



# 2022 Sponsor Opportunities

ONLINE LEARNING EVENTS 

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RENT EVENTS

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HOUSING CENTRAL  
CONFERENCE



**BCNPHA**

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BC Non-Profit Housing Association

# About Us

**THE NON-PROFIT HOUSING SECTOR** delivers affordable housing to individuals and families throughout BC to fuel a future in which every person has a safe place to call home. As a BCNPHA sponsor, you'll be making valuable connections and increase your visibility in the sector by joining a group of mission-aligned, socially responsible organizations.

## What We Do

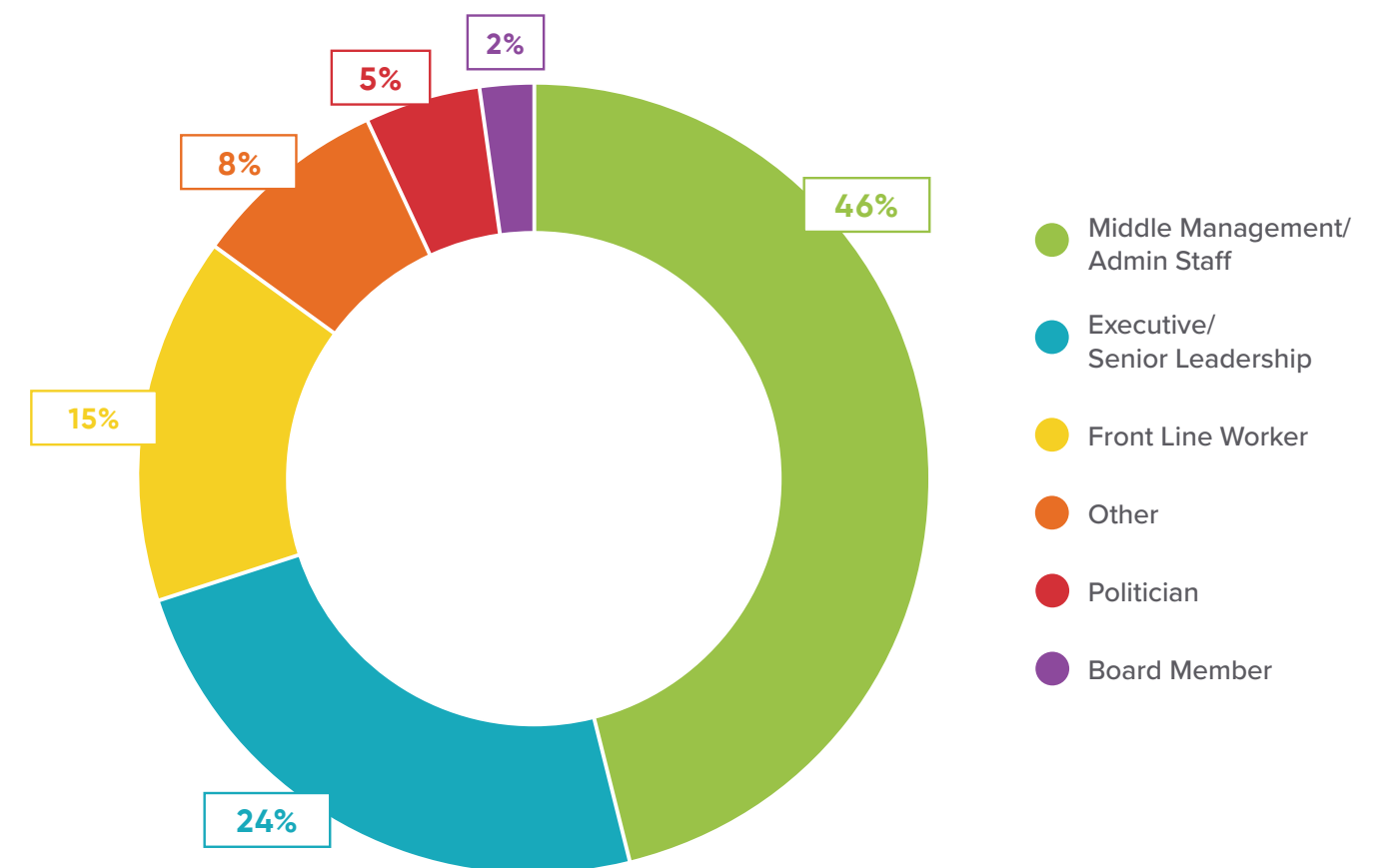
BCNPHA strengthens the non-profit housing sector through research and advocacy, programs and services, and education. Sponsors directly support our online learning opportunities and events that deliver industry-leading professional development and help raise the capacity of the sector.

