



SAN DIEGO
HOUSING
FEDERATION

2016 Membership & Sponsorship Opportunities

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 2015.

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.

Catalyst Membership

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 at SDHF programs, consider sponsoring the following 2015 events.

- Annual Ruby Awards, June 2, 2016
- 25th Annual Affordable Housing & Community Development Conference, October 13, 2016
- Pre-Conference Institutes, October 12, 2016
- 2016 Roundtable — Five educational seminars to take place throughout 2016
- Networking Events — various professional development and networking events
- Holiday Party — December 2016

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 Mirabelli, Events and Membership Coordinator at (619) 239-6693 or sarah@housingsandiego.org

2016 MEMBERSHIP OPPORTUNITIES

CLASSIC MEMBERSHIP

CLASSIC 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)

The price of membership is \$650 with special discounts offered for:

- Government Agency; Small Business (revenue under \$1 million); or Large Nonprofit Organization (annual operating budget \$300,000+) – \$550
- Small Nonprofit Organization (annual operating budget under \$300,000) – \$250

CLASSIC 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

The price of individual membership is \$150 with special discounts offered for:

- Residents of affordable communities \$25
- Student, Senior, or Active Military \$25

CATALYST MEMBERSHIP

FOUNDATION \$1,000

- All Classic Membership benefits, plus...
- Complimentary admission to SDHF's Pre-conference VIP Reception

CORNERSTONE \$2,500

- All Classic Membership benefits, plus...
- One feature in SDHF newsletter or on SDHF website
- Recognition in Ruby Awards and Conference Programs
- Complimentary admission to Pre-Conference VIP Reception
- Complimentary admission to **one** other exclusive networking event

KEYSTONE \$5,000

- All Classic Membership Benefits, plus...
- One feature in SDHF newsletter or on SDHF website
- Prominent recognition in Ruby Awards and Conference Programs
- Complimentary admission to Pre-Conference VIP Reception
- Complimentary admission to **two** other exclusive networking events
- **Developers Circle Membership:** Invitation to participate in exclusive quarterly briefings on timely development issues and events

PILLAR \$10,000

- All the benefits listed above, plus...
- Special Media Recognition Package as top supporter of SDHF and contributor to the affordable housing field in all SDHF programs and publications

RUBY AWARDS

Thursday, June 2nd, 2016 at Hahn University Center, University of San Diego

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 Sponsor	Emerald Sponsor	Sapphire Sponsor	Topaz Sponsor	Amethyst Sponsor	Turquoise Sponsor	Non-Profit Organization: Jade Sponsor
Complimentary Event Tickets	Table of 8; Head table seating	Table of 8; Head table seating	Table of 8	6	4	2	2
Acknowledgment during Event Program	◆	◆	◆	◆	◆	◆	◆
Logo Placement at Event	◆	◆	◆	◆	◆	◆	◆
Ad in Event Program	Full	Full	Half	Half	Half		
Logo on Event Invite and Promotional	◆	◆	◆	◆			
Recognition on SDHF Website	◆	◆	◆				
Speaking Opportunity	Featured Speaker	Speaker					
Opportunity to Co-brand Specialty Gift for all Attendees	◆						
Special Media Recognition Package	◆						
	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500

25th ANNUAL AFFORDABLE HOUSING & COMMUNITY DEVELOPMENT CONFERENCE

Thursday, October 13th with Pre-Conference Institutes on Wednesday, October 12th at Hilton San Diego Bayfront

SDHF's 25th Annual Affordable Housing & Community Development Conference draws hundreds of 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.



	GENERAL					PROGRAM			MEAL & RECEPTION UNDERWRITING				Exhibitor	Supporter
	Conference Title Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Keynote Sponsor	Track Sponsor	VIP Reception Sponsor	Lunch Sponsor	Post Conference Reception Sponsor	Breakfast Sponsor	Break Sponsor Morning or Afternoon		
Conference Tickets	10	8	6	4	2	4	2	2	2	2	2		2	2
Logo Placement at Event	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆			◆
Acknowledgment During Program	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆		
Recognition on SDHF Website	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆			
Banner Display	◆	◆				◆	◆	◆	◆	◆	◆	◆		
Exhibit Space	Lg. Booth	Lg. Booth	Lg. Booth	Table	Table	Table	Table	Table	Table	Table			Table	
Ad in Event Program	Full Page	Full Page	Half Page	Quar. Page		Quar. Page								
Logo on Event Invite and Promos	◆	◆	◆											
Distribute Materials	◆	◆	◆					◆		◆				
Speaking Opportunity	◆	◆												
Institute Tickets	2													
Special Media Recognition Package	◆													
	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$4,000	\$2,000	\$3,000	\$2,000	\$2,000	\$1,000	\$750	\$750	\$500

25th ANNUAL AFFORDABLE HOUSING & COMMUNITY DEVELOPMENT CONFERENCE

PRE-CONFERENCE INSTITUTES

Wednesday, October 12th (Conference on Thursday, October 13th) at Hilton San Diego Bayfront

SDHF’s 25th Annual Affordable Housing & Community Development Conference offers two high-demand 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.

