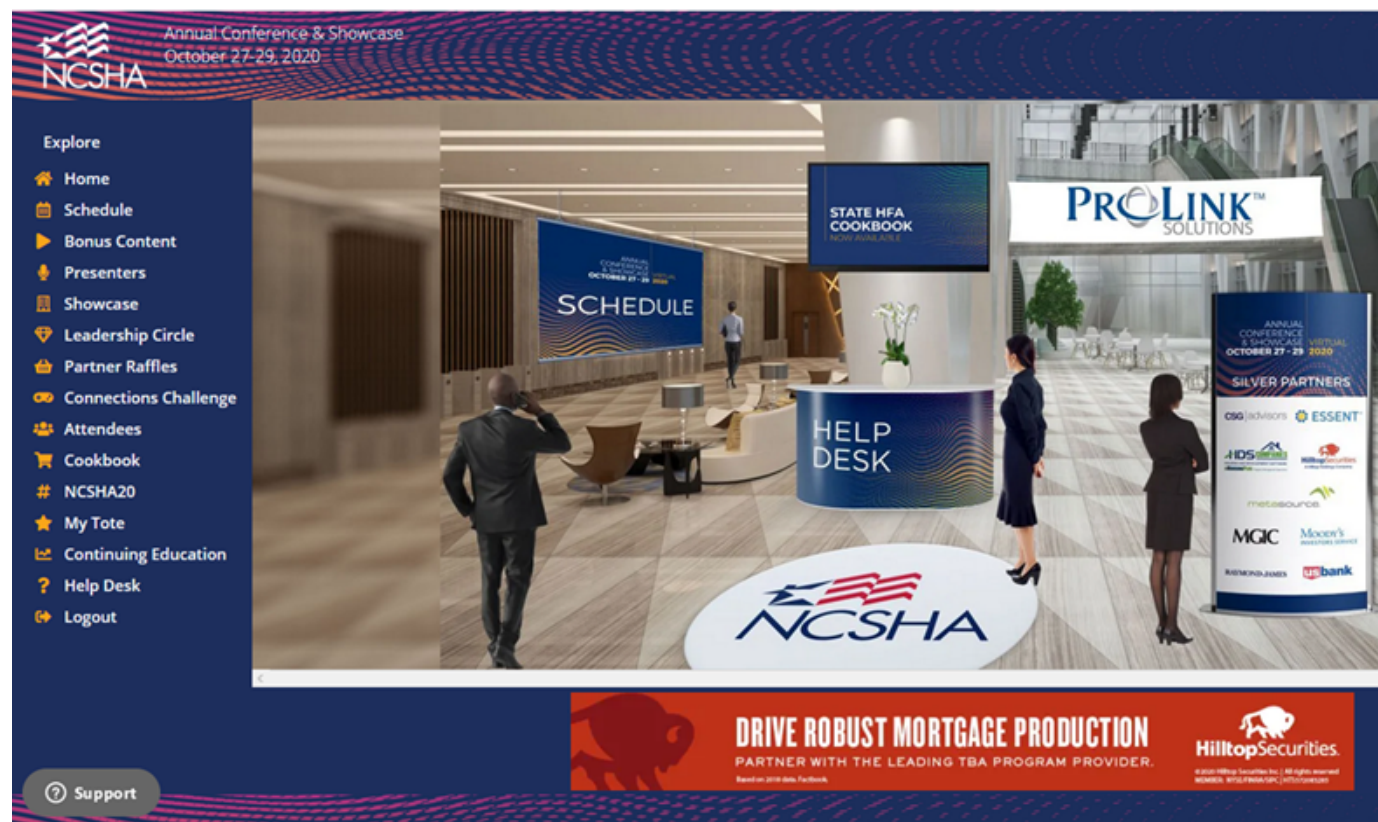
Platinum Sponsor: \$15,000

❖ A short video featured on the event platform's home page

The prerecorded video will be available for conference attendees to view from the event platform's home page.

A limited number of video spots are available, and will be assigned on a first-come, first-served basis.

Content must be pre-approved by NCSHA and received by January 13.



Gold Sponsor: \$10,000

- High-visibility placement of your logo on the event platform's home page
- One pre-show attendee list with email addresses for one-time use to promote your conference participation
- Company logo included in NCSHA's promotional emails sent before and after the event
- Four conference registrations for staff
- One Sponsor profile page on the event platform (logo, company description, contact information, company website, and ability for attendees to filter by product/service); live January 25 – May 30
- Ability to upload videos and resources to your Sponsor profile
- Opportunity to host a door prize during the conference
(*Sponsor is responsible for managing, communication, and shipping prizes to winners.*)

Silver Sponsor: \$5,000

- One pre-show attendee list with email addresses for one-time use to promote your conference participation
- Two conference registrations for staff
- One Sponsor profile page on the event platform (logo, company description, contact information, company website, and ability for attendees to filter by product/service); live January 25 – May 30
- Ability to upload videos and resources to your Sponsor profile
- Opportunity to host a door prize during the conference
(*Sponsor is responsible for managing, communication, and shipping prizes to winners.*)

Bronze Sponsor: \$3,500

- One Sponsor profile page on the event platform (logo, company description, contact information, company website, and ability for attendees to filter by product/service); live January 25 – May 30
- Ability to upload videos and resources to your Sponsor profile
- Opportunity to host a door prize during the conference
(*Sponsor is responsible for managing, communication, and shipping prizes to winners.*)

Banner Advertiser: \$2,500/image

❖ LIMITED | One rotating ad on the event platform January 25 – May 30

