



2025 Sponsorship Opportunities

ONLINE LEARNING EVENTS

RENT EVENTS

HOUSING CENTRAL CONFERENCE



For more information, please contact:

ANNE CHISHOLM

Business Development and Engagement Manager

sponsorship@bcnpha.ca | 778-731-2354

About Us

What We Do

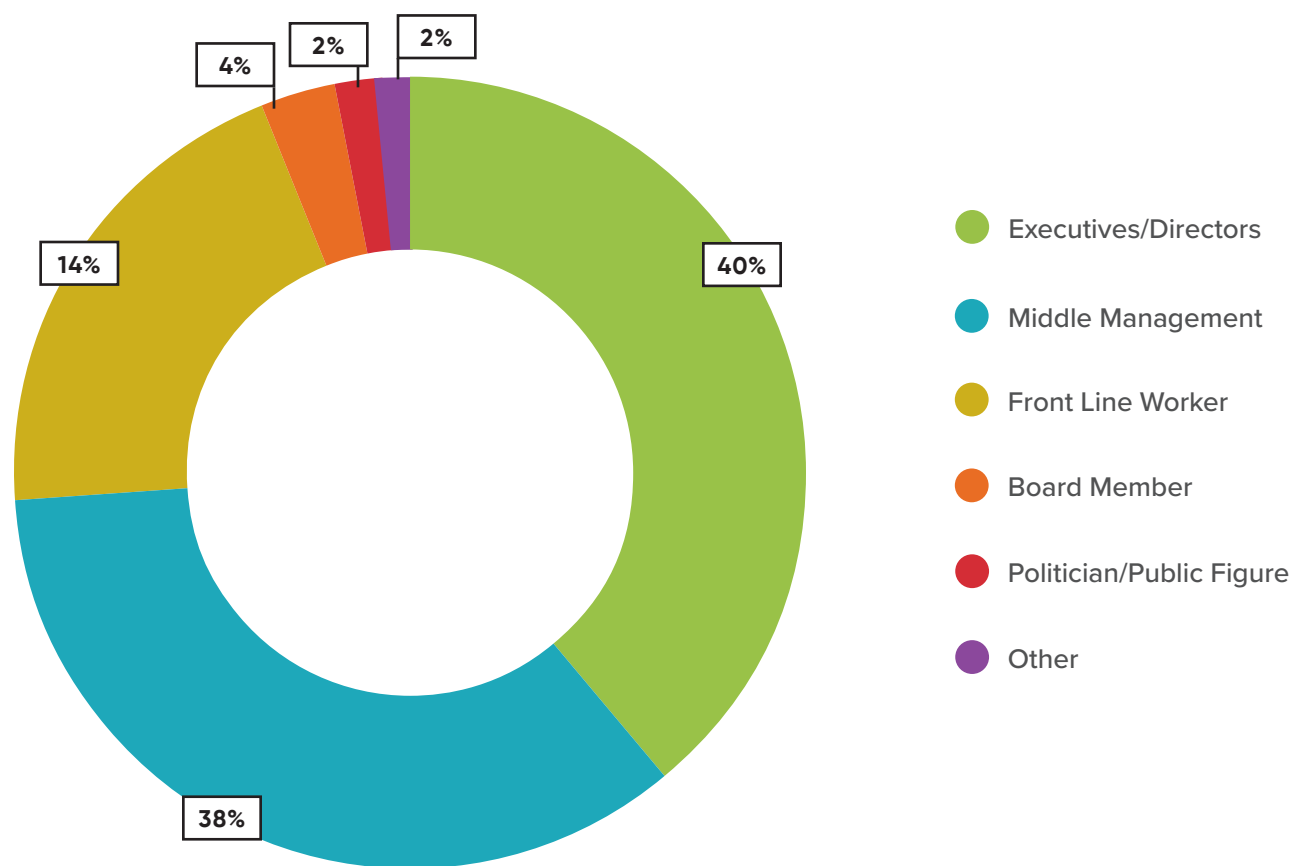
BCNPHA strengthens the non-profit housing sector through capacity-building education and events, research and data-backed advocacy, and programs and services. Each year, we draw more than 2,500 leaders, frontline staff, government representatives, funders and policymakers to our industry-leading professional development events.

Sponsors directly support our in-person events and online learning opportunities, becoming partners in our mission to elevate the non-profit housing sector across BC.



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

Who Attends Our Events?



Education Sponsor

Online Learning Events (OLEs)

Why Become an Education Sponsor?

Being an education sponsor will **lift your brand exposure** and help the non-profit housing sector 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

In 2024, more than 1,500 registrants participated in nearly 38 OLEs. Sponsoring the 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 5,000 housing professionals).



PROMOTION of your sponsorship throughout BCNPHA social media channels with more than 18k followers and an annual reach of 30 million+.



BOOST YOUR FOOTPRINT in the sector. Your brand logo will be displayed at applicable education sessions, on the BCNPHA website and recognized by event hosts.



