

To maintain COVID-19 safety protocols all events will remain virtual through 2021



## SDHF Program & Events

To maximize your organization’s recognition by the Federation, consider sponsoring the following 2021 programs and events.

- ANNUAL RUBY AWARDS  
Thursday, June 17, 2021
- SDRAFFH CONFERENCE  
April 7 – 8, 2021
- ANNUAL AFFORDABLE HOUSING & COMMUNITY DEVELOPMENT CONFERENCE AND INSTITUTES  
October 2021
- 2021 MISCELLANEOUS EVENTS — Member oriented events that highlight the vibrant housing sector in San Diego

If you have questions or would like to support SDHF in a way that is not listed in this packet, we are here to help. Contact Sarah Buchanan, Chief Operating Officer at (619) 239-6693 or [sarah@housingsandiego.org](mailto:sarah@housingsandiego.org).

# Annual Ruby Awards

Due to COVID-19 this year we will host our second virtually hosted Ruby Awards. The Awards will take place on Thursday, June 17th, 2021 via virtual platform.

Each year it has been practice to gather innovators from San Diego's housing industry at San Diego Housing Federation's Ruby Awards to honor excellence in affordable housing and community development. The pandemic has not slowed us down. We are proud to celebrate SDHF's work advocating for safe, stable, and affordable homes for all San Diegans and yours. Your support is crucial as we look to the future of progress in our community.



## RUBY TITLE — \$30,000 (One Available)

- 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 Virtual Program
- Featured Speaking Opportunity
- Special Media Recognition Package

## EMERALD — \$20,000

- 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 Virtual Program
- Speaking Opportunity

## SAPPHIRE — \$15,000

- 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 Virtual Program

## TOPAZ — \$10,000

- Acknowledgment during Event Program
- Logo Placement at Event
- Half (1/2) Page Ad in Virtual Event Program
- Logo on Event Invite and Promotional Materials

## AMETHYST — \$5,000

- Acknowledgment during Event Program
- Logo Placement at Event
- Quarter (1/4) Page Ad in Virtual Event Program

## TURQUOISE — \$2,500

- Acknowledgment during Event Program
- Logo Placement at Event virtually

## NON-PROFIT JADE—\$1,500 (Must be Non-Profit Org)

- Acknowledgment during Event Program
- Logo Placement at Event virtually

## AV SPONSOR -- \$10,000 (One Available)

- Acknowledgment during Event Program
- Logo Placement at Event
- Half (1/2) Page Ad in Virtual Event Program
- Logo on Event Invite and Promotional Materials

**TECHNOLOGY SPONSOR — \$10,000 (One Available)**

- Acknowledgment during Event Program
- Logo Placement at Event
- Half (1/2) Page Ad in Virtual Event Program
- Logo on Event Invite and Promotional Materials

**“VIRTUAL” RECEPTION — \$10,000 (One Available)**

- Acknowledgment during Event Program
- Logo Placement at Event
- Half (1/2) Page Ad in Virtual Event Program
- Logo on Event Invite and Promotional Materials

**AWARD CATEGORY SPONSOR — \$4,000 (10 available)**

- Acknowledgment during Event Program
- Presentation of award
- Logo Placement at Event
- Quarter (1/4) Page Ad in virtual Event Program

