



MEMBERSHIP &
SPONSORSHIP
OPPORTUNITIES

2018



WELCOME

Since 1990, San Diego Housing Federation has worked to ensure that all San Diegans, regardless of income, have the opportunity for a safe, stable and affordable place to call home.

We do this by offering education, advancing smart policies, and growing the capacity of those who build, finance and advocate for homes that are affordable to San Diegans in need — working families, returning veterans, senior citizens and those living with mental and physical disability.

As a member and sponsor of SDHF you are a part of this important work. Your support gains you access to strategic visibility, meaningful networking, and innovative programs. It also demonstrates your organization's commitment to affordable housing and support for the league of professionals that drive this field forward. We look forward to another great year of working together to make an affordable home a possibility for more San Diegans.

This packet details the various SDHF membership and sponsorship opportunities available along with corresponding benefits, allowing you to choose the options that will maximize value for your organization in 2018.

MEMBERSHIP

Take a moment to review the updated benefits at each level before selecting your membership type. Some adjustments have been made to reflect feedback on what is important to you, our valued members.

CLASSIC MEMBERSHIP

Standard suite of benefits that offers access to SDHF's excellent programs and opportunities to become involved with the SDHF community.

PREMIER MEMBERSHIP *(Foundation level and above)*

Premier membership options to give your organization the greatest benefits throughout the year. In addition, Catalyst members' support is critical to ensuring SDHF has the necessary resources to pursue a policy agenda that generates vital support for the affordable housing field.

SPONSORSHIP

To maximize your organization's recognition by the Federation, consider sponsoring the following 2018 programs and events:

- Annual Ruby Awards – May 3, 2018
- Annual Affordable Housing & Community Development Conference – October 4, 2018
- Pre-Conference Institutes – October 3, 2018
- SDRAFFH Conference – April 6, 2018
- 2018 Roundtable Series – Eight educational seminars to take place throughout 2018
- Networking Events – various professional development and networking events
- Holiday Party – December 2018
- RUN Programming 2018
- RSSN Program Workshops 2018
- Membership Directory

If you have questions or would like to support SDHF in a way that is not listed here, we are here to help. Contact Sarah Buchanan, Director of Events and Membership at (619) 239-6693 or sarah@housingsandiego.org



CLASSIC MEMBERSHIP OPPORTUNITIES

☐ **INDIVIDUAL MEMBERSHIP – \$150**

This membership option offers individuals not covered by an organizational membership:

- Invitation to member only events
- Eligibility to serve on SDHF committees
- Preferred pricing to most SDHF events
- SDHF newsletter subscription

☐ **RESIDENT/STUDENT/SENIOR/ACTIVE MILITARY – \$25**

- Residents of affordable communities
- Student with valid I.D.
- Senior (55+)
- Active Military with valid I.D.



☐ **ORGANIZATIONAL MEMBERSHIP – \$650**

SDHF's Classic Membership option for organizations offers a standard suite of benefits including access and preferred pricing to SDHF events and programs and other valuable opportunities such as:

- Invitations to members only events
- Eligibility to vote (election of SDHF Board of Directors, amending Bylaws and Articles of Incorporation, adoption of advisory resolutions)
- Eligibility to serve on SDHF committees
- SDHF newsletter subscription
- Preferred pricing to most SDHF events
- Eligibility to serve on SDHF's Board of Directors
- Listing in online member directory
- Spotlight in SDHF's newsletter (new members)

☐ **GOVT AGENCY/SMALL BUSINESS MEMBERSHIP – \$550**

- Government Agency
- Small Business: revenue under \$1 million

☐ **LARGE NON-PROFIT MEMBERSHIP – \$550**

- Organization: annual operating budget \$300,000+

☐ **SMALL NON-PROFIT MEMBERSHIP – \$250**

- Organization: annual operating budget under \$300,000



PREMIER MEMBERSHIP OPPORTUNITIES

☐ FOUNDATION – \$1,000

- Invitations to members only events
- Eligibility to vote (election of SDHF Board of Directors, amending Bylaws and Articles of Incorporation, adoption of advisory resolutions)
- Eligibility to serve on SDHF committees
- SDHF newsletter subscription
- Preferred pricing to most SDHF events
- Eligibility to serve on SDHF's Board of Directors
- Listing in online member directory
- Spotlight in SDHF's newsletter (new members)
- Complimentary admission to SDHF's Pre-conference VIP Reception

☐ CORNERSTONE – \$2,500

All the benefits listed previously, plus...

