

Housing Development Consortium of Seattle-King County

SPONSORSHIP OPPORTUNITIES



"Our region has led the nation in showing how collaboration can make us more effective as advocates, as funders, and as developers, and at the heart of that leadership is the Housing Development Consortium."

Dow Constantine, King County Executive

ABOUT HDC

As an advocate, broker, and convener of and for our 215+ members, the Housing Development Consortium of Seattle-King County has supported and inspired our expanding member base for 37 years. Together, our members work collaboratively to meet the housing needs of people with limited incomes throughout the region.

Our Vision

All people throughout King County live with dignity in safe, healthy, and affordable homes

Our Mission

Build, sustain, and inspire a diverse network committed to producing, preserving, and increasing equitable access to affordable homes

Dear Friends,

As we reflect on the past year, we have been so fortunate to work alongside amazing members and partners who continue to strive toward and believe in a vision where King County is affordable, accessible, and inclusive to all.

We have accomplished so much together in 2024, from the historic launch of the first-in-the-nation Covenant Homeownership Program to robust state investments in affordable housing and supportive services. We have played a pivotal role at both local and county levels having successfully supported Seattle Design Review reform, successfully secured \$14M in flexible operational funding from the City of Seattle, and advocated for bold comprehensive plans across East King County. Simultaneously, our Housing Development Internship Program has experienced substantial growth, attracting, training, and retaining students from diverse racial and socio-economic backgrounds, opening doors to opportunities within the affordable housing sector.

While there is much to celebrate, we also have much work ahead. That's why it is important to come together as a strong and united sector of peers, partners, and collaborators, to learn from each other, mobilize around shared goals, and strengthen the foundation of our association in the face of uncertain times ahead.

When we were founded in 1988 by 10 non-profit housing providers, it was a different time and place. But the need for housing continues to grow, and so do we. Now we number nearly 220 members representing all facets of the affordable housing sector, including developers, owners, managers, housing authorities, major financial institutions, community-based organizations, architects, contractors, accountants, and government agencies. As we continue to implement the goals of our strategic plan with a renewed purpose that aligns with our mission and vision, we are living in a clear and compelling manner the values, aspirations, and commitments of our association.

We are a movement with a single common purpose and your sustained commitment is essential to the progress we've made in creating access to affordable housing across our region. We don't want to miss giving you the opportunity to be front and center with us during this momentous year!

Please review the sponsorship opportunities and benefits below and contact <u>loren@housingconsortium.org</u> if you are interested in sponsoring or have any questions about events or programs.

In sincere gratitude,

Patience Malaba Executive Director

Housing Development Consortium

SPONSORSHIP

HDC's Sponsorship Program is designed with you in mind. Each sponsorship level provides enhanced benefits and an opportunity to put your organization's name in front of our members, supporters, and event participants. Position yourself as a partner for the future of affordable housing.

THE ADVANTAGE OF YEAR-LONG SPONSORSHIP

Maximize your budget through our bundling opportunities. Select and customize your sponsorship and/or advertising buys for the year to reach our members the way you want, when you want.

As a Year-Long Sponsor, you will receive:

Increased Visibility	 Gain exposure and take advantage of premium visibility Position your organization as a strategic partner for affordable housing
Easier Budgeting	 Set your annual budget and customize your sponsorship level for the entire year Hassle free payment options
Additional Benefits	 Customize your marketing needs and make your dollars go further Receive priority selection and placement for sponsoring events Enjoy exclusive opportunities only available to participating sponsors

SPONSORSHIP PACKAGES

PRESENTING \$35,000

Our Presenting package is exclusive to two sponsors and has been designed for our key partners who are critical to our work. This package gives you the highest-level sponsorship at each of our signature events and maximum exposure through our membership programs, events, and communication services.

