



SAN DIEGO  
HOUSING  
FEDERATION

1990 - 2020



**MEMBERSHIP &  
SPONSORSHIP  
OPPORTUNITIES**

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**2020**



# SAN DIEGO HOUSING FEDERATION

## 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 2020.

## MEMBERSHIP

Take a moment to review the updated benefits at each level on the next page 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, Premier 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 2020 programs and events:

- Annual Ruby Awards, May 15, 2020
- Annual Affordable Housing & Community Development Conference, Friday, October 9, 2020
- Pre-Conference Institutes, Thursday, October 8, 2020
- SDRAFFH Conference – Thursday, April 2, 2020
- 2020 LISC San Diego Sponsored Roundtable Series — Eight educational seminars to take place throughout 2020
- Networking Events — various professional development and networking events including Summer Mixer
- Holiday Party — December 2020
- RSSN Program Workshops 2020
- SHLN Program Workshops 2020
- Community Engagement 2020
- 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](mailto:sarah@housingsandiego.org)



# SAN DIEGO HOUSING FEDERATION

## COMMUNITY SUPPORTER – \$50

This option is for individual who would like to support SDHF and stay informed by receiving the SDHF newsletter subscription. There are no other membership benefits.

## 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
- Complimentary admission to SHLN and RSSN workshops

## SPECIAL DISCOUNTED INDIVIDUAL MEMBERSHIP – \$25

- Residents of affordable communities
- Student, Senior (60+ years), or Active Military Personnel

## 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
- Complimentary admission to SHLN and RSSN workshops
- 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)

### *Special discounted rates for*

## GOVERNMENT AGENCY/SMALL BUSINESS – \$550

- Revenue under \$1 million

## LARGE NON-PROFIT – \$550

- Annual operating budget \$300,000+

## SMALL NON-PROFIT – \$250

- Annual operating budget under \$300,000





# SAN DIEGO HOUSING FEDERATION

## FOUNDATION – \$1,000

- Invitations to members only events
- Complimentary admission to SHLN and RSSN workshops
- 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

## PREMIER MEMBERSHIP OPPORTUNITIES

## 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







# SAN DIEGO HOUSING FEDERATION



The Awards will take place on Friday, May 15, 2020 at North Park Observatory. 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 TITLE** **SOLD!** (no Available)
  - 10 Tickets – Preferred Seating
  - 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 and Printed Program
  - Featured Speaking Opportunity
  - Special Media Recognition Package



## RUBY AWARDS SPONSORSHIP OPPORTUNITIES

*Friday, May 15, 2020  
North Park Observatory*

- EMERALD — \$20,000**
  - 10 Tickets
  - 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 and Printed Program
  - Speaking Opportunity
- SAPPHIRE — \$15,000**
  - 8 Tickets
  - 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 and Printed Program
- TOPAZ — \$10,000**
  - 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 — \$5,000**
  - 4 Tickets
  - Acknowledgment during Event Program
  - Logo Placement at Event
  - Quarter (1/4) Page Ad in Event Program





# SAN DIEGO HOUSING FEDERATION

- TURQUOISE — \$2,500**
  - 2 Tickets
  - Acknowledgment during Event Program
  - Logo Placement at Event
  
- NON-PROFIT JADE — \$1,500** *(Must be Non-Profit Org)*
  - 2 Tickets
  - Acknowledgment during Event Program
  - Logo Placement at Event
  
- RECEPTION — \$10,000** *(One Available)*
  - 6 Tickets
  - Acknowledgment during Event Program
  - Logo Placement at Event
  - Recognition as Special Item Sponsor
  
- CENTERPIECE SPONSOR — \$7,500** *(One Available)*
  - 5 Tickets
  - Acknowledgment during Event Program
  - Logo Placement at Event
  - Recognition as Special Item Sponsor
  
- RED WINE SPONSOR — ~~SOLD!~~ *(One Available)***
  - 4 Tickets
  - Acknowledgment during Event Program
  - Logo Placement at Event
  - Recognition as Special Item Sponsor



## RUBY AWARDS SPONSORSHIP OPPORTUNITIES

Friday, May 15, 2020  
North Park Observatory



- WHITE WINE SPONSOR — \$5,000** *(One Available)*
  - 4 Tickets
  - Acknowledgment during Event Program
  - Logo Placement at Event
  - Recognition as Special Item Sponsor
  