- Two (2) Complimentary admissions to Pre-Conference VIP Reception
- Two (2) Complimentary admissions to one (1) other exclusive networking event

☐ KEYSTONE – \$5,000

All the benefits listed previously, plus...

- One feature in SDHF newsletter or on SDHF website
- Prominent recognition in Ruby Awards and Conference Programs
- Two (2) Complimentary admissions to Pre-Conference VIP Reception
- Two (2) Complimentary admissions to two (2) other exclusive networking events
- Exclusive Keystone Member Events: Invitation to participate in exclusive quarterly briefings on timely issues and events



☐ PILLAR – \$10,000

All the benefits listed previously, plus...

- Special Media Recognition Package as top supporter of SDHF and contributor to the affordable housing field in all SDHF programs and publications



THE RUBY AWARDS WILL TAKE PLACE ON THURSDAY, MAY 3, 2018 AT THE PRADO IN BALBOA PARK.



Each year, innovators from San Diego's housing industry gather at San Diego Housing Federation's Ruby Awards to honor excellence in affordable housing and community development. We are also proud to celebrate SDHF's work advocating for safe, stable, and affordable homes for all San Diegans. Your support is crucial as we look to the future of progress in our community.



RUBY AWARDS SPONSORSHIP OPPORTUNITIES

☐ RUBY TITLE SPONSOR—\$25,000 *(One Available)*

- Table of 8 – Head Table
- Acknowledgment during Event Program
- Logo Placement at Event
- Full Page Ad in Event Program
- Logo on Event Invite and Promotional Materials
- Recognition on SDHF Website
- Featured Speaking Opportunity
- Special Media Recognition Package

☐ EMERALD—\$15,000

- Table of 8
- Acknowledgment during Event Program
- Logo Placement at Event
- Full Page Ad in Event Program
- Logo on Event Invite and Promotional Materials
- Recognition on SDHF Website
- Speaking Opportunity

☐ SAPPHIRE—\$10,000

- Table of 8
- Acknowledgment during Event Program
- Logo Placement at Event
- Half (1/2) Page Ad in Event Program
- Logo on Event Invite and Promotional Materials
- Recognition on SDHF Website



- ☐ **TOPAZ** — \$5,000
- 6 Tickets
 - Acknowledgment during Event Program
 - Logo Placement at Event
 - Half (1/2) Page Ad in Event Program
 - Logo on Event Invite and Promotional Materials

- ☐ **AMETHYST** — \$3,000
- 4 Tickets
 - Acknowledgment during Event Program
 - Logo Placement at Event
 - Quarter (1/4) Page Ad in Event Program

- ☐ **TURQUOISE** — \$1,500
- 2 Tickets
 - Acknowledgment during Event Program
 - Logo Placement at Event



- SOLD!** **RECEPTION** — \$7,500
(*One Available*)
- 2 Tickets
 - Acknowledgment during Event Program
 - Logo Placement at Event
 - Recognition as Special Item Sponsor



RUBY AWARDS SPONSORSHIP OPPORTUNITIES

- ☐ **CENTERPIECE SPONSOR**
\$5,000
(*One Available*)
- 2 Tickets
 - Acknowledgment during Event Program
 - Logo Placement at Event
 - Recognition as Special Item Sponsor



- SOLD!** **RED WINE SPONSOR** — \$2,000 (*One Available*)
- 2 Tickets
 - Acknowledgment during Event Program
 - Logo Placement at Event
 - Recognition as Special Item Sponsor