- Annual Celebration Presenting Sponsor (value \$25,000)
 - April 23: Full screen pre-event slide recognition, verbal and large logo recognition during program, large logo website listing, opportunity for exclusive stage signage and program speaking role, large logo networking hour recognition, large logo in print program, opportunity for ad in print program, large logo recognition in event email marketing, and a boosted social media feature.
- Annual Member Meeting & Year-End Celebration Leadership Sponsor (\$1,500) December: High-profile logo listing on event registration website, screen logo listing, stage logo signage, live podium recognition, and logo listing in e-communications (*Available to members only. Comparable event will be made available to non-members interested in this package)
- Affordable Housing Week Leadership Sponsor (value \$2,000) May: High-profile logo listing on event webpage, HDC hosted event signage and printed materials
- Housing Development Internship Program (HDIP) Support (value \$1000) High-profile logo listing on program materials and promotion
- *NEW! Black Home Initiative (BHI) Policy Summit (value \$1000) December 2025: Logo listing on event signage and printed materials
- King County Affordable Housing Symposium Sponsor (value \$1000) January 29: Logo listing on event signage and printed materials
- Offsite Construction Symposium Sponsor (value \$1500) June 2025: Logo listing on event signage and printed materials *NEW! Affordable Housing Forum(s) Sponsor (value \$2000)
- February and June or October 2025: Sponsorship includes top billing for 2 of our affordable housing forums, taking place in Q1 and Q3 of 2025. Includes logo listing on event registration website, screen logo listing, live podium recognition, and listing in e-communications

PLATINUM \$25,000

Our Platinum package is exclusive to five sponsor and has been designed for our key partners who are critical to our work. This package gives you the highest-level sponsorship at many of our signature events and exposure through our membership programs, events, and communication services.

- Annual Celebration Leadership Sponsor (value \$15,000)
 - April 23: Full screen pre-event slide recognition, verbal and large logo recognition during program, large logo website listing, large logo networking hour recognition, large logo in print program, opportunity for ad in print program, large logo recognition in event email marketing, and a boosted social media feature.
- Annual Member Meeting & Year-End Celebration Leadership Sponsor (\$1,500)
 December: High-profile logo listing on event registration website, screen logo listing, stage logo signage, live podium recognition, and logo listing in e-communications (*Available to members only. Comparable event will be made available to non-members interested in this package)
- Affordable Housing Week Leadership Sponsor (value \$2,000)
 May: High-profile logo listing on event webpage, HDC hosted event signage and printed materials
- Race, Equity, and Inclusion Programming Support (value \$1000)
 High-profile logo listing for events/trainings including meeting materials
- Leadership Development Survey Course Support (value \$1000)
 High-profile logo listing on 2024 LDSC collateral, on website, and in annual report
- King County Affordable Housing Symposium Sponsor (value \$1000)
 January 29: Logo listing on event signage and printed materials
- Offsite Construction Symposium Sponsor (value \$1500)
 June 2025: Logo listing on event signage and printed materials
- *NEW! HDC Young Professionals Group Sponsor (value \$500)
 Launching in 2025; recognition includes speaking opportunities and high-profile logo placement
- *NEW! Supporting Community Development Summit Sponsor (value \$1000)
 Timing TBD; sponsor recognition includes logo listing on event registration website, screen logo listing, live podium recognition, and listing in e-communications
- *NEW! Affordable Housing Travel Study Tour Sponsor (value \$500)
 November 2025; sponsor recognition includes logo listing on event registration website, screen logo listing, live podium recognition, and listing in e-communications

GOLD \$15,000

Our Gold package is designed for sponsors who want to be involved in most of HDC's yearly activities. This package gives you a high level of sponsorship at each of our major events and exposure through our membership programs, events, and communication services.

- Annual Celebration Champion Sponsor (value \$10,000)
 - April 23: Full screen pre-event slide recognition, verbal and large logo recognition during program, large logo website listing, large logo networking hour recognition, large logo in print program, opportunity for ad in print program, large logo recognition in event email marketing, and a boosted social media feature.
- Annual Member Meeting & Year-End Celebration Leadership Sponsor (\$1,500)
 December: Logo listing on event registration website, screen logo listing, live podium recognition, and listing in e-communications (*Available to members only. Comparable event will be made available to non-members interested in this package)
- Affordable Housing Week Leadership Sponsor (value \$2,000)
 May: High-profile logo listing on event webpage, HDC hosted event signage and printed materials
- *NEW! Supporting Community Development Summit Sponsor (value \$1000)
 Timing TBD: Recognition includes logo listing on event registration website, screen logo listing, live podium recognition, and listing in e-communications
- *NEW! Black Home Initiative Policy Summit Sponsor (value \$500)
 December 2025: Listing on event registration website, screen listing, and listing in e-communications

Our Silver package is designed for sponsors who wish to support HDC in a meaningful way and be involved in some of our yearly activities. This package gives you sponsorship at each of our major events and exposure through our membership programs, events, and communication services.