- OUTSTANDING RESIDENT LEADER AWARD SPONSOR — ~~SOLD!~~ *(One Available)***
  - 2 Tickets for organization
  - Provides Tickets for all nominees in this category
  - Acknowledgment during Event Program
  - Logo Placement at Event

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# SAN DIEGO HOUSING FEDERATION



## RUBY AWARDS SPONSORSHIP OPPORTUNITIES

Friday, May 15, 2020  
North Park Observatory



- OUTSTANDING SERVICE TO RESIDENTS AWARD SPONSOR** — **SOLD!** (One Available)
  - 2 Tickets for organization
  - Provides Tickets for all nominees in this category
  - Acknowledgment during Event Program
  - Logo Placement at Event
  
- SET DESIGN SPONSOR**—\$2,500 (One Available)
  - 2 Tickets for organization
  - Acknowledgment during Event Program
  - Logo Placement at Event
  
- PERFORMANCE SPONSOR**—\$2,500 (One Available)
  - 2 Tickets for organization
  - Acknowledgment during Event Program
  - Logo Placement at Event
  
- LIVE ART SPONSOR**—\$2,500 (One Available)
  - 2 Tickets for organization
  - Acknowledgment during Event Program
  - Logo Placement at Event





# SAN DIEGO HOUSING FEDERATION

**SDHF's ANNUAL AFFORDABLE HOUSING & COMMUNITY DEVELOPMENT CONFERENCE** draws over 650 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 three 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**  
The Fundamentals of Affordable Housing Institute is a day-long educational training that will provide an overview of the affordable housing development process, including feasibility, design, construction, finance and operations. The institute is presented by experienced affordable housing professionals, including an architect, developer and financial consultants. This institute is especially useful and targeted to entry-level project managers, members of the board of directors of nonprofit developers and staff of public agencies, but all are invited to learn.

**RESIDENT SERVICES SUPPORT NETWORK (RSSN) INSTITUTE**  
Resident services provided in conjunction with affordable housing are a vital tool to help low-income individuals and families overcome



## ANNUAL CONFERENCE & PRE-CONFERENCE INSTITUTES

*Thursday and Friday, October 8 & 9, 2020  
Marriott Marquis San Diego Marina*



barriers to success and achieve self-sufficiency. 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 full day educational opportunity in order to grow the knowledge and skills necessary to provide a more meaningful impact in this important field.

Designed and implemented by the Resident Services Network (RSSN) in conjunction with the San Diego Housing Federation, the Resident Services Institute is an annual gathering of Resident Services professionals and providers. This day-long intensive learning event offers essential training, support, and networking opportunities around key and relevant topics related to providing







# SAN DIEGO HOUSING FEDERATION

programming in affordable housing communities. The conference is the culmination of a 2020 RSSN Training Series of monthly workshops providing certification for those who attend five of the eight workshops and the Institute.

## SUPPORTIVE HOUSING LEARNING NETWORK (SHLN) INSTITUTE

The Supportive Housing Learning Network fits a critical unmet need for Affordable Housing Property Managers working in Supportive Housing developments for formerly homeless people with complex needs. The network brings together organizations with Supportive Housing and Affordable Housing units that share common issues, needs, and goals. By convening together to share lessons learned, best practices, and updated techniques, the Supportive Housing Learning Network trainings provide practitioners in supportive housing with the tools needed to achieve successful outcomes at their properties.

Designed and implemented by the Supportive Housing Learning Network (SHLN) in conjunction with the San Diego Housing Federation, the 2020 SHLN Institute is the second annual gathering of professionals and providers. This day-long intensive learning event offers essential training, support, and networking opportunities around key and relevant topics related to providing programming in affordable housing communities. The conference is the culmination of a 2020 SHLN Training Series of monthly workshop.



## ANNUAL CONFERENCE & PRE-CONFERENCE INSTITUTES

*Thursday and Friday, October 8 & 9, 2020  
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# SAN DIEGO HOUSING FEDERATION

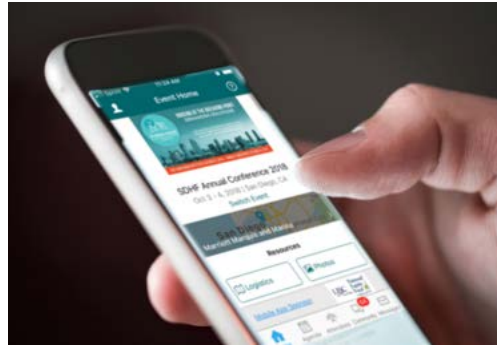


## ANNUAL CONFERENCE & PRE-CONFERENCE INSTITUTES

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### MOBILE APP

The Conference Mobile App will return in 2020! This event mobile app will maximize your ROI. A listing of your organization will be added to the mobile app, complete with your URL and contact information. Our social media tool will enable you to see who has registered and chat directly with attendees through a chat space or private message.



