



# HFA Institute Sponsorship Opportunities

2025

## Why Sponsor with NCSHA?

### Secure broad exposure for your brand.

- NCSHA expects strong attendance from members and their partners eager to learn and connect in person.
- Our promotional campaigns, schedule of events, and meeting space offer attractive options for high visibility.
- Our conference app will connect participants with you before, during, and after HFA Institute!





# Sponsors Enjoy...

## These Features\*:

- Inclusion of your company logo on the event overview page on NCSHA's website upon signing.
- One pre-show attendee list with email addresses for one-time use to promote your event participation.
- Inclusion of your company profile in the event app.
- High-visibility placement of your company logo on site during the event.
- Recognition of your organization during select plenaries.
- Sponsor name-badge ribbons for your staff in attendance.

*\*If noted on the package*

# ATTENDEE WI-FI

- \$20,500
- Members Only
- One Available
- Covers All Four Modules

## Help attendees stay connected!

Package includes:

- The opportunity to customize the event wi-fi password. *(NCSHA will provide details on the wi-fi scope and specifics about password customization.)*
- Four complimentary registrations for your staff to attend the module of their choice.
- One pre-show attendee list with email addresses for one-time use to promote your event participation.
- Your company logo included on wi-fi signage.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees *(quantity depends on signing date)*.
- PLUS all the features included on page 4!

## EVENT APP

- \$20,000
- Members Only
- One Available
- Covers All Four Modules

## Sponsor NCSHA's highly rated app!

Package includes:

- Your company logo on the event app's splash screen.
- Four complimentary registrations for your staff to attend the module of their choice.
- One pre-show attendee list with email addresses for one-time use to promote your event participation.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- PLUS all the features included on page 4!

# SNACK BREAK

- \$20,000
- Members Only
- One Available
- Covers All Four Modules

## Attendees' #1 Request? Snacks!

Package includes:

- Dedicated sponsorship of one afternoon Snack Break on Sunday – Thursday of the Institute.
- **Cookies decorated with your logo will be served!**
- Your logo printed on napkins and signage.
- Four complimentary registrations for your staff to attend the module of their choice.
- One pre-show attendee list with email addresses for one-time use to promote your event participation.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- **PLUS** all the features included on page 4!

# HOTEL KEYCARD

- \$11,000
- Members Only
- One Available
- Covers All Four Modules

## Remind attendees of your brand with every swipe!

Package includes:

- Your brand printed on one side of the keycard issued to attendees when they check into the hotel, co-branded with NCSHA. (*NCSHA to provide specs for graphics.*)
- Three complimentary registrations for your staff to attend the module of their choice.
- One pre-show attendee list with email addresses for one-time use to promote your event participation.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- PLUS all the features included on page 4!

# POCKET AGENDA

- \$11,000
- Members Only
- One Available
- Covers All Four Modules

## Help attendees find their way!

Package includes:

- Your logo printed on the pocket agenda available to each attendee at registration, co-branded with NCSHA.
- Three complimentary registrations for your staff to attend the module of their choice.
- One pre-show attendee list with email addresses for one-time use to promote your event participation.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- PLUS all the features included on page 4!

## LANYARD

- \$11,000
- Members Only
- One Available
- Covers All Four Modules

## Every attendee could be wearing your logo.

Package includes:

- Your logo printed on the event lanyard given to each attendee, co-branded with NCSHA.
- Three complimentary registrations for your staff to attend the module of their choice.
- One pre-show attendee list with email addresses for one-time use to promote your event participation.
- Your company logo included in promotional emails NCSHA sends to prospective and registered attendees (*quantity depends on signing date*).
- PLUS all the features included on page 4!

# HAPPY HOUR HOST

- \$10,000 Member |  
\$13,000 Nonmember
- Three Available

## Host Happy Hour for one module!

Package includes:

- Your choice of one of THREE available Happy Hours, each held 5:30 – 6:30 pm:
  - HOME & Housing Trust Fund | Monday, January 13
  - Housing Credit | Wednesday, January 15
  - MRBs and Section 8 | Thursday, January 16
- Your logo printed on napkins and signage.
- Two complimentary registrations for your staff to attend the module of their choice.
- One pre-show attendee list with email addresses for one-time use to promote your event participation.
- PLUS all the features included on page 4!

# FRIEND OF HOUSING

- \$2,500 Member | \$3,000 Nonmember
- Covers All Four Modules

## Show your support for the NCSHA community.

Package includes:

- Inclusion of your company logo on the event overview page on NCSHA's website upon signing.
- Inclusion of your company profile in the event app.
- Inclusion of your company logo on event signage.
- Recognition of your organization during select plenaries.

*Interested in becoming a member? Email [membership@ncsha.org](mailto:membership@ncsha.org) for details.*

## APP PROFILE

- \$1,100 Member |  
\$1,300 Nonmember
- Covers All Four Modules

## Promote your business with a profile in the app.

Build your profile to include:

- Your company's logo
- Graphics
- A company description
- White papers, tools, or other resources for attendees
- Marketing collateral
- A link to your website
- Links to your social media pages

The package features included in this prospectus are subject to change based on NCSHA's discretion, event needs, and availability of materials.

**Contact Us  
Today to  
Reserve Your  
Package**

**Sales for HFA Institute 2025  
close Monday, December 9!**

**Kimberly Carr**  
Sponsorship &  
Trade Show Coordinator  
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