- SOLD!** **WHITE WINE SPONSOR** — \$2,000 (*One Available*)
- 2 Tickets
 - Acknowledgment during Event Program
 - Logo Placement at Event
 - Recognition as Special Item Sponsor

- ☐ **NON-PROFIT JADE** — \$600 (*Must be Non-Profit Organization*)
- 2 Tickets
 - Acknowledgment during Event Program
 - Logo Placement at Event



THE CONFERENCE WILL TAKE PLACE ON THURSDAY, OCTOBER 4, 2018 WITH THE PRE-CONFERENCE INSTITUTES ON WEDNESDAY, OCTOBER 3, 2018 AT THE MARRIOTT MARQUIS & MARINA.



SDHF's ANNUAL AFFORDABLE HOUSING & COMMUNITY DEVELOPMENT CONFERENCE draws over 500 hundred attendees— including expert panelists and presenters from across the state and country. The conference delivers specific guidance in areas including affordable housing design and development, housing finance, supportive housing, property and asset management, and housing policy and advocacy.

The Annual Affordable Housing & Community Development Conference offers two high-demand **PRE-CONFERENCE INSTITUTES** the day prior to the conference program. These



intensive pre-conference institutes provide training for resident services professionals as well as education for any professional seeking to advance their career in the affordable housing field.

FUNDAMENTALS OF AFFORDABLE HOUSING INSTITUTE — WITH INTRODUCTORY & INTERMEDIATE TRACKS

The Fundamentals of Affordable Housing Institute Introductory Track - Why We Need Affordable Housing: How We Fund It, Build It, and Operate It, was designed to provide attendees with knowledge of the fundamentals of affordable housing development and finance. It is an ideal primer for those planning to attend the SDHF's annual conference.

The Fundamentals of Affordable Housing Intermediate Track - What You Need to Know About Affordable Housing Finance and Transaction Structuring focuses on the basics of transaction structuring – the use of federal, state, and local financing tools, financing gap analysis – and is designed for individuals with some knowledge of the affordable housing industry.

RESIDENT SERVICES INSTITUTE

Resident services provided in conjunction with affordable housing are a vital tool in assisting low-income individuals and families to achieve self- sufficiency and overcome barriers to success. Resident services professionals play an indispensable role in changing the lives of the residents they work with every day. Resident services professionals from across the county attend this one-day educational opportunity in order to grow the knowledge and skills necessary to provide a more meaningful impact in this very important field.



- ☐ **TITLE** — \$25,000 *(One Available)*
 - 10 Conference Tickets
 - 2 Pre-Conference Institute Tickets
 - Logo Placement on all materials and website
 - Recognition During Program
 - Exhibit Space of (2) 6-Foot Tables
 - Full Page Ad in Program
 - Materials in Tote Bags
 - Prominent Speaking Opportunity
 - Special Media Package

- ☐ **PLATINUM** — \$15,000
 - 8 Conference Tickets
 - Logo Placement at Event
 - Recognition During Program
 - Recognition on SDHF Website
 - Exhibit Space of (1) 6-Foot Table
 - Full Page Ad in Program
 - Materials in Tote Bags
 - Speaking Opportunity



ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

- ☐ **GOLD** — \$10,000
 - 6 Conference Tickets
 - Logo Placement at Event
 - Recognition During Program
 - Recognition on SDHF Website
 - Exhibit Space of (1) 6-Foot Table
 - Half Page Ad in Program
 - Materials in Tote Bags
- ☐ **SILVER** — \$5,000
 - 4 Conference Tickets
 - Logo Placement at Event
 - Recognition During Program
 - Recognition on SDHF Website
 - Exhibit Space of (1) 6-Foot Table
 - Quarter Page Ad in Program
- ☐ **BRONZE** — \$2,500
 - 2 Conference Tickets
 - Logo Placement at Event
 - Recognition During Program
 - Recognition on SDHF Website
- ☐ **VIP RECEPTION** — \$7,500 *(One Available)*
 - 2 Conference Tickets
 - Logo Placement at Event
 - Recognition During Program
 - Recognition on SDHF Website