- Annual Celebration Ambassador Sponsor (value \$5,000)
 - April 23: Half screen pre-event slide recognition, verbal and medium logo recognition during program, medium logo website listing, medium logo in print program, medium logo recognition in event email marketing, and a boosted group social media feature.
- Quarterly Member Meeting Sponsor (value \$1,500) March, June, September: Logo listing on HDC hosted event signage, and verbal recognition at meetings (*Available to members only. Comparable event will be made available to non-members interested in this package)
- Annual Member Meeting & Year-End Celebration Champion Sponsor (\$1,500) December: Listing on event registration website, screen listing, and listing in e-communications (*Available to members only. Comparable event will be made available to non-members interested in this package)
- Affordable Housing Week Champion Sponsor (value \$1000) May: Medium logo listing on event webpage, HDC hosted event signage and printed materials
- Race, Equity, and Inclusion Program Support (value \$1,000) High-profile logo listing for events/trainings including meeting materials

BRONZE \$7.500

- Annual Celebration Ambassador Sponsor (value \$5,000)
 - April 23: Half screen pre-event slide recognition, verbal and medium logo recognition during program, medium logo website listing, medium logo in print program, medium logo recognition in event email marketing, and a boosted group social media feature. Exclusive to ten sponsors.
- Annual Member Meeting & Year-End Celebration Champion Sponsor (\$1,500) December: Listing on event registration website, screen listing, and listing in e-communications (*Available to members only. Comparable event will be made available to non-members interested in this package)
- *NEW! HDC Young Professionals Group Sponsor (value \$500) Launching in 2025; recognition includes speaking opportunities and high-profile logo placement
- Affordable Housing Week Advocate Sponsor (value \$500) May: Medium logo listing on event webpage, HDC hosted event signage and printed materials

COPPER \$5.000

- Annual Celebration Advocate Sponsor (value \$2,500)
 - April 23: Half screen pre-event slide recognition, small logo recognition during program, small logo website listing, small logo in print program, small logo recognition in event email marketing, and a group social media feature
- Annual Member Meeting & Year-End Celebration Advocate Sponsor (\$500) December: Listing on event registration website, screen listing, and listing in e-communications (*Available to members only. Comparable event will be made available to non-members interested in this package)
- Housing Development Internship Program Support (value \$1,500) High-profile logo listing on application and marketing materials
- Affordable Housing Week Partner Sponsor (value \$500) May: Name listing on event webpage, HDC hosted event signage and printed materials



SPONSOR COMMITMENT FORM

Sponsorship Package			Amount \$	
			\$	
Payment Preferences:				
☐ Full Amount Now ☐ Quar	terly Installments			
Payment Method:				
☐ Check Enclosed ☐ Onlin	e (send me the link)	□ Invoice my orga	ınization	
Sponsoring organization name as it should appear on marketing collateral, signage and other materials: Sponsor Representative or Primary Contact:				
Contact phone:				
Billing address:				
Sponsorship forms will be accepted all- commitment forms and high-resolution			ome sponsor benefits if	
Please return completed forms to:	ren@housingconsortium.org			
	or via mail:			
	Housing Development 1326 5th Avenue, Suite Seattle, WA 98101			

Thank you for your support!



À la carte **SPONSORSHIP OPPORTUNITIES**

"Our region has led the nation in showing how collaboration can make us more effective as advocates, as funders, and as developers, and at the heart of that leadership is the Housing Development Consortium."

Dow Constantine, King County Executive

SPONSORSHIP

HDC's Sponsorship Program is designed with you in mind. Each sponsorship level provides enhanced benefits and an opportunity to put your organization's name in front of our members, supporters and event participants. Position yourself as a partner for the future of affordable housing.

THE ADVANTAGE OF YEAR-LONG SPONSORSHIP

Maximize your budget through our bundling opportunities. Select and customize your sponsorship and/or advertising buys for the year to reach our members the way you want when you want. Please contact Loren Tierney at loren@housingconsortium.org if you would like to learn more about our pre-formed package opportunities.