**OUTSTANDING RESIDENT LEADER AWARD SPONSOR — \$3,000 (One Available)**

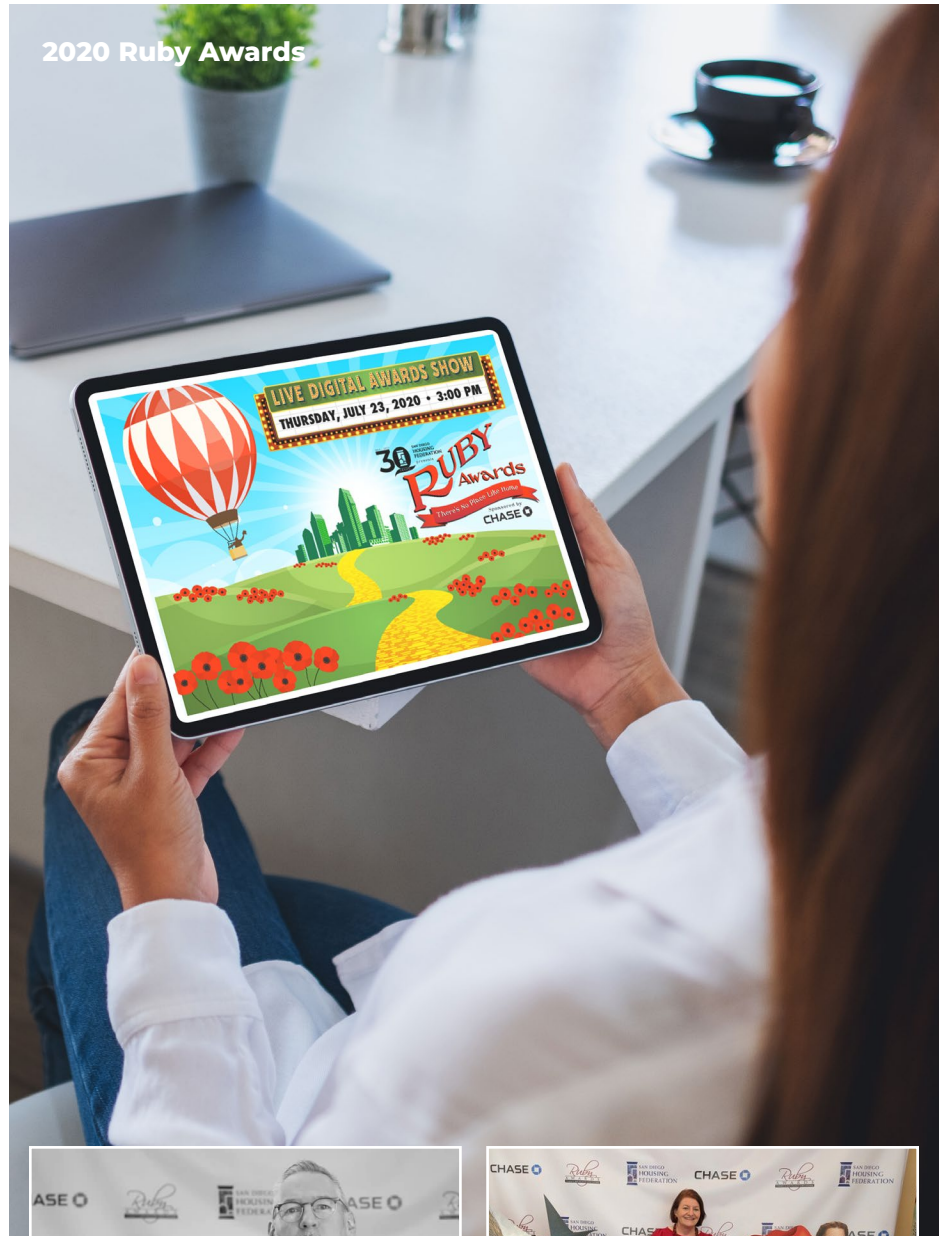
- 2 Tickets for organization
- Provides Tickets for all nominees in this category
- Acknowledgment during Event Program
- Logo Placement at Event

**OUTSTANDING SERVICE TO RESIDENTS AWARD SPONSOR — \$3,000 (One Available)**

- 2 Tickets for organization
- Provides Tickets for all nominees in this category
- Acknowledgment during Event Program
- Logo Placement at Event

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

- Acknowledgment during Event Program
- Logo Placement at Event



# 2021 SDRAFFH Fair Housing Conference

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 Wednesday and Thursday, April 7 – 8, 2021. 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.

