



2021 PARTNERSHIP OPPORTUNITIES



BCNPHA
Education Partners



**HOUSING
CENTRAL**
BC's Affordable Housing
CONFERENCE



BCNPHA
BC Non-Profit Housing Association

**LET'S BUILD THE FUTURE
OF AFFORDABLE HOUSING**

ONLINE LEARNING EVENTS

APRIL 2021 – APRIL 2022

It's been a tumultuous year of unexpected challenges, but the vision to provide **safe, secure, affordable** housing for all still guides everything we do.

The affordable housing sector has never been shy when it comes to innovation and resiliency—and that's why we have taken all of our educational offerings and professional development opportunities virtual for the next year. Partnership opportunities are available for this year's Online Learning Events, Virtual RENT Event, and Housing Central Conference—we hope you'll join us to help build the future of affordable housing!

In addition to our two flagship events this year, the BCNPHA team will be hosting:

40+ ONLINE LEARNING EVENTS

- WEBINARS
- ROUNDTABLES
- FORUMS

SPONSORSHIP BENEFITS

PACKAGES START AT \$1,500

Partner with us this year to help provide vital professional development opportunities to the community housing sector!



MARKETING

in digital and print marketing materials, including Housing Updates and *infoLINK* (BCNPHA's quarterly magazine)



PROMOTION OF YOUR SPONSORSHIP

on BCNPHA social media channels with thousands of followers and hundreds of thousands in reach



POTENTIAL TO WORK WITH BCNPHA TEAM

to deliver or sponsor your own webinar



LOGO PLACEMENT

in the digital presentation of your chosen education event, on BCNPHA website and by event hosts



SHOW YOUR COMMITMENT

to the professional development of the community housing sector

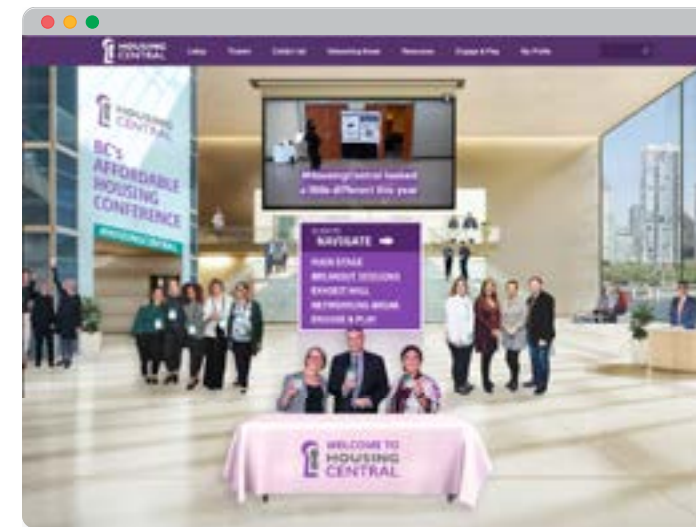
THE CONFERENCE EXPERIENCE

NOV 15 – 17, 2021 • VIRTUAL

Collaboration is key in solving the housing crisis. BCNPHA, AHMA, and CHF BC are proud to present the 2021 Virtual Housing Central Conference.



We hope you'll join us!



1200+ VIRTUALLY ATTENDED CANADA'S LEADING AFFORDABLE HOUSING CONFERENCE IN 2020



- + Researchers & academics
- + Frontline staff
- + Government representatives
- + CEOs & senior executives
- + Board members
- + Property managers & maintenance officers
- + For-profit supporters & development organizations
- + Other stakeholders



THOUGHT-PROVOKING DIALOGUE WITH SOME OF THE COUNTRY'S LEADING HOUSING EXPERTS



INTERACTIVE & ACCESSIBLE ALL-IN-ONE VIRTUAL ENVIRONMENT WITH INTEGRATION OF VIDEO STORYTELLING AND ART THAT EXPLORES HOUSING AND HOMELESSNESS

4 INTERNATIONALLY ACCLAIMED KEYNOTES & LIVED EXPERIENCE PANEL EVENT

48 INNOVATIVE EDUCATION SESSIONS

VIRTUAL NETWORKING AND SOCIAL ENGAGEMENT OPPORTUNITIES



SOCIAL MEDIA SUCCESS! #HOUSINGCENTRAL TRENDING IN NORTH AMERICA ON TWITTER **#5**

NEW TRADESHOWPLUS EXPERIENCE

EXCLUSIVE TO CONFERENCE SPONSORS AND BCNPHA PARTNER PROGRAMS!

WHY YOU SHOULD PARTNER WITH US

(AT A SAFE SOCIAL DISTANCE, OF COURSE)

PROMOTE & SHOWCASE



BUILD YOUR BRAND with visible exposure on on print and digital collateral, and throughout the virtual environment



PROMOTE YOUR ORGANIZATION to a broad range of housing stakeholders, including non-profit housing providers and co-op housing members, the private sector, and representatives from all levels of government



BECOME AN EXHIBITOR at our Housing Central Conference TradeshowPLUS to promote your latest products and services to an engaged audience

NETWORK & CONNECT



ENGAGE WITH KEY STAKEHOLDERS and access back-end analytics to generate leads and demonstrate your ROI



GAIN INSIDER INSIGHTS to trends and themes in the community housing sector



CONNECT TO THE HOUSING SECTOR and thousands of housing professionals through social media and digital collateral, such as our quarterly magazine *infoLINK*

The Housing Central Conference is an unparalleled opportunity to connect with key decision-makers, learn about the latest developments in the sector, and be inspired for the exciting future ahead! **This is your official invitation to join us as a sponsor at Canada's must-attend forum on affordable housing.**

STEP 1 SELECT YOUR SPONSORSHIP LEVEL

Your organization receives **all of the benefits** outlined at your chosen sponsorship level.

