

# 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

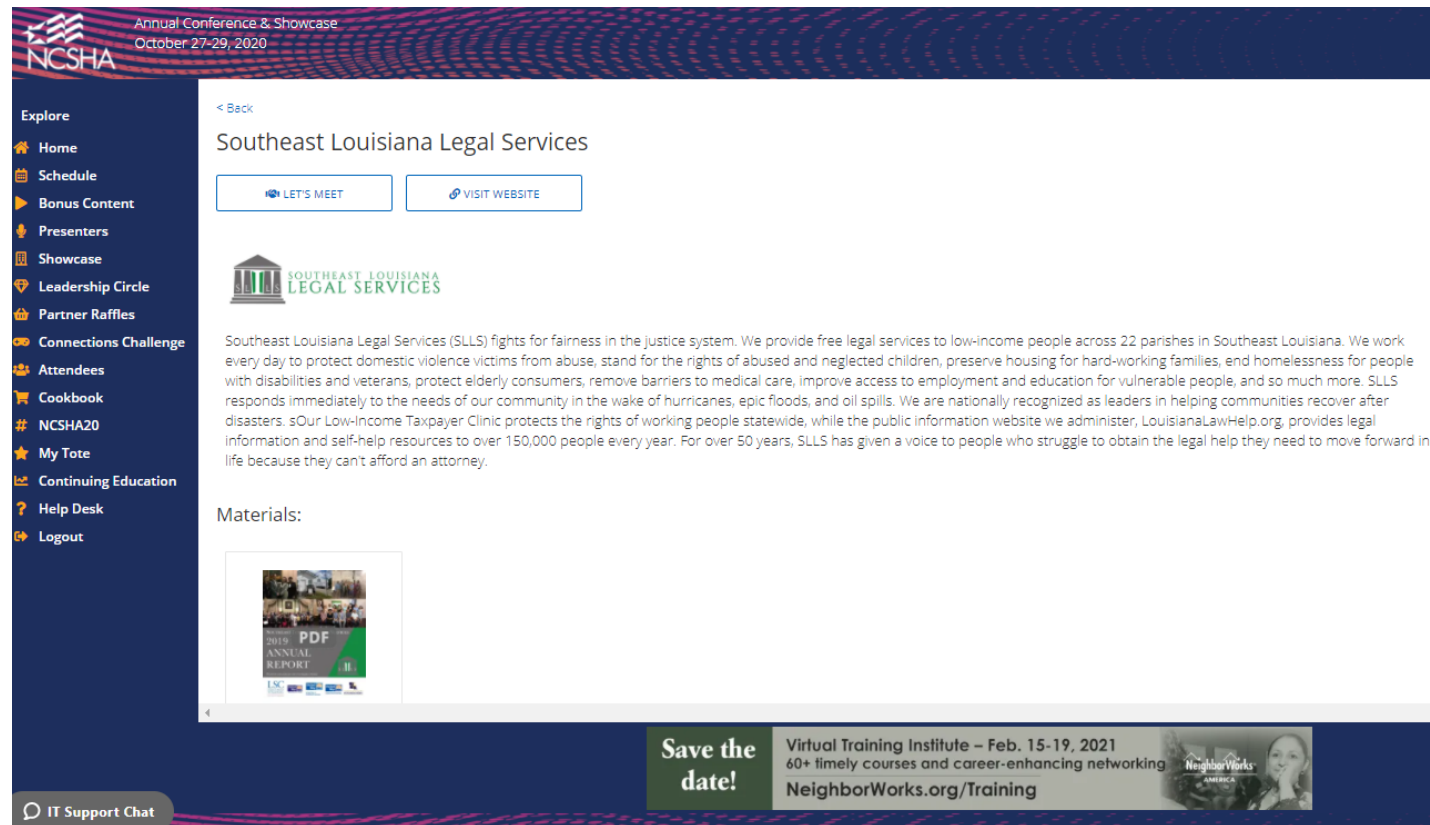


# Why Become a Sponsor?

- 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 shows a web interface for the NCSHA Annual Conference & Showcase (October 27-29, 2020). On the left is a dark blue 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 displays the profile for Southeast Louisiana Legal Services (SLLS). It includes a '< Back' link, the organization's name, and two buttons: 'LET'S MEET' and 'VISIT WEBSITE'. Below this is the SLLS logo and a detailed paragraph describing their mission: 'Southeast Louisiana Legal Services (SLLS) fights for fairness in the justice system. We provide free legal services to low-income people across 22 parishes in Southeast Louisiana. We work every day to protect domestic violence victims from abuse, stand for the rights of abused and neglected children, preserve housing for hard-working families, end homelessness for people with disabilities and veterans, protect elderly consumers, remove barriers to medical care, improve access to employment and education for vulnerable people, and so much more. SLLS responds immediately to the needs of our community in the wake of hurricanes, epic floods, and oil spills. We are nationally recognized as leaders in helping communities recover after disasters. Our Low-Income Taxpayer Clinic protects the rights of working people statewide, while the public information website we administer, LouisianaLawHelp.org, provides legal information and self-help resources to over 150,000 people every year. For over 50 years, SLLS has given a voice to people who struggle to obtain the legal help they need to move forward in life because they can't afford an attorney.' Under the 'Materials:' section, there is a thumbnail for a '2019 ANNUAL REPORT PDF'. At the bottom of the page, there is a dark blue banner with the text 'Save the date!' and 'Virtual Training Institute – Feb. 15-19, 2021 60+ timely courses and career-enhancing networking NeighborWorks.org/Training' alongside a 'NeighborWorks AMERICA' logo featuring a woman's portrait.

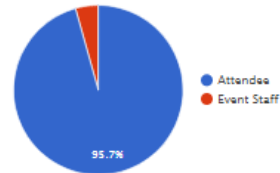
# Sponsor Profile Statistics Page

❖ 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

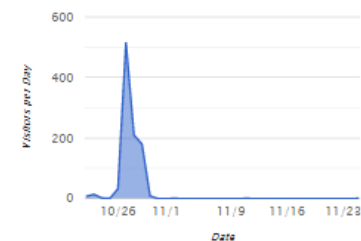
Number of downloads/views per item

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