## THEME FOR 2021: FACES OF FAIR HOUSING

### TITLE SPONSOR — \$10,000

- 10 Conference Tickets
- Recognition on SDHF Website
- 1 Page Ad in Virtual Program
- Logo Placement at Event
- Recognition During Conference through Live Remarks

### KEYNOTE — \$8,000

- 6 Conference Tickets
- Recognition on SDHF Website and Mobile App
- 1/2 Page Ad in Program
- Logo Placement at Event on Signage
- Recognition During Conference through Pre-recorded commercial

### CONTENT SPONSOR — \$6,000

- 4 Conference Tickets
- Recognition on SDHF Website and Printed Program
- Logo Placement at Event
- Recognition During Program

### THOUGHT LEADER SPONSOR — \$5,000

- 2 Conference Tickets for sponsor
- 10 Tickets given to sponsored Thought Leaders
- Logo Placement at Event



2020 SDRAFFH Conference

# Annual Affordable Housing & Community Development Conference and Pre-Conference Institutes

The Conference and Pre-Conference Institutes will take place virtually in the month of October, the specific dates are TBD.

**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 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.

## **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.

### **CONFERENCE & INSTITUTE 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

**TITLE — \$30,000 (One Available)**

- Remarks at the Keynote Session
- 10 Conference Tickets
- Placement of logo, with click-through, on the SDHF website
- Logo Placement, with click-through, on online platform
- Recognition During Program
- Virtual Exhibit Space or Virtual Commercial
- Full Page Ad in Virtual Program

**PLATINUM — \$25,000**

- 8 Conference Tickets
- Recognition During Program
- Recognition on SDHF Website and Mobile App
- Virtual Exhibit Space or Virtual Commercial
- Full Page Ad in Program

**GOLD — \$20,000**

- 6 Conference Tickets
- Logo Placement at Event
- Recognition During Program
- Recognition on SDHF Website and Mobile App
- Virtual Exhibit Space or Virtual Commercial
- Half Page Ad in Program

**SILVER — \$10,000**

- 4 Conference Tickets
- Logo Placement at Event
- Recognition During Program
- Recognition on SDHF Website and Mobile App
- Virtual Exhibit Space or Virtual Commercial
- Quarter Page Ad in Program

**BRONZE — \$5,000**

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

**VIRTUAL PLATFORM 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 and Mobile App
- Quarter Page Ad in Program
- Sponsor-provided Materials in Tote Bags



**2020 SDHF Conference**

☐ **TECHNOLOGY SPONSOR — \$10,000** (Two 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 and Mobile App
- Quarter Page Ad in Program
- Sponsor-provided Materials in Tote Bags

☐ **AV 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 and Mobile App
- Quarter Page Ad in Program
- Sponsor-provided Materials in Tote Bags

☐ **KEYNOTE — \$10,000** (Three Available)

- 4 Conference Tickets
- Logo Placement at Event on Signage
- Recognition During Program
- Recognition on SDHF Website and Mobile App
- 2-Page Ad in Program
- Remarks at the Keynote Session
- Virtual Exhibit Space or Virtual Commercial

☐ **SWAG BAG SPONSOR — \$10,000** (One Available)

- 4 Conference Tickets
- Logo Placement on all items
- Recognition on SDHF Website and Mobile App
- 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 and Mobile App

☐ **FUNDAMENTALS TRACK SPONSOR — \$5,000** (One Available)

- 2 Conference Tickets
- Logo Placement at Event on Signage
- Acknowledgment during Event Program
- Recognition on SDHF Website and Mobile App

☐ **RSSN INSTITUTE SPONSOR — \$4,000** (One Available)

- 2 Conference Tickets
- Logo Placement at Event on Signage
- Acknowledgment during Event Program
- Recognition on SDHF Website and Mobile App



