



## 2025 Annual Conference Sponsorship Opportunities

The National Association for Local Housing Finance Agencies (NALHFA) invites you to support its Annual Conference in Minneapolis, Minnesota from May 12-14 at the Hyatt Regency Minneapolis. NALHFA offers a variety of exhibit and sponsorship opportunities designed to reach industry leaders to educate them on your products and services and provide overall brand visibility. When your organization decides to partner with NALHFA and support its Annual Conference, you will have the unique opportunity to extend your reach and brand exposure to thought leaders and decision makers within the local government housing finance industry.

### Sponsorship Levels and Benefits

The table below outlines sponsorship benefits at four different levels. To designate your sponsorship for a specific event, please see *Sponsorship Program Options and Opportunities* on the following page. If there is an event or opportunity not listed that you would be interested in sponsoring — or to customize your sponsorship package — contact NALHFA at 202.367.2496.

Sponsorship Benefits	PLATINUM (\$20,000+)	DIAMOND (\$15,000 - \$19,999)	GOLD (\$10,000 – \$14,999)	SILVER (\$7,000 – \$9,999)	BRONZE (\$5,000 - \$6,999)
<b>Complimentary Registrations</b>					
Comp. Full Registrations	5 Comps	4 Comp	3 Comp	2 Comp	1 Comp
<b>Exhibiting Opportunities</b>					
Complimentary Table-Top Exhibit	●	●	●	●	●
<b>Company Marketing/Advertisement</b>					
Registration Flyer/Brochure to be Distributed	●	●	●	--	--
Pre-show standalone communication	●	●	--	--	--
Webinar or Podcast opportunity	●	●	--	--	--
<b>Company Recognition</b>					
Logo in Mobile App	Top Tier	Second Tier	Third Tier	Fourth Tier	Fifth Tier
Link to sponsor page on NALHFA website	●	●	●	●	●
Sponsor Logo on rotating slides between sessions at conference	●	●	●	●	●
Recognition on conference signage	●	●	●	●	●
Recognition in printed pocket guide	●	●	●	●	●
Sponsor Ribbons to wear at conference	●	●	●	●	●

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### FUNCTIONS AND TOURS

#### Mobile App

As the official sponsor of the event mobile app, your company receives logo recognition in all pre-event communication to registered attendees and onsite promotion of the app. Company receives recognition within app as official sponsor, including banner ad which can direct users to external page or company information within app. Sponsorship also includes one push notification sent to attendees who download, based on language that the sponsor provides.....\$15,000

#### Monday Night Happy Hour

This is a unique networking opportunity specifically for our Rising Stars, First Time Attendees, pre-conference course participants, and invited guests. Welcome attendees to Minneapolis with the experience of a Networking Happy Hour at the host hotel. The event sponsor will have napkins with its company logo and signage. The sponsor may also provide other promotional items. The sponsor will also have 5 minutes to greet attendees and welcome them to the conference kickoff event!

One (1) Available.....\$20,000

#### Tuesday Night Reception

Welcome attendees to the city of Minneapolis with the experience of a memorable reception. Reception location and entertainment is to be determined once a sponsor is confirmed. The event sponsor will have napkins with its company logo and signage. The sponsor may also provide other promotional items. The sponsor will also have 5 minutes to greet attendees.

Two (2) Available.....\$25,000

#### Tuesday Award Luncheon and Annual Business Meeting

The award luncheon is one of the highest attended events at the NALHFA conference. Sponsorship includes your company's logo displayed on-screen, the opportunity to welcome attendees with a 2-minute video provided by sponsor, and the option to introduce the keynote speaker. At your request, NALHFA will distribute product literature (per NALHFA approval) on attendee tables.

One (1) Available.....\$15,000

#### Wednesday Networking Luncheon

The networking luncheon includes 5 minutes of speaking time and logo recognition on-screen. The event sponsor will have napkins with its company logo and signage. The sponsor may also provide other promotional items.

One (1) Available.....\$15,000

#### Networking Breakfast(s) (2) Available

Your company logo will be displayed on signage recognizing you as the breakfast sponsor. Your company will also be able to utilize the time during breakfast to show a video provided by the sponsor. Your company logo will also be on napkins on the buffet.