☐ **TOTE BAG SPONSOR** — \$6,000 (*One Available*)

- 4 Conference Tickets
- Logo Placement on all tote bags and at event
- Recognition on SDHF Website
- Quarter Page Ad in Program
- Materials in Tote Bags

☐ **MOBILE APP SPONSOR** — \$6,000 (*One Available*)

- 4 Conference Tickets
- Prominent Logo Placement on App and at Event
- Recognition During Program
- Recognition on SDHF Website
- Quarter Page Ad in Program
- Materials in Tote Bags

☐ **WI-FI SPONSOR** — \$5,000 (*One Available*)

- 2 Conference Tickets
- Specialized password with organization name
- Logo Placement at Event
- Recognition During Program
- Recognition on SDHF Website
- Quarter Page Ad in Program
- Materials in Tote Bags
- Special Media Package



☐ **LUNCH KEYNOTE** — \$5,000 (*One Available*)

- 2 Conference Tickets
- Logo Placement at Event
- Recognition During Program
- Recognition on SDHF Website

☐ **LUNCH SPONSOR** — \$3,500 (*One Available*)

- 2 Conference Tickets
- Logo Placement at Event
- Recognition During Program
- Recognition on SDHF Website

☐ **BREAKFAST KEYNOTE** — \$3,000 (*One Available*)

- 2 Conference Tickets
- Logo Placement at Event
- Recognition During Program
- Recognition on SDHF Website
- Quarter Page Ad in Program

☐ **BREAKFAST SPONSOR** — \$3,000 (*One Available*)

- 2 Conference Tickets
- Logo Placement at Event
- Recognition During Program
- Recognition on SDHF Website



☐ **TRACK SPONSOR** — \$3,000 *(Six Available)*

- 2 Conference Tickets
- Logo Placement at Event
- Recognition During Program
- Recognition on SDHF Website
- Materials in Tote Bags
- Special Media Package

☐ **AM COFFEE BREAK** — \$2,500 *(One Available)*

- 2 Conference Tickets
- Logo Placement at Event
- Recognition During Program
- Recognition on SDHF Website

☐ **PM COFFEE BREAK** — \$2,500 *(One Available)*

- 2 Conference Tickets
- Logo Placement at Event
- Recognition During Program
- Recognition on SDHF Website

☐ **POST-CONFERENCE RECEPTION** — \$2,500 *(One Available)*

- 2 Conference Tickets
- Logo Placement at Event
- Recognition During Program
- Recognition on SDHF Website
- Half Page Ad in Program
- Special Media Package



ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

☐ **TABLE CENTERPIECE SPONSORSHIP** — \$2,500

- 2 Conference Tickets
- Logo Placement on each table centerpiece during Opening Session and Lunch Session

☐ **NAME BADGE SPONSORSHIP** — \$2,000

- 1 Conference Ticket
- Logo Placement on Name Badges

☐ **LANYARD SPONSORSHIP** — \$2,000

- 1 Conference Ticket
- Logo Placement on Lanyards

☐ **EXHIBITOR** — \$1,000

- 2 Conference Tickets
- Exhibit Space of (1) 6-Foot Table

☐ **NON-PROFIT SUPPORTER** — \$600 *(Must be Non-Profit Org.)*

- 2 Conference Tickets
- Logo Placement at Event





THE PRE-CONFERENCE INSTITUTES ON WEDNESDAY, OCTOBER 3, 2018 AT THE MARRIOTT MARQUIS & MARINA THE DAY PRIOR TO THE ANNUAL CONFERENCE.