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

SPONSORSHIP AMOUNT: STARTING FROM \$1,850

Event Sponsor

Regional Education, Networking and Tradeshow (RENT) Events

R·E·N·T

Regional Education Networking
& Tradeshow

Upcoming RENT Events

The RENTs welcome hundreds of delegates in each region of BC for a day of affordable and high-quality education, an in-depth exploration of regional housing issues, and opportunities to connect with delegates and sponsors in the tradeshow area.

Why Sponsor RENT Events?



NETWORKING

Focused connection with regional housing providers, key decision-makers and government representatives in a local setting



ENGAGEMENT

Discover today's non-profit housing issues and how your business can deliver solutions



COST-EFFECTIVE CONNECTION

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

THE RENT EVENTS BRING LEARNING AND CONNECTION OPPORTUNITIES to each region of BC. These one-day mini conferences are an **effective way to build relationships** with local housing societies and leaders.



APRIL 3 | INTERIOR BC RENT

Kamloops, Coast Kamloops Hotel

MAY 22 | LOWER MAINLAND RENT

Surrey, Sheraton Vancouver Guildford Hotel

JUNE 12 | NORTHERN BC RENT

Terrace, Best Western Terrace Inn

SEPTEMBER 18 | VANCOUVER ISLAND RENT

Victoria, Victoria Conference Centre



ELEVATE YOUR ORGANIZATION'S PROFILE

Connect with hundreds of professionals in the non-profit housing community through print and digital touchpoints, tradeshow presence and opportunities to meet with sector leaders



BRAND RECOGNITION

Event emails and website exposure

Logo recognition on signage and digital display in main ballroom

BCNPHA website listing and social media mentions

SEE FOLLOWING PAGE FOR SPONSORSHIP BREAKDOWN

Event Sponsor

Regional Education, Networking and Tradeshow (RENT) Events

R·E·N·T

Regional Education Networking & Tradeshow

Complete Sponsorship

An overall RENT sponsorship includes your logo in digital and print marketing collateral, a tradeshow table, as well as one of the options from the Customized Sponsorship Items list.

SPONSORSHIP AMOUNT: STARTING FROM \$1,837



Let's work together to create a sponsorship package that suits your needs, whether as an overall RENT sponsor or a custom option.

Customized Sponsorship Items

Choose one item from the table that best fits your organization:

SPONSORSHIP ITEM	INTERIOR	LOWER MAINLAND	NORTH	VANCOUVER ISLAND
MORNING PLENARY	\$2,100	\$2,572	\$1,942	\$2,520
MEALS Breakfast or lunch	\$2,100	\$2,572	\$1,942	\$2,520
WEBSITE Build your brand awareness	\$2,100	\$2,572	\$1,942	\$2,520
NETWORKING BREAK(S) Morning (2) or afternoon (1)	\$1,995	\$2,467	\$1,837	\$2,415
WI-FI Password connection for delegates	-	\$2,467	-	\$2,415
EVENT APP Splash page recognition and logo	\$1,995	\$2,467	\$1,837	\$2,415
EVENT COVERAGE Support photo and video coverage of RENT(s)	\$1,250	\$1,250	\$1,000	\$1,250
EDUCATION SESSION- ADD ON Amplify your organization mission and brand with logo placement	\$446	\$446	\$420	\$446

Event Sponsor

Housing Central Conference

NOVEMBER 17 - 19, 2025



The 2024 Housing Central Conference was a high-demand event for delegates and sponsors

We welcomed 1,600+ delegates for three days of learning, connection and discovery.



KEY HIGHLIGHTS FROM 2024

- Hon. Ravi Kahlon, Minister of Housing, Dr. Gabor Mate, and more outstanding keynotes
- Sponsor logos and mentions across printed collateral, social media, sessions, plenaries, website, and on-site sign recognition
- Social media reach of 1.2 million

DELEGATE FEEDBACK

"The content was engaging and there were excellent opportunities to connect."

"I liked the tradeshow variety and talked to a number of vendors who were really helpful."



SPONSOR FEEDBACK

"We had opportunity to meet interesting and relevant people. Conference overall was high quality and well done."

"This is an important conference for our team to attend."

"Well organized, value for the money, lots of traffic, great location!"

THE HOUSING CENTRAL CONFERENCE is Canada's premier housing event, where leaders gather to collaborate, learn and network to strengthen the community housing sector. Sponsoring the conference demonstrates your organization's commitment to supporting affordable housing and thriving communities.

Join us for the 2025 Housing Central Conference!

There are many opportunities to partner with us for this year's conference. Your organization will have access to 1,600+ delegates attending for:

- **6 KEYNOTE EVENTS** featuring renowned speakers and key government leaders
- **120+ EDUCATION SESSIONS** delivered by today's thought leaders
- **SPECIAL EVENTS** designed for networking and celebration: Welcome Social, BC Housing Meet 'n' Mingle, Night of Celebration, Young Professionals Night, Art Expo and more
- **70+ BOOTHS** in the tradeshow



CONNECT WITH US to learn how you can attach your organization's name to one of our key conference features!