## Who We Serve

BCNPHA's learning and professional development events attract decision-makers, staff, government representatives, researchers, policymakers, and educators who are leaders in the housing sector.

Each year, approximately 1,500 sector influencers participate in BCNPHA learning events. We are the industry leader in curating professional development opportunities for non-profit housing providers' leadership, operations, and asset management teams, strengthening the non-profit housing sector and supporting their work so they can focus on their residents.

## Who Attends Our Events?



# Education Sponsor

## Online Learning Events (OLEs)

APRIL 2022 - MARCH 2023

### Why Become an Education Sponsor?

Being an education sponsor will lift your brand exposure and have a direct and positive impact on the non-profit housing sector's ability to build capacity through skill and knowledge-building.



BCNPHA'S SERIES OF ONLINE LEARNING EVENTS informs and connects the housing sector. These professional development opportunities allow our members to learn about specific topics of interest, skills development, and industry-leading trends through a convenient virtual format.

### Online Learning Events Series

Sponsoring the series of OLEs means you will help build sector capacity and deliver valuable brand impressions through the following:



**ADVERTISING** in digital communication materials, including Housing Updates suite of e-newsletters (weekly distribution to approximately 3,500 contacts) and our bi-annual *infoLINK* magazine with a provincial reach.



**PROMOTION** of your sponsorship throughout BCNPHA social media channels with more than 13k followers and an annual reach of 30 million+.



**BOOST YOUR FOOTPRINT** in the sector. Your brand logo will be displayed at every education session, on the BCNPHA website and stated by event hosts.



**ENHANCE YOUR BRAND** by demonstrating your commitment to the community and the sector.

**SPONSORSHIP AMOUNT: STARTING FROM \$1,500**

# Event Sponsor

## Regional Education, Networking and Tradeshow (RENT) Events



THE REGIONAL EDUCATION, NETWORKING AND TRADESHOW events are back in person! We will be touring the province to deliver learning and connection opportunities with non-profit housing societies and leaders across the province.

### Upcoming RENT Events

The RENTs welcome hundreds of delegates across each region in BC!

#### HERE'S WHY

- Affordable and high-quality education
- In-depth exploration of regional housing issues
- Opportunities to connect with delegates and partners in the tradeshow area

### Why Sponsor RENT Events?



#### NETWORKING

RENTs provide a more intimate and regionally focused interaction with housing providers, key decision-makers, and government representatives.



#### ENGAGEMENT

Learn about trends and themes in the housing sector, as well as how to best fulfill the needs of our members.



#### COST-EFFECTIVE CONNECTION

RENTs are an impactful and affordable way to connect to the affordable housing sector!



#### ELEVATE YOUR ORGANIZATION'S PROFILE

Connect with hundreds of professionals in the non-profit housing community through print and digital touch points. Overall RENT sponsors receive complimentary registration & tradeshow booth to engage with decision-makers, leaders, funders, and government authorities.



#### BRAND RECOGNITION

Event emails and website exposure  
Logo recognition on signage and digital display in main ballroom  
BCNPHA website listing and social media mentions



#### MAY 10 | VANCOUVER ISLAND

Nanaimo, Vancouver Island Conference Centre

#### MAY 26 | LOWER MAINLAND

New Westminster, Anvil Centre

#### JUNE 16 | NORTH

Prince George, Courtyard by Marriott

#### SEPTEMBER 15 | INTERIOR

Cranbrook, St. Eugene Resort

SPONSORSHIP AMOUNT: STARTING FROM \$300

SEE FOLLOWING PAGE FOR SPONSORSHIP BREAKDOWN

# Event Sponsor

## Regional Education, Networking and Tradeshow (RENT) Events



### Custom Sponsorship

Choose from one of the options below:

#### PLENARIES *from \$1,000*

- Breakfast plenary
- Lunch plenary

#### MOBILE APP *from \$800*

Sponsor the BCNPHA app and connect with RENT attendees

#### WI-FI *from \$500*

Sponsor the Wi-Fi connection at the event

#### NETWORKING BREAK *from \$500*

- Morning networking break
- Afternoon networking break

#### EDUCATION SESSION *from \$300 per session*

Fund an individual education session of your choice



**SPONSORSHIP ITEMS START FROM \$300!** We are happy to work with you to create a sponsorship package that suits your needs. Be an overall RENT sponsor or choose from the sponsorship package options to customize your exposure.

### Complete Sponsorship

An overall RENT sponsorship includes all of the custom sponsorship options plus a complimentary tradeshow booth!

**SPONSORSHIP AMOUNT: STARTING FROM \$1,500**



# Event Sponsor

## Housing Central Conference

NOVEMBER 21 - 23, 2022



THE HOUSING CENTRAL CONFERENCE is Canada's largest and foremost affordable housing event, where leaders from across the community housing sector gather to collaborate, learn, and network to find solutions to the housing affordability crisis. Your sponsorship demonstrates your organization's commitment to building stronger communities and raising the capacity of the sector.