- ☐ **INSTITUTES TITLE** — \$6,000 *(One Available)*
 - 4 Institute Tickets or 2 Conference Tickets
 - Logo Placement at Event
 - Acknowledgement during Event Program
 - Recognition on SDHF Website
 - (1) 6-Foot Table on Conference Day
 - Half Page Ad in Program
 - Logo on Event Invite and Promos
 - Materials in Tote Bags
 - Speaking Opportunity at Pre-Conference Institutes



PRE-CONFERENCE INSTITUTES SPONSORSHIP OPPORTUNITIES

- ☐ **MEAL SPONSOR** — \$5,000 *(One Available)*
 - 2 Institute Tickets or 1 Conference Ticket
 - Logo Placement at Event
 - Acknowledgement during Event Program
 - Recognition on SDHF Website
- ☐ **FUNDAMENTALS INSTITUTE** — \$3,000 *(One Available)*
 - 2 Institute Tickets or 1 Conference Ticket
 - Logo Placement at Event
 - Acknowledgement during Event Program
 - Recognition on SDHF Website
- ☐ **RESIDENT SERVICES INSTITUTE** — \$3,000 *(One Available)*
 - 2 Institute Tickets or 1 Conference Ticket
 - Logo Placement at Event
 - Acknowledgement during Event Program
 - Recognition on SDHF Website





2018 SDRAFFH FAIR HOUSING CONFERENCE 50th ANNIVERSARY WILL BE HELD ON FRIDAY, APRIL 6, 2018

The San Diego Regional Alliance for Fair Housing (SDRAFFH), the San Diego Housing Federation and LISC San Diego are proud to host the Annual Fair Housing Conference in the Spring of 2018. In celebration of National Fair Housing Month in April, this Conference will explore critical fair housing issues intersecting with homelessness, mental health, and people with criminal histories that are impacting San Diego County today and its diverse communities. This year, SDRAFFH is celebrating the 50th anniversary of the Fair Housing Act.



Join fair housing practitioners, policy makers, housing advocates and developers, community leaders, and top experts in discussing and exploring fair housing discrimination issues and solutions to improving our communities.

Sponsorships include:

☐ Title - \$5,000

SOLD! Deal Sponsor - \$1,500

MEMBER EDUCATION SPONSORSHIP OPPORTUNITIES

**2018 LISC SAN DIEGO
SPONSORED ROUNDTABLE SERIES**

San Diego Housing Federation hosts several educational seminars throughout the year on the relevant, timely topics to keep you informed and enhance your professional impact in affordable housing or a related field. Roundtables are hosted over breakfast and typically draw between 30-60 participants.



Thank you to the Local Initiatives Support Corporation (LISC) for your support as the 2018 series sponsor!

For a contribution of \$600 or more you can be program title sponsor for one Roundtable. As a title sponsor, you will receive the following benefits:

- Your logo on all promotional items
- Your logo on the Roundtable Series page of SDHF's website
- Opportunity to display and distribute marketing materials at event
- Event photos with your display to be posted on social media and SDHF website

Roundtables dates and topics are still being finalized, a full agenda will be available online at www.housingsandiego.org/events-training/educational-programs/ in January of 2018. Schedule is subject to change as Roundtables are designed to discuss timely subjects.



RESIDENTS UNITED NETWORK (RUN) PROGRAMMING



SDHF is committed to building and empowering resident leaders. Since 2013, SDHF and its partners – City Heights CDC, MAAC and Community HousingWorks – educate, engage and mobilize resident leaders from affordable developments throughout the County. In partnership with Housing California, San Diego's RUN organizes residents, resident service providers, and developers to support strategies that bring more affordable homes locally and in the state of California.

Support resident advocacy and leadership with a **sponsorship of \$500** that will be used for airfare to Sacramento for Lobby Day for a resident.

RESIDENT EDUCATION SPONSORSHIP OPPORTUNITIES



RESIDENT SERVICES SUPPORT NETWORK (RSSN) PROGRAM WORKSHOPS

Resident services staff are among the most valuable staff members in ensuring a successful affordable housing community and supporting the success of individual residents. The 2018 RSSN Training

Series is designed to provide specialized and foundational training for professionals in the field of Resident Services within Affordable Housing. Each month leading up to the RSSN Institute, the RSSN will offer one workshop on a specific topic relevant to our unique service industry.

Support the 8 educational seminars and graduation event.