As a Year-Long Sponsor, you will receive:

Increased Visibility	 Gain exposure and take advantage of premium visibility Position your organization as a strategic partner for affordable housing
Easier Budgeting	 Set your annual budget and customize your sponsorship level for the entire year Hassle free payment options
Additional Benefits	 Customize your marketing needs and make your dollars go further Receive priority selection and placement for sponsoring events Enjoy exclusive opportunities only available to participating sponsors

A LA CARTE SPONSORSHIP OPPORTUNITIES

EVENTS AND MEMBER PROGRAMS:

A	AL CELEBRATION (In in order April 02, 0005)		
ANNU °	AL CELEBRATION (In-person, April 23, 2025) Presenting - Full screen pre-event slide recognition, verbal and large logo recognition during program, large logo website listing, opportunity for exclusive stage signage and program speaking role, large logo networking hour recognition, large logo in print program, opportunity for ad in print program, large logo recognition in event email marketing, and a boosted social media feature. Exclusive to three sponsors.	\$25,000	
0	Leadership - Full screen pre-event slide recognition, verbal and large logo recognition during program, large logo website listing, large logo networking hour recognition, large logo in print program, opportunity for ad in print program, large logo recognition in event email marketing, and a boosted social media feature. Exclusive to five sponsors.	\$15,000	
0	Champion - Full screen pre-event slide recognition, verbal and medium logo recognition during program, medium logo website listing, medium logo networking hour recognition, medium logo in print program, medium logo recognition in event email marketing, and a boosted social media feature. Exclusive to ten sponsors.	\$10,000	
0	Ambassador - Half screen pre-event slide recognition, verbal and medium logo recognition during program, medium logo website listing, medium logo in print program, medium logo recognition in event email marketing, and a boosted group social media feature. Unlimited opportunities.	\$5,000	
0	Advocate - Half screen pre-event slide recognition, small logo recognition during program, small logo website listing, small logo in print program, small logo recognition in event email marketing, and a group social media feature. Unlimited opportunities.	\$2,500	
0	Ally - Quarter screen pre-event slide recognition, name listing during program, name listing in networking hour, name listing in print program, name listing in event email marketing, and group social media feature. Unlimited apportunities	\$1,500	

A LA CARTE SPONSORSHIP OPPORTUNITIES (CONT...)

_	*NEW! 2 ND ANNUAL HDC SUMMER SOCIAL (SUM)	MER 2025)		
	A relaxed networking opportunity for HDC members, partners, and friends. The			
	Summer Social provides a chance to build and	-		
	housing development community and showca			
	coming affordable projects, in a casual setting		\$10,000	
	 Presenting Partner – speaking slot during ever event marketing, email communications, event s 			
	table; and large ad in event program; social med		¢ = 000	
	 Co-Host – prominent ad placement in all even space; 5 complementary tickets; a resource table HDC's website 		\$5,000	
	 Young Professionals Sponsor – Exclusive to (25 tickets available at half-price, thanks to you!), 	· · · · · · · · · · · · · · · · · · ·	\$5,000	
	complementary tickets • Bar Host/Sponsor – Exclusive to 1 sponsor – Bro	anded har righted branded drink tickets and	\$5,000	_
	 Bar Host/Sponsor – Exclusive to 1 sponsor – Broprogram/marketing as exclusive bar host/sponsor 			
	 Housing Champion – logo placement in all e space; 3 complementary tickets; resource table; 	vent marketing, email communications, event	\$2,500	
	on HDC website/social media • Project Team (to be shared by project team) -	one easel display at event featuring your		
	recently completed or forthcoming project and h		4. 500	
	featured in the event program, HDC website, and be divided among project team; social media pr		\$1,500	
		ornollori oi your projecti		
-	OFFSITE CONSTRUCTION SUMMIT (JUNE 2025)			
	This summit explores innovative solutions in offsit			
	affordable housing, bringing together experts to construction, helping to scale up solutions to m		¢1.500	
	 Leadership - Logo listing on event registration v 		\$1,500	
	recognition, and listing in e-communications	, ones, on the second of the s	\$500	
	 Champion - Listing on event registration websi 	e, screen listing, and listing in e-	•	
	communications • Advocate - Listing on event registration websit-	e and screen listing	\$250	
	Esting of overlinegs and in west	o, and selectrishing		
_	*NEW! SUPPORTING COMMUNITY DEVELOPMENT	SUMMIT (TBD)		
	This summit will convene the housing sector to a	discuss the progress and tools needed		
	to support Community-Based Organizations (C			
	building and knowledge sharing for lasting con		\$1,000	
	 Leadership - Logo listing on event registration or recognition, and listing in e-communications 	vebsite, screen logo listing, live podium	\$ 500	
	 Champion - Listing on event registration websi 	e, screen listing, and listing in e-	\$500	
	communications		\$250	
	 Advocate - Listing on event registration website 	e, and screen listing	•	
_	QUARTERLY MEMBER MEETINGS (March, June, Se	eptember)		
	High-profile logo listing on event registration website and m	eeting materials	\$500/ea	
	*Available to members only			
_	LEARN AT LUNCH		\$050 /	
	High-profile logo listing on event registration website and m	eeting materials	\$250/ea	
_	RACIAL EQUITY, DIVERSITY, & INCLUSION PROGR	AMMING		
	 Housing Development Internship Progra 		\$1000	
	 Consulting Services (Caucusing facilitation, et 		\$500	
	materials		•	
	 HDC Trainings, TBD - High-profile logo listing a materials (past trainings have been hosted by Per 		\$500	