- Tuesday:** Breakfast.....\$8,500
- Wednesday:** Breakfast.....\$8,500
- Both** Networking Breakfasts.....\$14,000

#### Pocket Guide/1 Page Schedule

To accompany the detailed conference mobile app, every attendee will be given a NALHFA pocket guide at registration with high level schedule details. Company receives prominent logo recognition on the guide that will be seen by all attendees.....\$10,000

#### General Session Keynote Speakers or Panel Discussions

(2 Available) Welcome attendees with a 2-minute video and have the opportunity to introduce the speaker or panelists. Your company logo will also be displayed on-screen. You will also have the opportunity to provide a flyer for the registration packets or to be placed at the tables. *\*schedule subject to change*

- Tuesday TBD:**.....\$5,000
- Tuesday TBD:**.....\$5,000

#### Networking Breaks – Snack Stations

In addition to onsite signage, you may provide beverage napkins with your company logo advertised. One organization may sponsor all of the conference breaks, which include coffee, local refreshments, and snacks along with beverage napkins. Alternatively, organizations may sponsor individual breaks and have the option of providing beverage napkins.

- Tuesday Morning:**.....\$8,000
- Tuesday Afternoon:**.....\$8,000
- Wednesday Morning:**.....\$8,000

#### Conference Wi-Fi

Your logo will appear on all signage for conference Wi-Fi, notably at the Registration desk. You will also be able to customize the login name for all attendees to gain access to internet while onsite.

One (1) Available.....\$15,000

#### Wednesday Affordable Housing Bus Tour

NALHFA conference participants' learning experience is enhanced during off-site project tours. Participants see examples of both affordable and market rate housing options for residents at all income levels. Off-site project tour sponsor will receive recognition in conference program and signage at pickup location.

One (1) Available.....\$5,000

## PROMOTIONAL PRODUCTS

### Attendee Lanyards

Connect with every attendee in an affordable and effective way! Put your company logo on the attendee lanyard to create a lasting impression with each conference participant.

One (1) Available.....\$7,500

### Hotel Keycards

Putting your logo on a hotel key card given to every attendee gives sponsors an exclusive avenue to surround conference attendees with their logo.

One (1) Available.....\$7,500

### \*Conference Mug/Water Bottle

Putting your logo on a mug or water bottle given to every attendee gives sponsors an exclusive avenue to surround conference attendees with their logo.

One (1) Available.....\$7,500

*\* Provided by Sponsor*

### Branded Hand Sanitizer Bottles

This is a great opportunity to have your company logo featured on hand sanitizer bottles that attendees will surely use not only throughout the conference but as they travel back home and continue using it even post-event.

One (1) Available..... \$5,000

### Attendee Tote Bags

Putting your logo on a bag given to every attendee gives sponsors an exclusive avenue to surround conference attendees with their logo.

One (1) Available.....\$6,000

### \*Conference Pens

All conference attendees will receive a pen with your company logo. This is great for taking notes throughout the conference. Every time attendees use the pen, they will see your logo prominently displayed.

One (1) Available.....\$5,000

*\* Provided by Sponsor*

### \*Conference Notepads

All conference attendees will receive a notepad with your company logo. This is great for taking notes throughout the conference. Every time attendees use the notepad, they will see your logo prominently displayed.

One (1) Available.....\$5,000

*\* Provided by Sponsor*

***If you have your own ideas on potential sponsorship opportunities or interested in a customized package, please contact Jonathan Paine, NALHFA Executive Director at 202.367.2496 or email [jpaine@nalhfa.org](mailto:jpaine@nalhfa.org).***



## 2025 Annual Conference Sponsorship Contract

**SUBMIT COMPLETED AGREEMENT TO**  
NALHFA, Attention: Jonathan M. Paine  
jpaine@nalhfa.org

**PAYMENT INFORMATION**  
Checks or money orders accepted  
Make payable to NALHFA  
8613 Solution Center  
Chicago, IL 60677-8006

### CONTACT INFORMATION

Sponsoring Organization \_\_\_\_\_

Main Contact \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Billing Contact (if different from Main Contact) \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### SPONSORSHIP/ADVERTISEMENT COMMITMENT:

### AMOUNT:


### TABLE-TOP OPPORTUNITIES – PLEASE CHECK OFF YOUR COMMITMENT IF APPLICABLE.

Each showcase vendor will have a 6-foot table set-up and two chairs. Table assignments are based on the order in which sponsorship payments are received and sponsorship level. Every effort will be made to accommodate requests for table assignments.