PREMIER LEVEL - \$20,000+

- ✓ Full page *infoLINK* ad in the 2022 cycle
- ✓ Customizable virtual tradeshow booth
- ✓ Strategic logo placement on digital materials
- ✓ 8 complimentary delegate/tradeshow registrations
- ✓ Verbal recognition during event
- ✓ 3 dedicated social media posts
- ✓ Personalized social media tool-kit with customized digital assets and social media content to assist your marketing team
- ✓ Real-time tradeshow analytics and data
- ✓ Logo rotating in virtual lobby and theatre
- ✓ Premier level TradeshowPLUS item

PLATINUM LEVEL - \$10,000+

- ✓ Half-page *infoLINK* ad in the 2022 cycle
- ✓ Customizable virtual tradeshow booth
- ✓ Strategic logo placement on digital materials
- ✓ 6 complimentary delegate/tradeshow registrations
- ✓ Verbal recognition during event
- ✓ 2 dedicated social media posts
- ✓ Personalized social media tool-kit with customized digital assets and social media content to assist your marketing team
- ✓ Real-time tradeshow analytics and data
- ✓ Platinum level TradeshowPLUS item

GOLD LEVEL - \$6,000+

- ✓ Quarter-page *infoLINK* ad in the 2022 cycle
- ✓ Customizable virtual tradeshow booth
- ✓ Logo placement on digital materials
- ✓ 4 complimentary delegate/tradeshow registrations
- ✓ Verbal recognition during event
- ✓ 1 dedicated social media post
- ✓ Personalized social media tool-kit with customized digital assets and social media content to assist your marketing team
- ✓ Real-time tradeshow analytics and data
- ✓ Gold level TradeshowPLUS item

SILVER LEVEL - \$3,000+

- ✓ Business card-sized *infoLINK* ad in the 2022 cycle
- ✓ Discounted rate on virtual tradeshow booth
- ✓ Logo placement on digital materials
- ✓ 2 complimentary delegate/tradeshow registrations
- ✓ Verbal recognition during event
- ✓ 1 dedicated social media post
- ✓ Personalized social media tool-kit with customized digital assets and social media content to assist your marketing team
- ✓ Real-time tradeshow analytics and data
- ✓ Silver TradeshowPLUS Item

STEP 2

DETERMINE YOUR TRADESHOW PARTICIPATION AND TRADESHOWPLUS ITEM

This year’s **virtual TradeshowPLUS experience** provides a coveted opportunity for your organization to demonstrate its latest products and services to delegates with a customized virtual space!

WHAT’S INCLUDED IN YOUR TRADESHOW BOOKING?

- ✓ Customized virtual tradeshow space, exclusive to sponsors and BCNPHA Partner Programs
- ✓ Personalized messaging and content, including resources, weblinks, and videos
- ✓ 1-1 chat function with video capability to connect real-time with delegates
- ✓ Exhibitor listing on the Housing Central Conference event website
- ✓ Real-time tradeshow page analytics

This past year has been anything but ordinary, so it’s not just business as usual for us. This year, we are upgrading our tradeshow to TradeshowPLUS, a more tailored business development experience.

Now sponsors can select a TradeshowPLUS item at their corresponding sponsorship level, regardless of whether your organization is participating in this year’s tradeshow. We will work with you to help deliver the TradeshowPLUS item throughout the year, providing another valuable touch-point from your organization to our members. It’s our commitment to you that we are doing our best to respond with agility in extraordinary times.

TRADESHOWPLUS ITEM	PREMIER	PLATINUM	GOLD	SILVER
InfoLINK Ad	+	+	+	+
Housing Updates	+	+	+	+
Social Media Promotion	+	+	+	+
Member Portal Offer	+	+	+	+
Targeted Email	+	+	+	
Online Learning Experience	+	+	+	
Social Media Contest	+	+	+	
InfoLINK Story	+	+	+	
Web Story	+	+		
Website Banner Ads	+	+		
Monthly Feature	+	+		
Conference Education Session	+	+		
Lunch and Learn	+			
Video Storytelling	+			
1-1 Consultations	+			

STEP 3

DETERMINE YOUR SPONSORSHIP ITEM

Select an item of your choice, based on your chosen sponsorship level — pending availability, of course.

SPONSORSHIP ITEM	PREMIER	PLATINUM	GOLD	SILVER
Breakfast or Lunch Plenary	✓			
Keynote Speaker (1 of 4)	✓			
Registration Website	✓			
BCNPHA AGM	✓			
Social Media Contest	✓	✓		
Preview Day	✓	✓		
Bursary Program	✓	✓		
Gamification	✓	✓		
BCNPHA Awards (1 of 3)	✓	✓	✓	
Trivia	✓	✓	✓	
Prizes	✓	✓	✓	
Pre-Conference Event	✓	✓	✓	
Networking Break Discussion	✓	✓	✓	✓
Virtual Housing Tours	✓	✓	✓	✓
Online Film Screenings	✓	✓	✓	✓
Health and Wellness Initiatives	✓	✓	✓	✓
Art Expo	✓	✓	✓	✓
Education Sessions (1 of 40+)	✓	✓	✓	✓

STEP 4

LET’S BUILD THE FUTURE OF THE COMMUNITY HOUSING SECTOR AT THE HOUSING CENTRAL CONFERENCE AND BEYOND!

For more information about becoming a sponsor, please contact:



sponsorship@bcnpha.ca

THANK YOU TO OUR 2020 HOUSING CENTRAL CONFERENCE SPONSORS!

PREMIER



PLATINUM



GOLD



SILVER