### Presented By



Aboriginal Housing Management Association  
Celebrating 25 Years



## Housing Central *Virtual* Conference 2021

We welcomed more than 1,000 delegates from throughout BC and across Canada for three days of online learning, connection and discovery.

### LEARNING

- 6 keynote events
- 50+ curated sessions including governance and leadership, construction and redevelopment, Indigenous housing, diversity and inclusion, homelessness prevention and support, mental health, and climate change. Education sessions are tailored to board members and executive teams, operational and frontline staff, as well as asset management teams.

### CONNECTING

- Every year, over 1,200 delegates attend Canada's leading affordable housing conference
- For 3 consecutive years, #HousingCentral is a nationally trending topic across social media
- News media reach of 6.2 million
- Social media reach of 4.5 million

## What is New for 2022

### LEARNING

- 80+ sessions
- 5 keynotes with national and international leading housing experts
- Federal and provincial housing ministers' conference address

### NETWORKING & CONNECTION

- Tradeshow
- Art Expo with local artists sharing pieces that explore housing and homelessness themes
- Conference Dinner: Night of Celebration
- Welcome Social
- Young Professionals Night

### DISCOVERY

The conference brings organizations together to showcase their newest products, services, sector trends and what others are doing within the housing sector.

# Event Sponsor

## Housing Central Conference

NOVEMBER 21 - 23, 2022



### Why Participate in the Tradeshow?

The Housing Central Conference tradeshow provides a high-impact opportunity for your organization to demonstrate its latest products and services to more than 1,200 delegates. Take advantage of this unique opportunity to share expertise and market your organization to senior executives, property managers, government representatives and frontline staff.

#### WHAT'S INCLUDED IN YOUR TRADESHOW BOOKING

- 8' x 8' tradeshow booth space with pipe and drape
- 2-day tradeshow booth booking in a premium location
- 1' x 6' table and 2 banquet chairs
- Exhibitor listing on the Housing Central Conference website and app
- Organization description in the Conference Program Guide



### Why Sponsor Housing Central?

#### INTERACTIVE

One-stop shop for delegates to learn about your organization, get information and easily connect with you.

#### BRANDING

- Boost your presence with inclusion in our Housing Central Conference communications and collateral pieces.
- Become an exhibitor to promote your latest products or services to an engaged audience.
- The perfect place to network with key decision-makers and stakeholders to generate leads and grow your business.

#### EXPAND YOUR BUSINESS AT THE HOUSING CENTRAL CONFERENCE

An incomparable opportunity to connect and network with decision-makers and learn about the latest developments in the sector. Grow your brand and increase its visibility while directly supporting the non-profit housing sector.

**This is your official invitation to join us as a sponsor at Canada's largest forum on affordable housing.** Choose the package that works for you, and then customize it!

**PREMIER LEVEL \$20,000+**

**GOLD LEVEL \$6,000+**

**PLATINUM LEVEL \$10,000+**

**SILVER LEVEL \$3,000+**

# Event Sponsor

## Housing Central Conference

NOVEMBER 21 - 23, 2022



### Step 1 - Select Your Core Sponsorship Level

#### PREMIER LEVEL \$20,000+

Full page *infoLINK* ad in the 2023 cycle

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 toolkit with customized digital assets and social media content to assist your marketing team

#### PLATINUM LEVEL \$10,000+

Half-page *infoLINK* ad in the 2023 cycle

Tradeshow booth

Strategic logo placement on digital materials

6 complimentary delegate/tradeshow registrations

Verbal recognition during event

3 dedicated social media posts

Personalized social media toolkit with customized digital assets and social media content to assist your marketing team

*All sponsors at the Premier, Platinum, and Gold levels are entitled to a free tradeshow booth, a value of \$2,500!*

#### GOLD LEVEL \$6,000+

Quarter-page *infoLINK* ad in the 2023 cycle

Tradeshow booth

Logo placement on digital materials

4 complimentary delegate/tradeshow registrations

Verbal recognition during event

1 dedicated social media post

Personalized social media toolkit with customized digital assets and social media content to assist your marketing team

#### SILVER LEVEL \$3,000+

Business card sized *infoLINK* ad in the 2023 cycle

Discounted rate on tradeshow booth

Logo placement on digital materials

2 complimentary delegate/tradeshow registrations

Verbal recognition during event

1 dedicated social media post

Personalized social media toolkit with customized digital assets and social media content to assist your marketing team



# Event Sponsor

## Housing Central Conference

NOVEMBER 21 - 23, 2022



### Step 2 - Add Your Custom Sponsorship Item

How would you like to reach your target market? Once you have determined your level of support, choose from these items and we will work together to tailor a sponsorship package to suit your needs.