### ATTENDEES INCLUDE:

- Advocates
- Architects
- Attorneys
- Builders
- Developers
- Financial Institutions
- Government
- Legislative Staff
- Lenders
- Press/Media
- Insurance Organizations
- Residents
- Service Providers
- Suppliers
- Anyone who cares about the supply of safe, affordable homes for San Diegans







# SAN DIEGO HOUSING FEDERATION

- ☐ **TITLE — \$30,000** *(One Available)*
  - Remarks at the Lunch Keynote Session
  - Sponsor-provided banner displayed during Lunch Keynote Session
  - 10 Conference Tickets
  - Placement of logo (with click-through link) on the SDHF website
  - Logo Placement (with click-through) on the Mobile App
  - Recognition During Program
  - Exhibit Space of (1) 6-Foot Table
  - Full Page Ad in Printed Program
  - Sponsor-provided Materials in Tote Bags



## ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

*Friday, October 9, 2020  
Marriott Marquis San Diego Marina*

- ☐ **PLATINUM — \$25,000**
  - Remarks at the Breakfast Keynote Session
  - Sponsor-provided banner displayed during Breakfast Keynote Session
  - 8 Conference Tickets
  - Recognition During Program
  - Recognition on SDHF Website, Mobile App and Printed Program
  - Exhibit Space of (1) 6-Foot Table
  - Full Page Ad in Program
  - Sponsor-provided Materials in Tote Bags
  
- ☐ **GOLD — \$20,000**
  - 6 Conference Tickets
  - Logo Placement at Event
  - Recognition During Program
  - Recognition on SDHF Website, Mobile App and Printed Program
  - Exhibit Space of (1) 6-Foot Table
  - Half Page Ad in Program
  - Sponsor-provided Materials in Tote Bags
  
- ☐ **SILVER — \$10,000**
  - 4 Conference Tickets
  - Logo Placement at Event
  - Recognition During Program
  - Recognition on SDHF Website, Mobile App and Printed Program
  - Exhibit Space of (1) 6-Foot Table
  - Quarter Page Ad in Program







# SAN DIEGO HOUSING FEDERATION

- BRONZE — \$5,000**
  - 2 Conference Tickets
  - Logo Placement at Event
  - Recognition During Program
  - Recognition on SDHF Website, Mobile App and Printed Program
  
- VIP RECEPTION — \$10,000** *(One Available)*
  - 4 Conference Tickets
  - Logo Placement at Event on Signage
  - Recognition During Program
  - Recognition on SDHF Website, Mobile App and Printed Program
  
- MOBILE APP SPONSOR — \$10,000** *(One Available)*
  - 4 Conference Tickets
  - Logo Placement (with click-through) on the Mobile App
  - Prominent Logo Placement on App and at Event on Signage
  - Recognition During Program
  - Recognition on SDHF Website, Mobile App and Printed Program
  - Quarter Page Ad in Program
  - Sponsor-provided Materials in Tote Bags
  
- LUNCH KEYNOTE — \$10,000** *(One Available)*
  - 4 Conference Tickets
  - Logo Placement at Event on Signage
  - Recognition During Program
  - Recognition on SDHF Website, Mobile App and Printed Program
  - 2 Page Ad in Program
  - Remarks at the Lunch Keynote Session
  - Exhibit Space of (1) 6-Foot Table



## ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

Friday, October 9, 2020  
Marriott Marquis San Diego Marina



- WI-FI SPONSOR (Conference Day Only) — \$7,500** *(One Available)*
  - 4 Conference Tickets
  - Specialized password with organization name
  - Logo Placement at Event on Signage
  - Recognition During Program
  - Recognition on SDHF Website, Mobile App and Printed Program
  - Quarter Page Ad in Program
  - Sponsor-provided Materials in Tote Bags
  