2020 SDHF Conference

**SHLN INSTITUTE SPONSOR — \$4,000 (One Available)**

- 2 Conference Tickets
- Logo Placement at Event on Signage
- Acknowledgment during Event Program
- Recognition on SDHF Website and Mobile App

**COMMUNITY ADVOCATE SCHOLARSHIP - \$5,000**

- 2 Conference Tickets
- Recognition on SDHF Website and Mobile App
- Provide scholarships for community advocates to attend

**HOST A NETWORKING SALON/MEET WITH A SPEAKER — \$2,500**

- 2 Conference Tickets
- Recognition on SDHF Website and Mobile App

**EXHIBITOR — \$2,500**

- 2 Conference Tickets
- Virtual Exhibit Space or Virtual Commercial
- Recognition on SDHF Website and Mobile App

**HOLISTIC HEALTH SPONSOR – \$2,000 (One Available)**

- 2 Conference Tickets
- Logo Placement at Event on Signage
- Acknowledgment during Event Program
- Recognition on SDHF Website and Mobile App

**CONFERENCE ADVOCATE AND PARTNER SPONSOR — \$1,000**

- 1 Conference Ticket
- Recognition on SDHF Website and Mobile App

**NON-PROFIT SUPPORTER—\$1,000 (Must be Non-Profit Org)**

- 2 Conference Tickets
- Recognition on SDHF Website and Mobile App



2020 SDHF Conference



# Miscellaneous Events

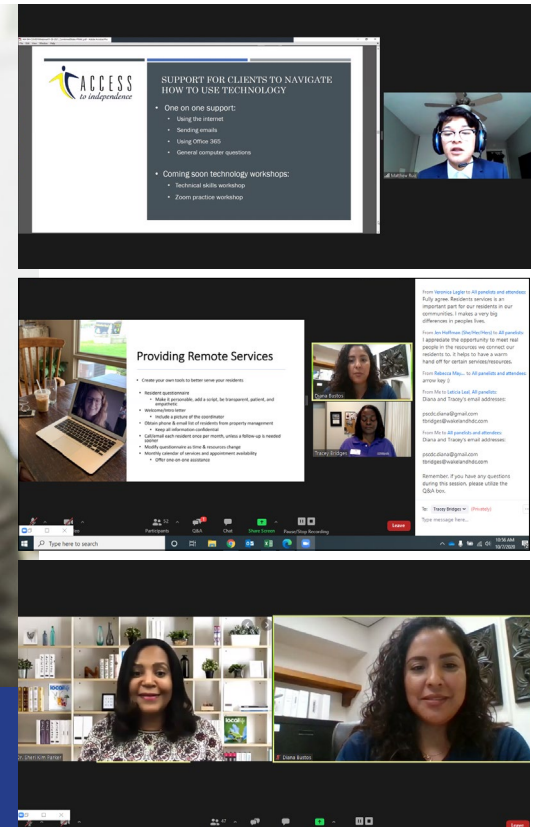
SDHF Networking Events are member oriented events that highlight the vibrant housing sector in San Diego, such as:

- Summer Mixers
- Property Tours
- Gatherings and site tour at the latest affordable housing developments
- Virtual Happy hours and social events
- Educational seminars on relevant topics
- Virtual Mindfulness
- Annual Holiday Party

The contribution required to sponsor a Networking Event varies depending on event factors such as expected attendance, location, and topic. Due to COVID-19 our team is driven to be creative in thinking for ways to connect our members. This is a perfect opportunity to look out for ways you can sponsor an event that is hosted virtually or socially distanced.

## ☐ GIFT BAG SPONSOR — \$5,000

- Logo on all promotional items
- Logo on event page of SDHF website
- Speaking opportunity during the event



If you have questions about sponsorships contact Sarah Buchanan, Chief Operating Officer at (619) 239-6693 or [sarah@housingsandiego.org](mailto:sarah@housingsandiego.org).