SPONSORSHIP ITEM	PREMIER <i>choose up to 5</i>	PLATINUM <i>choose up to 4</i>	GOLD <i>choose up to 3</i>	SILVER <i>choose up to 2</i>
Breakfast or Lunch Plenary (1 of 6)	✓			
Keynote Speaker (1 of 5)	✓			
Registration Website	✓			
Conference Dinner: Night of Celebration	✓	✓		
Welcome Social	✓	✓		
Social Media Contest	✓	✓		
Bursary Program	✓	✓		
Young Professional Networking Event	✓	✓		
BCNPHA Awards (1 of 3)	✓	✓	✓	
Living Room	✓	✓	✓	
Networking Break (1 of 6)	✓	✓	✓	✓
Lanyards	✓	✓	✓	✓
Delegate bags	✓	✓	✓	✓
Health and Wellness Initiatives	✓	✓	✓	✓
Art Expo	✓	✓	✓	✓
Education Sessions (1 of 80+)	✓	✓	✓	✓
Housing Tours (in person and video)	✓	✓	✓	✓
Education Pathways	✓	✓	✓	✓
Film Screening	✓	✓	✓	✓
Wi-Fi Connection	✓	✓	✓	✓
Conference App	✓	✓	✓	✓

# Sponsorship Item Glossary



**CONFERENCE DINNER:** The Night of Celebration dinner attracts hundreds of delegates and has become an annual tradition. This is an excellent opportunity to support the housing sector's best attended social event. Guests at the dinner will be treated to an award ceremony and live entertainment.



**HOUSING TOURS:** Our housing tours have become one of the "must do" items as conference delegates explore the latest innovations in non-profit housing through walking and bus tours. This activity is always in demand and has wait lists. Sponsors can also support the video housing tours we'll be filming throughout the province.



**WI-FI:** Reliable Wi-Fi is a must-have conference tool! Your organization's logo will be promoted to grateful delegates through the Wi-Fi login portal. Sponsor the Conference Wi-Fi and help our delegates stay connected.



**ART SHOW & INSTALLATIONS:** Through paintings, sculpture, jewelry and more, the Art Expo features works by professional artists and those with lived experience of homelessness. Your support for these artists and community groups will allow their work to be proudly displayed, alongside your organization's logo.



**HOUSING CENTRAL APP:** The Housing Central Conference app is downloaded by hundreds of delegates and provides access to everything they need to know about the conference. As a sponsor, your logo will be placed prominently on the app landing page.



**LIVING ROOM:** This is a quiet area for delegates to relax and unwind in a safe space.

LET'S BUILD THE FUTURE OF THE COMMUNITY HOUSING SECTOR  
at the housing central conference and beyond!



**EDUCATION SESSIONS, PATHWAYS AND STREAMS:** Partner with BCNPHA and help deliver 80+ education sessions, a pathway of sessions, or an entire stream. We will work with you to help you select an individual session or a pathway of sessions that resonates with the mandate of your organization.



**KEYNOTE SPEAKERS:** Sponsors have the unique opportunity to select one of five inspiring and thought-provoking international and Canadian keynote speakers.



**BREAKFASTS, LUNCHES OR NETWORKING BREAKS:** Sponsor a conference breakfast or lunch, featuring prominent and exciting speakers delivering addresses to over 900 delegates. Alternatively, our networking breaks are available for sponsorship (3 mornings and 2 afternoons) with prominent brand presence on signage and other collateral.



**WELCOME SOCIAL:** Our conference kick-off event features light refreshments, a cash bar and a chance to connect with new and familiar faces.



**YOUNG PROFESSIONALS EVENT:** Our Young Professionals event welcomes those under 35 to connect and network with their peers for some mingling in a laid-back and fun atmosphere, complete with swag and appetizers. This is your organization's opportunity to connect with the decision-makers of tomorrow.



**DELEGATE BAGS AND LANYARDS:** Make your brand stand out with our delegate bags or lanyards. These items are carried and worn by delegates throughout the conference and will prominently feature your organization's logo to more than 1,200 delegates.

# Event Sponsor

## Housing Central Conference

NOVEMBER 21 - 23, 2022



### Step 3 - Contact Us to Build Your Sponsorship Package

Let's connect! Contact us to discover how we can tailor a sponsorship package to suit the needs of your organization.

**FOR MORE INFORMATION ABOUT BECOMING A SPONSOR, PLEASE CONTACT**

**Mauricio Ruiz**

Senior Partnerships & Sponsorship Officer

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[bcnpha.ca](http://bcnpha.ca)



**BCNPHA**

BC Non-Profit Housing Association