- TOTE BAG SPONSOR — \$7,500** *(One Available)*
  - 4 Conference Tickets
  - Logo Placement on all tote bags
  - Recognition on SDHF Website, Mobile App and Printed Program
  - Quarter Page Ad in Program
  - Sponsor-provided Materials in Tote Bags





# SAN DIEGO HOUSING FEDERATION




## ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

Friday, October 9, 2020  
Marriott Marquis San Diego Marina

- BREAKFAST KEYNOTE — \$6,000** *(One Available)*
  - 2 Conference Tickets
  - Logo Placement at Event on Signage
  - Recognition During Program
  - Recognition on SDHF Website, Mobile App and Printed Program
  - Quarter Page Ad in Program
  
- TRACK SPONSOR — \$5,000** *(Six Available)*
  - 2 Conference Tickets
  - Logo Placement at Event on Workshop Signage
  - Recognition During Program
  - Logo and “Presented by” included in the agenda
  - Recognition on SDHF Website, Mobile App and Printed Program
  - Sponsor-provided Materials in Tote Bags
  
- BREAKFAST SPONSOR — \$4,000** *(One Available)*
  - 2 Conference Tickets
  - Logo Placement at Event on Signage
  - Recognition During Program
  - Recognition on SDHF Website, Mobile App and Printed Program
  
- AM COFFEE BREAK — \$4,000** *(One Available)*
  - 2 Conference Tickets
  - Logo Placement at Event on Signage
  - Recognition During Program
  - Recognition on SDHF Website, Mobile App and Printed Program

- POST-CONFERENCE RECEPTION — \$7,500** *(One Available)*
  - 4 Conference Tickets
  - Logo Placement at Event on Signage
  - Recognition During Program
  - Recognition on SDHF Website, Mobile App and Printed Program
  - Half Page Ad in Program
  
- LUNCH SPONSOR — \$6,000** *(One Available)*
  - 2 Conference Tickets
  - Logo Placement at Event on Signage
  - Recognition During Program
  - Recognition on SDHF Website, Mobile App and Printed Program
  - Quarter Page Ad in Program





# SAN DIEGO HOUSING FEDERATION

- PM COFFEE BREAK — \$4,000** *(One Available)*
  - 2 Conference Tickets
  - Logo Placement at Event on Signage
  - Recognition During Program
  - Recognition on SDHF Website, Mobile App and Printed Program
- NAME BADGE SPONSORSHIP — \$4,000** *(One Available)*
  - 2 Conference Tickets
  - Logo Placement on Name Badges
  - Recognition on SDHF Website, Mobile App and Printed Program
- LANYARD SPONSORSHIP — \$4,000** *(One Available)*
  - 2 Conference Tickets
  - Organization Name on Lanyards
  - Recognition on SDHF Website, Mobile App and Printed Program
- TABLE CENTERPIECE SPONSORSHIP — \$4,000** *(One Available)*
  - 2 Conference Tickets
  - Logo Placement on each table centerpiece during Breakfast and Lunch Sessions
  - Recognition on SDHF Website, Mobile App and Printed Program
- EXHIBITOR — \$2,000**
  - 2 Conference Tickets
  - Exhibit Space of (1) 6-Foot Table
  - Recognition on Mobile App and Printed Program



- CONFERENCE ADVOCATE AND PARTNER SPONSOR — \$1,500**
  - 1 Conference Ticket
  - Recognition on Mobile App and Printed Program
- NON-PROFIT SUPPORTER — \$1,000** *(Must be Non-Profit Org)*
  - 2 Conference Tickets
  - Recognition on Mobile App and Printed Program
- SDHF CONFERENCE SCHOLARSHIP FUND — \$5,000**
  - 2 Conference Tickets
  - Recognition on SDHF Website, Mobile App and Printed Program







# SAN DIEGO HOUSING FEDERATION

- INSTITUTES TITLE — \$8,000** *(One Available)*
  - 4 Conference Tickets
  - Logo Placement at Event on Signage
  - Acknowledgement during Event Program
  - Recognition on SDHF Website, Mobile App and Printed Program
  - (1) 6-Foot Table on Conference Day
  - Half Page Ad in Program
  - Logo on Event Invite and Promos
  - Speaking Opportunity at Pre-Conference Institutes
  
- MEAL SPONSOR — \$6,000** *(One Available)*
  - 2 Conference Tickets
  - Logo Placement at Event on Signage
  - Acknowledgement during Event Program
  - Recognition on SDHF Website, Mobile App and Printed Program
  