Event Sponsor

Housing Central Conference

NOVEMBER 17 - 19, 2025



Position your business for growth in the tradeshow!

The Housing Central Conference tradeshow provides a **high-impact opportunity** for your organization to showcase its latest products and services to more than 1,600 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 6' tradeshow booth space with pipe and drape
- 2 non-transferrable exhibitor passes
- 2' x 6' table and 2 banquet chairs
- Exhibitor listing on the Housing Central Conference website, app and on-site signage
- Organization description in the Conference Program Guide



BE A SPONSOR AT THE 2025 HOUSING CENTRAL CONFERENCE and gain access to our one-stop shop for delegates to learn about your organization and easily connect with you.

What are the benefits of sponsorship?

BRAND RECOGNITION

- Increase your brand’s visibility — your logo is added to our event collateral, including on-site signage and digital displays and amplified across social media
- Promote your products, services and deals to an engaged and interested audience
- Connect with key decision-makers and influencers to generate leads, network, build relationships, brand exposure and awareness to grow your business



Join us as a sponsor at Canada’s largest affordable housing forum to grow your business and support a high-profile sector. Choose the package that works for you, customize the options, or work with us on a bespoke package.

PREMIER LEVEL	\$24,000+
PLATINUM LEVEL	\$12,600+
GOLD LEVEL	\$7,800+
SILVER LEVEL	\$4,700+

DID YOU KNOW? 95% of past exhibitors said they would recommend participating in the conference tradeshow

Event Sponsor

Housing Central Conference

NOVEMBER 17 - 19, 2025



Step 1 - Select Your Core Sponsorship Level

PREMIER LEVEL \$24,000+

- Tradeshow booth in a premium location
- Strategic logo placement on marketing collateral
- 8 complimentary delegate/tradeshow registrations
- Verbal recognition during event
- Sponsor mentions in social media posts
- Personalized social media toolkit with customized digital assets and social media content to assist your marketing team
- 2 Delegate bag inserts
- 1 Reserved table at Night of Celebration Dinner

PLATINUM LEVEL \$12,600+

- Tradeshow booth in a premium location
- Strategic logo placement on marketing collateral
- 6 complimentary delegate/tradeshow registrations
- Verbal recognition during event
- Sponsor mentions in social media posts
- Personalized social media toolkit with customized digital assets and social media content to assist your marketing team
- 2 Delegate bag inserts

All sponsors at the Premier, Platinum, and Gold levels are entitled to a free tradeshow booth, a value of \$2,750!

GOLD LEVEL \$7,800+

- Tradeshow booth
- Logo placement on marketing collateral
- 4 complimentary delegate/tradeshow registrations
- Verbal recognition during event
- Sponsor mentions in social media posts
- Personalized social media toolkit with customized digital assets and social media content to assist your marketing team
- 1 Delegate bag insert

SILVER LEVEL \$4,700+

- Discounted rate on tradeshow booth
- Logo placement on marketing collateral
- 2 complimentary delegate/tradeshow registrations
- Verbal recognition during event
- Sponsor mentions in social media posts
- Personalized social media toolkit with customized digital assets and social media content to assist your marketing team

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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 choose up to 5	PLATINUM choose up to 4	GOLD choose up to 3	SILVER choose up to 2
Breakfast or Lunch Meal (1 of 6)	✓			
Plenary & Keynote Intro (1 of 6)	✓			
Night of Celebration - Overall	✓			
Night of Celebration - Beverage	✓			
Night of Celebration Entertainment	✓	✓		
Conference Mobile App	✓	✓		
Program Guide	✓	✓		
BCNPHA Awards (1 of 5)	✓	✓		
Name Badges	✓	✓		
Lanyards	✓	✓		
Delegate Bag	✓	✓		
Welcome Social - Overall	✓	✓		
Welcome Social - Beverage	✓	✓		
Young Professional Event	✓	✓		
Elevator Door Wraps (3 combined)	✓	✓		
Escalator Directionals (6 combined)	✓	✓	✓	
Affinity Spaces (1 of 4)	✓	✓	✓	
Wi-Fi (network password)	✓	✓	✓	
Social Media Contest	✓	✓	✓	
Event Coverage (photo & video)	✓	✓	✓	
Networking Break (1 of 6)	✓	✓	✓	✓
Art Expo	✓	✓	✓	✓
Education Sessions (1 of 125+) logo placement only	✓	✓	✓	✓
Housing Tours (1 of 4)	✓	✓	✓	✓
Education Category (1 of 4)	✓	✓	✓	✓
Education Track (1 of 25+)	✓	✓	✓	✓

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NOVEMBER 17 - 19, 2025



Step 3 - Let's build your sponsorship package!

Connect with us to explore how we can tailor a sponsorship package to suit the needs of your organization.

FOR MORE INFORMATION ABOUT BECOMING A SPONSOR, PLEASE CONTACT:

Anne Chisholm

Business Development and Engagement Manager

sponsorship@bcnpha.ca

778-731-2354







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