	Pre-conference Institutes Title Sponsor	Fundamentals of Affordable Housing Institute Sponsor	Resident Services Institute Sponsor
Institute Tickets	4	2	2
Logo Placement at Event	◆	◆	◆
Acknowledgement during Event Program	◆	◆	◆
Recognition on SDHF Website	◆	◆	◆
Banner Display	◆	◆	◆
Exhibit Space	◆	◆	◆
Ad in Conference Program	Half Page		
Logo on Event Invite and Promos	◆		
Distribute Materials	◆		
Speaking Opportunity	◆		
	\$5,000	\$2,000	\$2,000

2016 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 2016 Roundtable Series Sponsor!

For a **contribution of \$400 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 scheduled as follows:

- March 17, 2016 - Housing Finance Resources Update featuring Mark Stivers
- June 2016 - TRC "Case Studies: Up Close and Personal"
- July 2016 - Coordinated Entry: What You Need to Know
- September 2016 - Building to Comply with Fair Housing
- November 2016 - Risk Management: From Building to Operations

Schedule is subject to change as Roundtables are designed to discuss timely subjects. For up to date information on Roundtables sponsorship availability, contact Sarah Mirabelli at sarah@housingsandiego.org or (619) 239-6693.



NETWORKING EVENTS

SDHF Networking Events are member-only events that highlight the vibrant housing sector in San Diego. Events include popular gatherings at the affordable housing developments such as:

- “Meet the CEO” sessions
- Site tour at the latest affordable housing developments
- Happy hours and social events

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



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 **\$2,000** 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

If you are interested in visibility at one of these events, please contact Sarah Mirabelli for more information at sarah@housingsandiego.org or (619) 239-6693.



2016 SDHF MEMBERSHIP AND SPONSORSHIP SELECTION FORM

Select your preferred sponsorship and membership options from the list below. To pay by check, fill out the form, print and mail it with your check to the address below. You can also select your options and pay online at:

www.housingsandiego.org

CLASSIC MEMBERSHIP

- Organizational—\$650**
- Gov't Agency/Small Business/Large Nonprofit—\$550
- Small Nonprofit—\$250
- Individual—\$150**
- Resident/Senior/Military/Student—\$25

CATALYST MEMBERSHIP

- Foundation—\$1,000
- Cornerstone—\$2,500
- Keystone—\$5,000
- Pillar—\$10,000

RUBY AWARDS SPONSORSHIP

- | | | |
|--|---|---|
| <input type="checkbox"/> Ruby (Title Sponsor)—\$25,000 | <input type="checkbox"/> Topaz—\$5,000 | <input type="checkbox"/> Turquoise—\$1,000 |
| <input type="checkbox"/> Emerald—\$15,000 | <input type="checkbox"/> Amethyst—\$2,500 | <input type="checkbox"/> Jade (Nonprofit) - \$500 |
| <input type="checkbox"/> Sapphire—\$10,000 | | |

2016 ANNUAL CONFERENCE SPONSORSHIP

- | | | |
|--|--|--|
| <input type="checkbox"/> Title—\$25,000 | <input type="checkbox"/> Lunch Sponsor—\$2,000 | <input type="checkbox"/> Keynote Sponsor—\$4,000 |
| <input type="checkbox"/> Platinum—\$15,000 | <input type="checkbox"/> Breakfast Sponsor—\$1,000 | <input type="checkbox"/> Track Sponsor—2,000 |
| <input type="checkbox"/> Gold—\$10,000 | <input type="checkbox"/> Break Sponsor—\$750 | |
| <input type="checkbox"/> Silver—\$5,000 | <input type="checkbox"/> Pre-Conference VIP Reception —\$3,000 | <input type="checkbox"/> Exhibitor—\$750 |
| <input type="checkbox"/> Bronze—\$2,500 | <input type="checkbox"/> Post-Conference Reception—\$2,000 | <input type="checkbox"/> Supporter—\$500 |

PRE-CONFERENCE INSTITUTES SPONSORSHIP

- | | | |
|--|---|--|
| <input type="checkbox"/> Institutes Title Sponsor—\$5,000 | <input type="checkbox"/> Fundamentals of Affordable Housing Institute Sponsor —\$2,000 | <input type="checkbox"/> Resident Services Institute Sponsor—\$2,000 |
| <input type="checkbox"/> Roundtable Sponsor—\$600
Only 5 opportunities left! | <input type="checkbox"/> Networking Event Sponsor—Negotiated
Only 3 opportunities left! Dates TBD | <input type="checkbox"/> Holiday Party Sponsor—\$2,000 |

Organization	
Address	City/State/Zip
Contact Person	Title
Email	Phone Number

Please indicate below:

Our check for \$ _____ is enclosed Check for \$ _____ will be mailed by _____

Checks should be made payable to:
San Diego Housing Federation, 110 W C St. Ste 1811, San Diego, CA 92101

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