

# SPONSORSHIP PROSPECTUS



53rd NATIONAL CONGRESS ON  
**HOUSING AND  
HOMELESSNESS**



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*St. John's*  
NEWFOUNDLAND & LABRADOR

APRIL 27 - 29, 2021



## WE BELIEVE

**Everyone deserves an affordable, safe, secure, and adequate place to call home.**

This belief shapes the work we do every day. Each year, housing leaders who also share this belief convene at the Canadian Housing and Renewal Association's Annual Congress on Housing and Homelessness.

Partner with us, on one of Canada's largest national gatherings for leaders in the community housing sector and help us make the sector stronger than ever.

**The 53<sup>rd</sup> National Congress on Housing and Homelessness** will be held in **St. John's Newfoundland and Labrador from April 27-29, 2021** and is expected to convene over 600 delegates and sector leaders from across Canada and abroad for three days of learning and networking opportunities.

Congress offers several sponsorship, tradeshow and advertising opportunities for your organization to make a lasting impression with hundreds of housing leaders and professionals.



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## WHY PARTNER WITH US?

- ✓ Show your commitment to building a stronger community housing sector.
- ✓ Stand out from the crowd as a Congress sponsor and make a lasting impression to a broad range of housing professionals.
- ✓ Gain insider knowledge on housing sector trends.
- ✓ Meet face-to-face with housing influencers and sector leaders.
- ✓ Gain exclusive exposure on digital and printed marketing materials.
- ✓ Make new connections with hundreds of housing professionals.

## WHO ATTENDS CONGRESS?

Senior Executives and CEOs  
Government reps  
(of all levels)  
Property Managers and  
maintenance providers  
Politicians and MPs  
Front-Line Workers



Researchers and Academia  
Indigenous Housing  
Professionals  
Early Career Professionals  
Non Profit Associations  
and Businesses

**600+ Delegates**



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# SPONSORSHIP AT A GLANCE

Sponsor Type	Cost	Ad in Program	Complimentary Passes	Speaking Opportunities	Tradeshow Booth	FLASH Newsletter Ad	Note to Delegates Ad	CHRA website Presence	Physical Delegate Bag Insert	Virtual Delegate Bag Ad
Title Sponsor	\$35,000	Full page	6 Full Passes	●	●	●	●	●	●	●
Indigenous Caucus Sponsorship	Various	Please see the Indigenous Caucus Day section of the Prospectus for more information.								
CHRA Awards	\$20,000	Full Page	4 Full Passes	●	●	●	●	●	●	●
Innovation Forum	\$15,000	Full Page	3 Full Passes	●	●	●	●	●	●	●
Keynote Sponsor	\$12,000	Half Page	2 Full Passes	●	●	●	●	●	●	●
President's Reception	\$10,000	Half Page	1 Full Pass	●				●	●	●
Closing Ceremonies	\$10,000	Half Page	1 Full Pass	●				●	●	●
Delegate Bag	\$5,000	Quarter Page	1 Full Pass					●	●	●
Early Career Professionals	\$5,000	Quarter Page	1 Full Pass					●	●	●
Workshop Sponsor	\$5,000	Quarter Page	1 Full Pass					●	●	●
Meet & Greet	\$5,000	Quarter Page	1 Full Pass					●	●	●
Wi-Fi Sponsor	\$5,000	Quarter Page	1 Full Pass					●	●	●
Charging Station	\$5,000	Quarter Page	1 Full Pass					●	●	●
Lanyards	\$5,000	Quarter Page	1 Full Pass					●	●	●
Mobile Tours	\$3,000	Business Card							●	●
Break Sponsor	\$3,000	Business Card							●	●
Congress Session Series	\$2,500	Business Card							●	●
Lived Experience	\$2,500	Business Card							●	●
Quiet Room	\$2,500	Business Card							●	●
Congress Supporter	\$1,000								●	●



# SPONSORSHIP

## TITLE SPONSOR: \$35,000

Title sponsors are invaluable to the success of CHRA Congress and an integral part of the event.

*Sponsor Features:* Exclusive logo prominence on all Congress communications, materials and promotions, and gets to provide welcoming remarks to all delegates at the Opening Ceremonies.