Sponsorship starts at \$500 and benefits include:

- Logo placement on page of SDHF website
- Logo on registration site
- Logo on materials





MEMBERSHIP DIRECTORY

Enhance your membership listing in the online 2018 Membership Directory with a **sponsorship of \$150**. Benefits of this sponsorship include:

- Enhanced listing with clickable logo image that leads to organization website

NETWORKING EVENTS

SDHF Networking Events are member oriented events that highlight the vibrant housing sector in San Diego, such as:

- Gatherings and site tour at the latest affordable housing developments
- Happy hours and social events
- Educational seminars on relevant topics

The **contribution required to sponsor a Networking Event varies** depending on event factors such as expected attendance, location, and topic.

ADDITIONAL SPONSORSHIP OPPORTUNITIES



HOLIDAY PARTY

Demonstrate your commitment to local affordable housing and help us celebrate the year's accomplishments with the SDHF's most esteemed members and stakeholders.

Sponsorship is \$4,000 and benefits include:

- Logo on all promotional items
- Logo on event page of SDHF website
- Opportunity to display and distribute marketing materials at event (photos to be posted on social media/ website)
- Speaking opportunity at event



ORDER FORM

Select your level of membership then maximize your support by adding on sponsorships. Download this form to complete. Save as a new file and send as an attachment to sarah@housingsandiego.org

MEMBERSHIP

Individual - \$150
Resident/Senior/Military
Student - \$25
Organizational - \$650
Government Agency
Small Business - \$550
Large Nonprofit - \$550
Small Nonprofit - \$250
Foundation - \$1,000
Cornerstone - \$2,500
Keystone - \$5,000
Pillar - \$10,000

2018 RUBY AWARDS

Ruby Title - \$25,000
Emerald - \$15,000
Sapphire - \$10,000
Topaz - \$5,000
Amethyst - \$3,000
Turquoise - \$1,500
Reception **SOLD!**
Centerpiece Sponsor - \$5,000
Red Wine Sponsor **SOLD!**
White Wine Sponsor **SOLD!**
Non-Profit Jade - \$600

SPONSORSHIPS

2018 ANNUAL CONFERENCE

Title - \$25,000
Platinum - \$15,000
Gold - \$10,000
Silver - \$5,000
Bronze - \$2,500
VIP Reception - \$7,500
Tote Bag - \$6,000
Mobile App - \$6,000
WI-FI **SOLD!**
Lunch Keynote **SOLD!**
Lunch Sponsor - \$3,500
Breakfast Keynote - \$3,000
Breakfast Sponsor - \$3,000
Track Sponsor - \$3,000
AM Coffee Break - \$2,500
PM Coffee Break - \$2,500 Post-Reception - \$2,500
Table Centerpiece Sponsor - \$2,500
Name Badge Sponsor - \$2,000
Lanyard Sponsor - \$2,000
Exhibitor - \$1,000
Non-Profit Supporter - \$600

PRE-CONFERENCE INSTITUTES

Institutes Title - \$6,000
Meal Sponsor - \$5,000
Fundamentals Institute - \$3,000
Resident Services Institute - \$3,000

SDRAFFH FAIR HOUSING CONFERENCE

Title - \$5,000
Meal Sponsor **SOLD!**

ROUNDTABLE - \$600+
RUN PROGRAMMING - \$500
NETWORKING EVENT
Call for details
RSSN WORKSHOPS
Call for details
HOLIDAY PARTY - \$4,000
MEMBERSHIP DIRECTORY
ENHANCED LISTING - \$150

Organization _____

Contact Name _____

Email _____

Phone _____

Form of Payment:

- Credit Card: Please [visit](#) our website to process your payment
- Check # _____

If paying by check, please e-mail this form to sarah@housingsandiego.org PRIOR to mailing your check. Make check payable to: San Diego Housing Federation, 3939 Iowa Street, Suite 1, San Diego, CA 92104.

Thank you for your generous support and investment in the mission and work of the San Diego Housing Federation.