- FUNDAMENTALS INSTITUTE — \$4,000** *(One Available)*
  - 2 Conference Tickets
  - Logo Placement at Event on Signage
  - Acknowledgement during Event Program
  - Recognition on SDHF Website, Mobile App and Printed Program
  
- RSSN INSTITUTE — \$4,000** *(One Available)*
  - 2 Conference Tickets
  - Logo Placement at Event on Signage
  - Acknowledgement during Event Program
  - Recognition on SDHF Website, Mobile App and Printed Program



## PRE-CONFERENCE INSTITUTES SPONSORSHIP OPPORTUNITIES

Thursday, October 8, 2020  
Marriott Marquis San Diego Marina

- SHLN Institute — \$4,000** *(One Available)*
  - 2 Conference Tickets
  - Logo Placement at Event on Signage
  - Acknowledgement during Event Program
  - Recognition on SDHF Website, Mobile App and Printed Program
  
- WI-FI SPONSOR (Institute Day Only) — \$2,500** *(One Available)*
  - 2 Conference Tickets
  - Specialized password with organization name
  - Logo Placement at Event on Signage
  - Recognition During Program
  - Recognition on SDHF Website, Mobile App and Printed Program





## SAN DIEGO HOUSING FEDERATION

### 2020 SDRAFFH FAIR HOUSING CONFERENCE

**APRIL 2, 2020**

The San Diego Regional Alliance for Fair Housing (SDRAFFH), Legal Aid Society, and the San Diego Housing Federation are proud to host the Annual Fair Housing Conference on Thursday, April 9, 2020. 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.

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.



## MEMBER EDUCATION SPONSORSHIP OPPORTUNITIES

- TITLE SPONSOR — \$10,000**
  - 4 Conference Tickets
  - Recognition on SDHF Website and Printed Program
  - Logo Placement at Event
  - Recognition During Program
  
- CONTENT SPONSOR — \$6,000**
  - 4 Conference Tickets
  - Recognition on SDHF Website and Printed Program
  - Logo Placement at Event
  - Recognition During Program
  
- MEAL SPONSOR — \$5,000**
  - 2 Conference Tickets
  - Logo Placement at Event
  
- THOUGHT LEADER SPONSOR — \$5,000**
  - 2 Conference Tickets
  - Logo Placement at Event



# SAN DIEGO HOUSING FEDERATION

## LISC SAN DIEGO ROUNDTABLE WORKSHOP 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) San Diego for your support as the 2020 series sponsor!

### □ WORKSHOP SPONSOR—\$1,500+

- 4 Tickets
- Your logo on all promotional items
- Your logo on the Roundtable Workshop 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 in January of 2020. Schedule is subject to change as Roundtables are designed to discuss timely subjects.







## SAN DIEGO HOUSING FEDERATION

### SDHF NETWORKING EVENTS

Member oriented events that highlight the vibrant housing sector in San Diego are produced throughout the year and include:

- Summer Mixers
- Property Tours
- 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.

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### MEMBERSHIP DIRECTORY

Support the 2020 Membership Directory with a sponsorship.

- TITLE SPONSOR—\$10,000**
  - Logo Placement on SDHF Website
  - Logo Placement on Directory
- ENHANCED LISTING —\$150**
  - Enhance your listing with clickable logo image that leads to organization website

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### 30<sup>th</sup> ANNIVERSARY KICK OFF EVENT

A year-long celebration of our 30th Anniversary kicks off on Thursday, February 6, 2020

- TITLE SPONSOR** **SOLD!**
  - 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
- CHAMPAGNE SPONSOR — \$5,000**
  - 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)



# SAN DIEGO HOUSING FEDERATION

## HOME IS... 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. We will honor our strong and supportive volunteers, complete with a special tribute to our 2020 Volunteer of the Year.