A LA CARTE SPONSORSHIP OPPORTUNITIES (CONT...)

-	*NEW! HDC YOUNG PROFESSIONALS GROUP Support the convening of young professionals from across the housing sector. The Young Professionals Group will launch in 2025 to offer professional development/peer support opportunities. Recognition includes speaking opps & logo placement on HDC's website.	\$500	
-	ANNUAL MEMBER MEETING & YEAR-END CELEBRATION (December 2025) *Available to members only		
	 Leadership - Logo listing on event registration website, screen logo listing, live podium recognition, and listing in e-communications 	\$1,500	
	o Champion - Listing on event registration website, screen listing, and listing in e-	\$500	
	communications • Advocate - Listing on event registration website, and screen listing	\$250	
-	LEADERSHIP DEVELOPMENT SURVEY COURSE (LDSC) SUPPORT High-profile logo listing on 2025 LDSC collateral, on website, and in annual report. Funding can also go toward the Harry Hoffman Leadership Support Fund, a scholarship program used to help cover the cost of trainings and travel outside of HDC	\$1,000	
-	SUSTAINABLE BUILDINGS AND INNOVATION + DESIGN		
	 Leadership - Logo listing on event and training registration webpages and event/training collateral; logo listing on HDC's Exemplary Buildings Program Website as program sponsor 	\$500	
	o Champion - Logo listing on HDC's Exemplary Buildings Program Website as program sponsor	\$250	
	 Decarbonize Affordable Housing Now (DAHN) Program Support - logo listing on HDC program-specific page 	\$500	
POLIC	Y ADVOCACY EVENTS/PROGRAMS:		
-	3RD ANNUAL KING COUNTY AFFORDABLE HOUSING SYMPOSIUM (JANUARY 29, 2025) HDC and ULI present the third annual King County Affordable Housing Symposium bringing together key leaders and policy makers to provide a state-level perspective on affordable housing needs		
	 Leadership - Logo listing on event registration website, screen logo listing, live podium 	\$1,000	
	recognition, and listing in e-communications • Champion - Listing on event registration website, screen listing, and listing in e-	\$500	
	communications • Advocate - Listing on event registration website, and screen listing	\$250	
-	AFFORDABLE HOUSING WEEK (MAY 2025)		
	Affordable Housing Week is a dedicated week for public education, advocacy, and engagement on the housing challenges facing King County. It includes a series of		
	events, forums, and community discussions to highlight local and state housing policy efforts (15 – 25 events)	\$2,000	
	 Leadership - High-profile logo listing on HDC-hosted event signage. printed materials, email/web marketing 	\$1,000	
	 Champion - Medium logo listing on HDC hosted event signage. printed materials, email/web marketing 		
	o Advocate - Small logo listing on HDC hosted event signage, printed materials email/web	\$500	
	marketing • Partner - Name listing on HDC hosted event signage and printed materials	\$250	
-	*NEW! HOUSING FORUM, Topic TBD (JUNE/OCTOBER 2025) This forum will provide a deep dive into critical affordable housing topics, offering professional development and expert panels. Potential topics range from upcoming		
	policy changes to housing finance, construction trends, and more.	\$1,000	
	 Leadership - Logo listing on event registration website, screen logo listing, live podium recognition, and listing in e-communications 	\$500	
	 Champion - Listing on event registration website, screen listing, and listing in e- communications 		
	 Advocate - Listing on event registration website, and screen listing 	\$250	

A LA CARTE SPONSORSHIP OPPORTUNITIES (CONT...)