- NALHFA Member Exhibit Space \$2,500
- Non-Member Exhibit Space \$5,000

## TOTAL PAYMENT DUE:

BY SUBMITTING THIS DOCUMENT, YOU HEREBY AGREE TO ALL TERMS OF AGREEMENT LISTED BELOW.



**All sponsorship payments must be received by Friday, February 28, 2025**  
*(All sponsorships are final and non-refundable)*

**I. TERMS OF AGREEMENT**

This contract is subject to the provisions stated in the accompanying Rules and Regulations.

In accordance with the following terms, conditions, and regulations governing exhibiting at the NALHFA Annual Conference. The undersigned hereby makes application for the Sponsor’s exhibitor table space which, when accepted by NALHFA, becomes a contract. Terms and conditions are a part of this contract (see below). The undersigned agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement or as may be especially designated by Conference Management. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due Conference Management under terms of this agreement.

Application to participate in the NALHFA conference Exhibition Hall this \_\_\_\_\_ day of \_\_\_\_\_ by and between \_\_\_\_\_ (company name) hereinafter called “Sponsor” and NALHFA.

Signature of Authorized Sponsor Representative \_\_\_\_\_ Date \_\_\_\_\_

**II. COMPANY LISTING** – your company information due by Friday, March 21, 2025.

**III. CONTACT INFORMATION** *if different from name listed above*

Please indicate the name of the person officially representing the “Sponsor” at the NALHFA Annual Conference. This person will receive all the information regarding the NALHFA Annual Conference.

**IV. DEADLINES**

To begin production of certain conference related items, the deadline to invest in the NALHFA 2025 Annual Conference Sponsorship Program is Friday, March 28, 2025. Any sponsorship requiring artwork or messaging must be approved by NALHFA before production begins. To participate in creative programs or sessions, or other items that may be included in the NALHFA 2025 Annual Conference Program, NALHFA asks that sponsors sign up prior Friday, March 28, 2025. NALHFA accepts no responsibility to include your company name or description in the final Conference Program for your failure to sign up or provide requested information by the deadline dates listed above.

**V. SPONSOR PROMOTION AND MARKETING**

NALHFA reserves the right to use individual sponsorships and/or sponsor names in its marketing and advertising materials. Approved Conference sponsors will receive permission from NALHFA to use the designation as a NALHFA 2025 Annual Conference sponsor, and the conference logo, in sponsor correspondence, collateral, exhibit booth space, and on other NALHFA materials. NALHFA will supply sponsors with the approved Conference logo upon receipt of a signed copy of the Agreement and payment.

**VII. PRICE AND PAYMENTS POLICY**

Please refer to the Sponsorship Prospectus for individual sponsorship opportunities. Sponsor pricing may fluctuate year to year to allow for increases in production costs and materials. Annual Conference Sponsorship payments are due in full upon receipt of invoice. Sponsorships not paid in full by Friday, March 28, 2025, may be cancelled and all payments made become non-refundable.

The following contract conditions, rules, and regulations are part of NALHFA’s Annual Conference and Contract for Exhibitor Table Space. Please read carefully before signing the space application. After completing the Contract for Exhibitor Table Space, please give a copy of the rules and regulations to the person(s) responsible for staffing your table.

Please note that this contribution will not be deductible as a charitable contribution for federal income tax purposes as NALHFA does not qualify for this type of deduction under Internal Revenue Code 170.

### **1. Liability**

NALHFA and the Hotel will not be responsible for the safety of the property of the Sponsor from theft, fire, damage, accident, or other causes. The Sponsor agrees to protect, save and hold NALHFA, the conference host Hotel and all agents and employees thereof (hereinafter collectively called "indemnities") forever harmless, for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Sponsor or those working for the Sponsor and further, the Sponsor shall at all times protect, indemnify, save and hold harmless, the indemnities against and from any and all losses, costs (including attorney's fees), damages, liability or expense arising from or out of or by any reason of any accident of bodily injury or other occurrence to any person or persons, including the Sponsor, its agents, employees and business invitees which arises from or out by reason of said Sponsor's occupancy and use of the exhibit table space premises or a part thereof.