- TITLE SPONSOR — \$7,500**
  - 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
  
- CHAMPAGNE SPONSOR — \$5,000**
  - 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)
  
- PHOTO BOOTH SPONSOR — \$2,000**
  - Logo on all promotional items
  - Logo on event page of SDHF website

## ADDITIONAL SPONSORSHIP OPPORTUNITIES



Home Is  
*a place we  
all deserve*





# SAN DIEGO HOUSING FEDERATION

## 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 2020 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.

- RSSN SERIES SPONSOR — \$1,500**
  - 2 Tickets to each Workshop
  - Your logo on all promotional items and registration site
  - Your logo on the RSSN 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
  
- RSSN WORKSHOP SPONSOR—\$500**
  - 2 Tickets to Sponsored Workshop
  - Your logo on all promotional items and registration site
  - Your logo on the workshop page of SDHF’s website
  - Opportunity to display and distribute marketing materials at event

## RESIDENT EDUCATION SPONSORSHIP OPPORTUNITIES

## SUPPORTIVE HOUSING LEARNING NETWORK (SHLN) PROGRAM WORKSHOPS



The Supportive Housing Learning Network holds monthly training’s designed for property management staff working in affordable housing. The Supportive Housing Learning Network fits a critical unmet need for Affordable Housing Property Managers working in Supportive Housing developments for formerly homeless people with complex needs. The network brings together organizations with Supportive Housing and Affordable Housing units that share common issues, needs, and goals. By convening together to share lessons learned, best practices, and updated techniques, the Supportive Housing Learning Network trainings provide practitioners in supportive housing with the tools needed to achieve successful outcomes at their properties.

- SHLN SERIES SPONSOR — \$1,500**
  - 2 Tickets to each Workshop
  - Your logo on all promotional items and registration site
  - Your logo on the SHLN 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
  
- SHLN WORKSHOP SPONSOR — \$500**
  - 2 Tickets to Sponsored Workshop
  - Your logo on all promotional items and registration site
  - Your logo on the workshop page of SDHF’s website
  - Opportunity to display and distribute marketing materials at event





## SAN DIEGO HOUSING FEDERATION



### COMMUNITY ENGAGEMENT 2020

SDHF is committed to building and empowering resident leaders. Since 2013, SDHF and community partners have been educating, engaging and mobilizing resident leaders from affordable developments throughout the County. In partnership with Housing California, San Diego's Residents United Network (RUN) organizes residents, resident service providers, and developers to support strategies that bring more affordable homes locally and in the state of California. SDHF has also partnered with CSH and Alliance for Regional Solutions to create the Homeless-Experienced Advocacy and Leadership (HEAL) Network, a new community engagement program that brings the voices of individuals with lived experience of homelessness into local discourse in a meaningful and effective way to elevate the discussion, to emphasize the humanity of the affected individuals, and to move public policies toward strategies

### NEW IN 2020!

guided by individuals who are or have been impacted by this crisis. Support community engagement and advocacy and leadership development with a sponsorship that will be used to facilitate the education, involvement, and advocacy of resident leaders.

- LEADERSHIP SPONSOR—\$500**
  - Transportation costs for advocates to attend local advocacy opportunities
  - Your logo on the RUN & HEAL page of SDHF's website
  
- ADVOCACY SPONSOR—\$5,000**
  - Travel expenses for ten (10) residents to advocate in Sacramento
  - Your logo on the RUN & HEAL page of SDHF's website



# SAN DIEGO HOUSING FEDERATION

## JOIN TODAY!

As a member of SDHF you are a part of this important work. Your support gains you access to strategic visibility, meaningful networking, and innovative programs.

- Classic Membership levels
- Premier Membership levels

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

Please contact Sarah Buchanan, Director of Events and Membership at (619) 239-6693 or [sarah@housingsandiego.org](mailto:sarah@housingsandiego.org) with any questions about sponsorship or membership.

San Diego Housing Federation 501c3 nonprofit organization. The Mission of SDHF is working as a coalition of affordable housing developers, advocates, and other organizations, we promote the creation of quality affordable housing focused on lower income families and people in need.

[www.housingsandiego.org](http://www.housingsandiego.org) | Tax ID: 33-0522932

## MEMBERSHIP LEVELS & SPONSORSHIP OPPORTUNITIES

## RESERVE YOUR 2020 SPONSORSHIPS

To maximize your organization's recognition by the Federation, consider sponsoring the following 2018 programs and events. Click an item below to be linked directly to our website where you can review your selection and make final payment!

- Ruby Awards May 15, 2020
- Annual Affordable Housing & Community Development Conference and Pre-Conference Institutes October 8 and 9, 2020
- SDRAFFH Conference April 2, 2020
- 2020 LISC Roundtable Series Eight educational seminars to take place throughout 2020
- Networking Events Various various professional development and networking events including Summer Mixer
- Holiday Party December 2020
- Membership Directory 2020
- RSSN Program Workshops 2020
- SHLN Program Workshops 2020
- Community Engagement 2020