## CHRA AWARDS: \$20,000

The CHRA Awards Ceremony is the major event designed to recognize the contributions made by those who work in community housing and homelessness.

*Sponsor Features:* Exclusive naming rights for the Awards event, speaking opportunity at the lunch banquet, and presentation of one award during the awards ceremony—VIP seating included.

## INNOVATION FORUM: \$15,000

Own the day during CHRA's full day Innovation Forum, attended by senior leaders in the community housing sector. This event features pan-Canadian and international speakers, a full slate of panels, keynote and learning opportunities focused on the most pressing housing issues.

*Sponsor Features:* Exclusive program sponsorship and visibility throughout Congress, speaking opportunity and introduction of keynote as well as the option to moderate or participate on a discussion panel.

We have a **wide range of sponsorship packages** to meet your organization's needs!

## KEYNOTE SPONSOR: \$12,000

CHRA is lining up an exciting Keynote Speaker for Congress 2021. In a plenary for all delegates, our keynote speaker gathers the sector to share learnings and inspire us through great storytelling and new thinking.

*Sponsor Features:* High profile visibility and introduction of keynote to all Congress delegates, and VIP seating in plenary.

## PRESIDENT'S RECEPTION: \$10,000

The president's reception is the most popular social event at Congress where all delegates have an opportunity to relax, unwind, network and learn more about our host city of St. John's.

*Sponsor Features:* Exclusive visibility as the sponsor of CHRA's President's reception, a speaking opportunity, logo placement in program, and signage also included.

## CLOSING CEREMONIES: \$10,000

The closing ceremonies is where we conclude another successful Congress by celebrating over food, drink, entertainment and get a sneak peek for Congress 2022.

*Sponsor Features:* Speaking opportunity, logo placement in program, and signage.

## BECOME A TRADESHOW EXHIBITOR

Location matters when it comes to tradeshows. CHRA continues to provide the best locations for maximum exposure. Our exhibitors had amazing results in Victoria at Congress 2019, and we anticipate this will sell-out fast.

### EXHIBITOR BENEFITS

**\*Deadline to be included in the 2021 Tradeshow: March 1, 2021**



8' x 8' space including one skirted 6' table with two chairs, pipe and draping.



Listing and logo recognition on the CHRA Congress website, and Congress program



Exhibitor-only badges for booth staff, providing access to delegate meals

### BOOTH RATES

**CHRA Members: \$750**  
**Non-Member: \$1,000**

Note: A tradeshow form confirming all details will be sent for signature. Additional costs may include shipping, booth set-up, storage, handling, hard-wired internet connection, extra electrical & furniture, etc. Specifications are subject to change based on venue and location of tradeshow.

## DID YOU KNOW?

You can get a **free tradeshow booth** and up to **6 complimentary passes** to Congress depending on your sponsorship package.





# SPONSORSHIP (CONT'D)



**\$5000** can get you noticed among **600+ housing professionals** in a variety of ways.

## EARLY CAREER PROFESSIONALS: \$5,000

It is vital that CHRA and the sector support the next generation of leaders in the sector. This sponsorship helps CHRA to provide travel bursaries and registration savings to students and professionals under 30.

*Sponsor Features:* Exclusive visibility across several unique Early Career Professionals events including a Networking Pub Night.

## WI-FI SPONSOR: \$5,000

Provide Wi-Fi access to all the participants at Congress through a custom wifi password or login page.

## WORKSHOP SPONSOR: \$5,000

Congress offers a variety of morning and afternoon workshops taking place over two days. CHRA will work with you to select the workshops that best align with your organization.

*Sponsor Features:* Speaking opportunity to delegates at the beginning of the workshop session, as well as logo visibility in the Congress printed program, online and on workshop signage.

## CHARGING STATION: \$5,000

Your logo can be prominently displayed on a cell phone charging station located near the registration desk.

## MEET & GREET: \$5,000

The Meet & Greet reception is the first social event to kick-off Congress, and one of CHRA's most highly attended events.

*Sponsor Features:* Exclusive visibility during the event and speaking opportunity.