### **2. Cancellation Policy**

**Conference Cancellation:** If the conference is canceled due to circumstances beyond the control of NALHFA, NALHFA will not be held liable for any expenses incurred by the Sponsor.

**Exhibit Table Cancellation:** Cancellation of Exhibitor table space must be directed in writing to NALHFA and can be emailed to the attention of Jonathan Paine at [jpaine@nalhfa.org](mailto:jpaine@nalhfa.org). No refunds will be granted once a contract and/or payment has been received. In case of fire or the elements, or any other causes beyond control of management that prevent the holding of the conference, this contract will not be binding.

### **3. General Annual Conference Exhibit Terms**

**Assignment of the Sponsor's exhibit table space:** All space will be assigned on a first-come, first-served basis. Every effort will be made to accommodate requests for table assignments.

**Use of Space:** Sponsors shall not assign, share, or sublet any space without written consent of NALHFA.

**Exhibitor Fees:** Applications will not be processed nor a table assigned without the required payments and signatures. All applications must be accompanied by payment of the total exhibitor table rental charge.

**Payment Deadlines:** Payments must be received by Friday, March 28, 2025. If the required payment is not received by Friday, March 28, 2025 the Conference Management reserves the right to reassign the reserved space. Make checks payable to "NALHFA" and mail to NALHFA, 8613 Solution Center, Chicago, IL 60677-8006. Receipt of payment does not oblige NALHFA to accept a contract as binding. NALHFA retains the option of returning funds.

**Failure to Occupy Space:** The Sponsor, as specified in these rules and regulations, will forfeit space not occupied by the close of the Exhibitor installation period. This space may be resold, reassigned, or used by the Conference management. There will be no refund for space not occupied.

**What comes with the Sponsor's exhibit space:** NALHFA will provide (1) 6' draped table for exhibitors. All other charges associated with the booth are the sole responsibility of exhibitor. These expenses include, but are not limited to: electricity, audio visual, shipping and receiving, and food and beverage.

**Type of Exhibits:** NALHFA will oversee exhibit space to ensure all exhibits are reasonably appropriate to the purpose of the Conference.

**Sales of Goods in tabletop exhibits or booths:** Sales of craft goods from Exhibitors is permitted, however, Sponsors are responsible for collecting taxes and filing appropriate forms. Tax-exempt organizations cannot exchange money on the exhibit floor according to federal regulations.

**Music Licensing:** The Sponsor will be responsible for individual ASCAP/BMI licensing fees, if applicable, to its exhibit presentation.

### **4. Safety Regulation**

Sponsors must adhere to all municipal, state, and federal laws, rules, and regulations. No combustible decorations may be used at any time: all drapes, table coverings and other materials must comply with fire department regulations.

### **5. Americans with Disabilities Act (ADA)**

Exhibitors shall be responsible for making their displays accessible to people with disabilities as required by the ADA and shall hold NALHFA harmless from any consequences of Exhibitor's failure in this regard except if such accessibility is beyond the control of the Sponsor.



## **6. Privacy Law Compliance**

NALHFA may share lists of attendees of the Conference with approved conference sponsors, including but not limited to exhibitor, subject to the terms of NALHFA Sponsorship Agreement (“Agreement”) and the provisions of the California Consumer Privacy Act (the “CCPA”), and/or any other applicable federal or state consumer data privacy law. Sponsor agrees to the following terms, conditions, and restrictions on its use of the Lists: (1) Lists shall only be retained, used, or disclosed in furtherance of Sponsor's sponsorship of the Conference; (2) Lists shall not be shared, sold, distributed, or otherwise transferred to third parties, in whole or in part, without the prior written consent of NALHFA, (3) exhibitor will promptly comply with any valid deletion request of an attendee, as communicated to the Sponsor by NALHFA, and, upon NALHFA's request, the Sponsor will certify in writing it has complied with such a deletion request, (4) and any other restriction NALHFA reasonably determines necessary for CCPA compliance purposes, that is required by the CCPA, or that is required by any other law. By signing this contract, Sponsor certifies that it fully understands the restrictions on the use of Lists, and that exhibitor will fully comply with all of its obligations in their entirety.