This nat bus stra act eve	W! AFFORDABLE HOUSING STABILIZATION FORUM (FEBRUARY 2025) forum will serve as a critical platform to convene diverse stakeholders, including ional experts, financial institutions, subordinate lenders, housing providers, inesses, public funders, and elected officials. Together, we will explore effective tegies from other regions, identify upcoming opportunities locally, and craft ionable solutions to address these mounting challenges. This is a must-attend ant for anyone dedicated to safeguarding the future of affordable housing, uding policymakers, planners, and engaged residents.		
	 Leadership - Logo listing on event registration website, screen logo listing, live podium recognition, and listing in e-communications 	\$1,000	
	 Champion - Listing on event registration website, screen listing, and listing in e- communications 	\$500	
	Advocate - Listing on event registration website, and screen listing	\$250	
An dev hou	W! AFFORDABLE HOUSING TRAVEL STUDY TOUR (NOVEMBER 2025) exclusive tour that provides an opportunity to visit innovative housing relopments in a select jurisdiction and explore best practices in affordable using from different regions. Participants will engage with project leaders and trust transferable solutions for local implementation.		
alse	Leadership - Logo listing on event registration website, screen logo listing, live podium	\$1,000	
	recognition, and listing in e-communications Champion - Listing on event registration website, screen listing, and listing in e-	\$500	
	communications Advocate - Listing on event registration website, and screen listing	\$250	
The affe	W! BLACK HOME INITIATIVE (BHI) POLICY SUMMIT (DECEMBER 2025) BHI Policy Summit highlights conversations around some of the pivotal issues ecting our ability to create change and opportunity for Black homeowners and the stage for the coming legislative session.		
3613	Leadership - Logo listing on event registration website, screen logo listing, live podium recognition, and listing in e-communications	\$1,000	
	 Champion - Listing on event registration website, screen listing, and listing in e-communications 	\$500	
	Advocate - Listing on event registration website, and screen listing	\$250	
COMMUN	ICATIONS AND OUTREACH:		
- НО	ME PAGE SLIDER LISTING (1 week)	\$250	
- ECC	DNOMIC IMPACT STUDY (x1) Logo listing on Annual Report	\$10,000	
- ANI	NUAL REPORT (X1) Logo listing and ad in Annual Report as exclusive sponsor	\$5,000	
OPERATIO	NS:		
	E HDC A HOME - ONE MONTH OF HDC OFFICE RENT (MONTHLY = 12) are recognition in social media posts throughout the month of your choosing	\$5,000	
- CO	NSTITUENCY RELATIONSHIP MANAGEMENT SYSTEM INTEGRATION PROJECT (X1)	\$5,000	



SPONSOR COMMITMENT FORM

À la carte Items (please attach op	portunities menu with your selections indicated) Total Due 2024/2025	Amount \$ \$		
Payment Preferences:				
☐ Full Amount Now ☐ Q	uarterly Installments			
Payment Method: ☐ Check Enclosed ☐ O	nline (send me the link) 🔲 Invoice my orga	nization		
Sponsoring organization name as it should appear on marketing collateral, signage and other materials:				
Sponsor Representative or Primo	ary Contact:			
Contact phone:	Contact email:			
Billing address:	Billing address:			
Billing contact name if different	Billing contact name if different than Sponsor Representative:			
	all-year long, however we may be unable to honor so ion logos are not received by March 14, 2025.	ome sponsor benefits if		
Please return completed forms to:	loren@housingconsortium.org			
	or via mail:			
	Housing Development Consortium 1326 5th Avenue, Suite 230 Seattle, WA 98101			

Thank you for your support!