## LANYARD SPONSOR: \$5,000 **SOLD OUT**

Have your organizations logo on every delegate's name badge.

*Sponsor Features:* Exclusive visibility on Congress Lanyards

Explore our **affordable** sponsorship alternatives !

## MOBILE TOUR: \$3,000

Mobile Tours are some of the most popular sessions at Congress. They offer an exclusive opportunity for delegates to tour local community housing and homelessness organizations and projects.

*Sponsor Features:* Exclusive logo visibility on signage and opportunity to bring greetings during mobile tours.

## BREAK SPONSOR: \$3,000

During this jam-packed 3-day series of events, breaks are much needed. Get recognized while delegates cool off during their breaks!

*Sponsor Features:* Two coffee/tea breaks are offered the morning and afternoon of April 27, 28 and 29. This includes logo placement in the Congress printed program and online, as well as break signage.

## CONGRESS SESSION SERIES: \$2,500

Each year CHRA publishes a series of Congress session workshop summaries.

*Sponsor Features:* Recognition in the Congress online and printed program, CHRA Congress Session Series 2020 communications, and in the session summary product.

## LIVED EXPERIENCE: \$2,500

Support the participation of Congress speakers and delegates with lived experience.

*Sponsor Features:* Recognition in the Congress printed program and online.

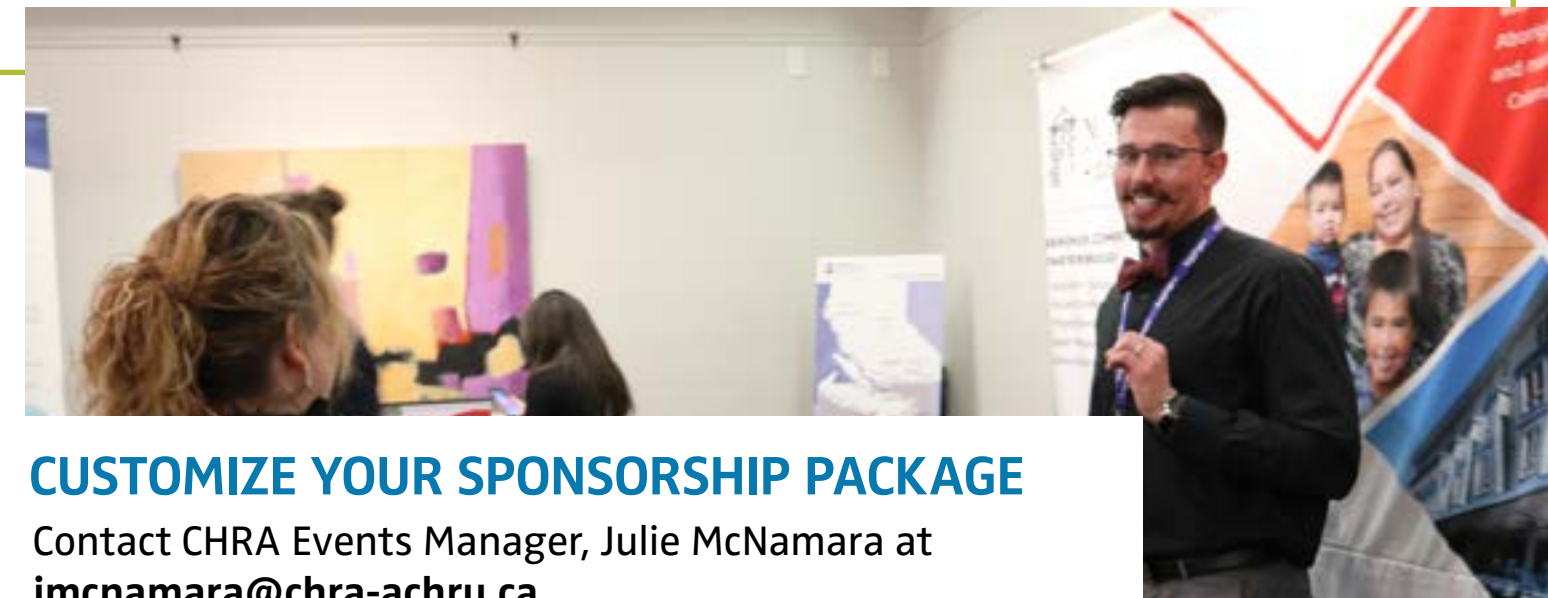
## QUIET ROOM: \$2,500

Congress will feature a "Quiet Room" for those who wish to have access to a quiet space.

*Sponsor Features:* Exclusive logo visibility on signage.

## CONGRESS SUPPORTER: \$1,000

Contribute as a supporter to the learning, networking and professional development at CHRA's Congress.



## CUSTOMIZE YOUR SPONSORSHIP PACKAGE

Contact CHRA Events Manager, Julie McNamara at [jmcnamara@chra-achru.ca](mailto:jmcnamara@chra-achru.ca)

# INDIGENOUS CAUCUS EVENT

As an Indigenous Caucus Event sponsor, you will have immediate access to an anticipated group of over 200 urban Indigenous housing providers and leaders from across Canada to understand their needs and develop relationships

**CHRA's Indigenous Caucus Event** is the largest annual gathering focused on **urban, rural and northern Indigenous housing in Canada.**

## GOLD SPONSOR: \$20,000

Get top level visibility during the Indigenous Caucus Event! Your tremendous support will be recognized through the welcoming greetings and recognition by the Caucus Chair during opening remarks and introduction of the Keynote.

## SILVER SPONSOR: \$15,000

Your generous support will be recognized by prominent visibility during the Caucus Event. Also get recognition in the introductory remarks on the lead panel for the day's events.

## BRONZE SPONSOR: \$10,000

As a major sponsor of the Indigenous Caucus Event, you will have strong visibility and the chance to introduce an afternoon program.

## CAUCUS LUNCH: \$7,500

As the featured Indigenous Caucus Day Lunch sponsor, share your work with all delegates through organizational or promotional items at all delegate place settings during lunch.

## CAUCUS BREAK: \$5,000

Two breaks will take place over the course of the main day, where you can gain logo visibility through signage and promotional giveaways/items.

## CAUCUS SUPPORTER: VARIOUS

Contribute as a supporter to the learning, networking and professional development at CHRA's Indigenous Caucus.

## YOUR CAUCUS DAY SPONSORSHIP INCLUDES

Sponsor Type	Cost	Ad in Program	Complimentary Passes	Tradeshow Booth	Note to Delegates Featured Ad	Newsletter Banner Logo Placement	Logo on Final Report	Physical Delegate Bag Insert	Website and Virtual Delegate Bag Presence
Gold Level	\$20,000	Full page	4 Full Passes	●	●	●	●	●	●
Silver Level	\$15,000	Full Page	3 Full Passes	●	●	●	●	●	●
Bronze Level	\$10,000	Half Page	2 Full Passes			●	●	●	●
Caucus Lunch Sponsor	\$7,500	Half Page	1 Full Passes					●	●
Caucus Break Sponsor	\$5,000	Quarter Page	1 Full Pass					●	●
Caucus Supporter	\$ Various	Business Card						●	●

The majority of sponsorship for CHRA's Indigenous Caucus Event will go back into programming and output delivered by the Caucus. We are open to speaking with you further about custom packages and benefits.

## QUESTIONS ABOUT SPONSORING CAUCUS DAY?

Contact CHRA Events Manager, Julie McNamara at [jmcnamara@chra-achru.ca](mailto:jmcnamara@chra-achru.ca)



# ADVERTISING OPPORTUNITIES

## PRINT ADVERTISING

Advertising in the Congress print program offers an excellent opportunity to reach all Congress delegates. Our beautiful hard copy Congress programs are handed out onsite to all our delegates and provide exposure to a national audience.

### AD SPECS

Provide your artwork in high resolution PDF format (CMYK). Please extend bleed 1/4 on all sides and include crop marks. Electronic samples of Congress Programs from previous years are available upon request.

FULL PAGE: 750\$



8.5 x 11"

HALF PAGE: \$400



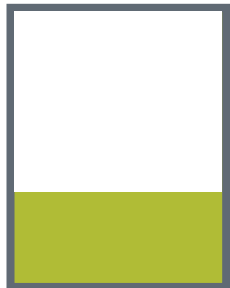
8.5 x 5.5"

HALF PAGE: \$400



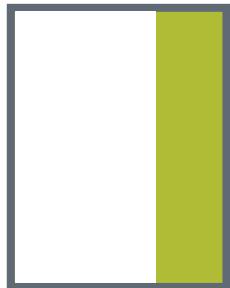
4.25 x 11"

1/3 PAGE: \$275



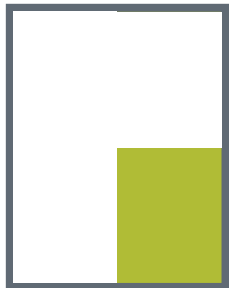
8.5 x 3.67"

1/3 PAGE: \$275



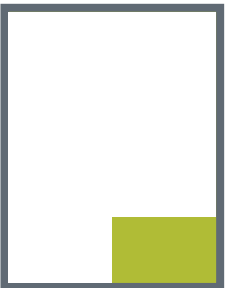
2.8 x 11"

QUARTER PAGE: \$225



4.25 x 5.5"

BUSINESS CARD: \$100



4.25 x 2.75"

## VIRTUAL ADVERTISING

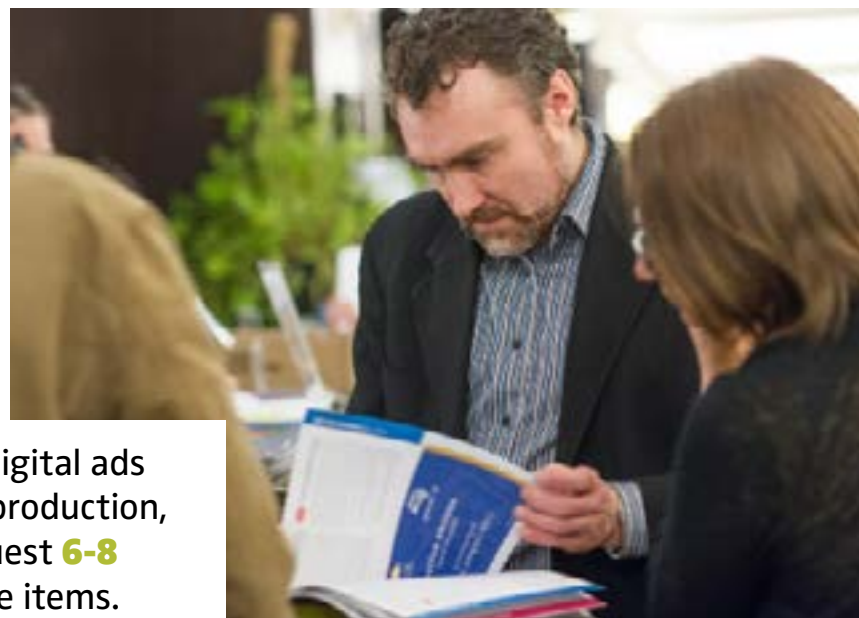
All Congress sponsors will have the opportunity to place an ad in an online Virtual Delegate Bag that will be circulated to all delegates after Congress.

### AD SPECS

sized at 600 x 500 pixels in PNG or JPEG format

**Please note**

Branded items for print and digital ads may require leeway time for production, and therefore CHRA may request **6-8 weeks lead-time** to order the items.



Brian Martin Housing Resource Centre – photo by Greg Locke

# WE LOOK FORWARD TO PARTNERING WITH YOU!

When it comes to sponsorship, the sky is the limit! CHRA is eager to work with you on creating a sponsorship package that best suits your needs.

For more information on sponsoring Congress or to request a sponsorship agreement, please contact CHRA Events Manager, Julie McNamara:



[jmcnamara@chra-achru.ca](mailto:jmcnamara@chra-achru.ca)



613-594-3007 ext. 15



**Canadian Housing and  
Renewal Association**  
A Home for the Housing Sector

## THANKS TO OUR 2020 CONGRESS SPONSORS

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Community Housing  
Transformation Centre  
Centre de transformation  
du logement communautaire

