



CHRA ACHRU

56<sup>th</sup> National Congress on  
**HOUSING AND  
HOMELESSNESS**

Fredericton, New Brunswick  
April 9-11, 2024



**SPONSORSHIP PROSPECTUS**



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# WE BELIEVE THAT EVERYONE DESERVES A SAFE, AFFORDABLE, AND APPROPRIATE PLACE TO CALL HOME.

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This belief shapes the work we do every day. Each year, housing leaders who share our values meet at the Canadian Housing and Renewal Association's National Congress on Housing and Homelessness.

Partner with Canada's national gathering for housing leaders and help us make the community housing sector stronger than ever.

**THE 2024 CHRA NATIONAL CONGRESS ON HOUSING AND HOMELESSNESS** will be held in Fredericton, New Brunswick and will bring together over 700 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 to help your organization make a lasting impression on hundreds of housing professionals, politicians and sector leaders.



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# WHO ATTENDS?

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## 700+ DELEGATES

HOUSING PROVIDERS

NON-PROFIT ORGANIZATIONS

MUNICIPALITIES

ASSOCIATIONS

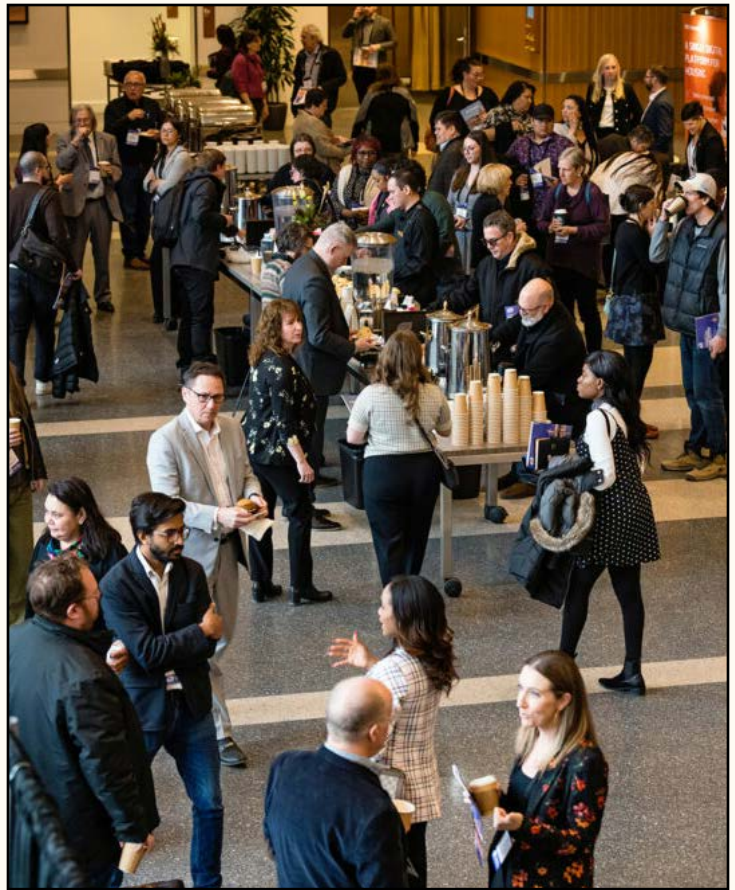
PROVINCIAL/TERRITORIAL GOVERNMENTS

BUSINESSES

FEDERAL GOVERNMENT OFFICIALS

EARLY CAREER PROFESSIONALS

INDIGENOUS HOUSING LEADERS



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# WHY PARTNER WITH US AT CONGRESS?

Show your commitment to building a stronger community housing sector



Make a lasting impression as a CHRA Congress sponsor to a broad range of housing stakeholders



Use your complimentary passes to join us at Congress and gain insider knowledge on housing sector trends and themes



Meet face-to-face with housing influencers and sector leaders at our tradeshow



Gain exclusive exposure on digital and printed marketing materials



Make new connections with the housing sector and hundreds of housing professionals

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# HOW DOES A CHRA CONGRESS SPONSORSHIP WORK FOR YOU?

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We want you to get benefits that work for you and your organization. On the next few pages you'll see a menu of options. You can mix and match and options that best meet your needs. We'll work with you to custom build the best sponsorship package for your organization.

## TITLE SPONSOR ----- \$35,000

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

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

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## CHRA Awards Sponsor ----- **SOLD OUT**

The CHRA Awards Ceremony is a major event that celebrates excellence in the Canadian housing and homelessness sector by honouring exceptional people and programs that help ensure a safe and affordable home for all.

**Sponsor Features:** Exclusive sponsorship of the Awards event, speaking opportunity at the ceremony, VIP seating at the event, and presentation of one award during the awards ceremony.

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## KEYNOTE SPONSOR ----- \$20,000

CHRA is lining up an exciting keynote speaker for Congress 2023. Our keynote speaker helps gather the sector to share learnings and inspire us through great storytelling and new ways of thinking during a plenary session for all delegates.

**Sponsor Features:** High profile visibility and introduction of keynote speaker to all Congress 2023 delegates, and VIP seating in plenary session.

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## PRESIDENT'S RECEPTION SPONSOR ----- \$15,000

The President's Reception is the most popular social event at Congress where delegates dress to impress for a more formal gathering.

**Sponsor Features:** Exclusive visibility as the sponsor of CHRA's President's Reception, a speaking opportunity during the event, logo placement in the Congress program, and signage in and around the event space.

## CLOSING CEREMONIES SPONSOR ----- \$15,000

The closing ceremonies is where we celebrate another successful Congress over food, drink, and entertainment. Delegates will also get a sneak peek at Congress 2024.

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

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## WI-FI SPONSOR ----- \$7,500

Over 700 delegates will type in your organization's name to gain access to Wi-Fi during Congress.

**Sponsor Feature:** Provide Wi-Fi access to all the participants at Congress through a custom password or login page.

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## DELEGATE BAG SPONSOR ----- \$5,000

All delegates will receive a keepsake bag for their Congress program and Tradeshow materials. The delegate bag will include memorable branded items from CHRA's top sponsors and other complimentary items.

**Sponsor Features:** Product inclusion in delegate bag, and exclusive logo presence on bag.

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## EARLY CAREER PROFESSIONALS SPONSOR ----- \$5,000

This program is dedicated to supporting the next generation of leaders in the sector. Your sponsorship helps CHRA provide travel bursaries and registration savings to students and emerging sector professionals.

**Sponsor Features:** Exclusive visibility across several unique early career professionals events including a networking pub night.

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## MEET & GREET SPONSOR ----- \$5,000

The Meet & Greet Reception is the kickoff to Congress and is CHRA's most highly attended event.

**Sponsor Features:** Exclusive visibility during the event.

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## WORKSHOP SPONSOR ----- \$5,000

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

**Sponsor Features:** Short speaking opportunity to delegates at the beginning of the workshop session, logo visibility in the Congress printed program and online and workshop room signage.

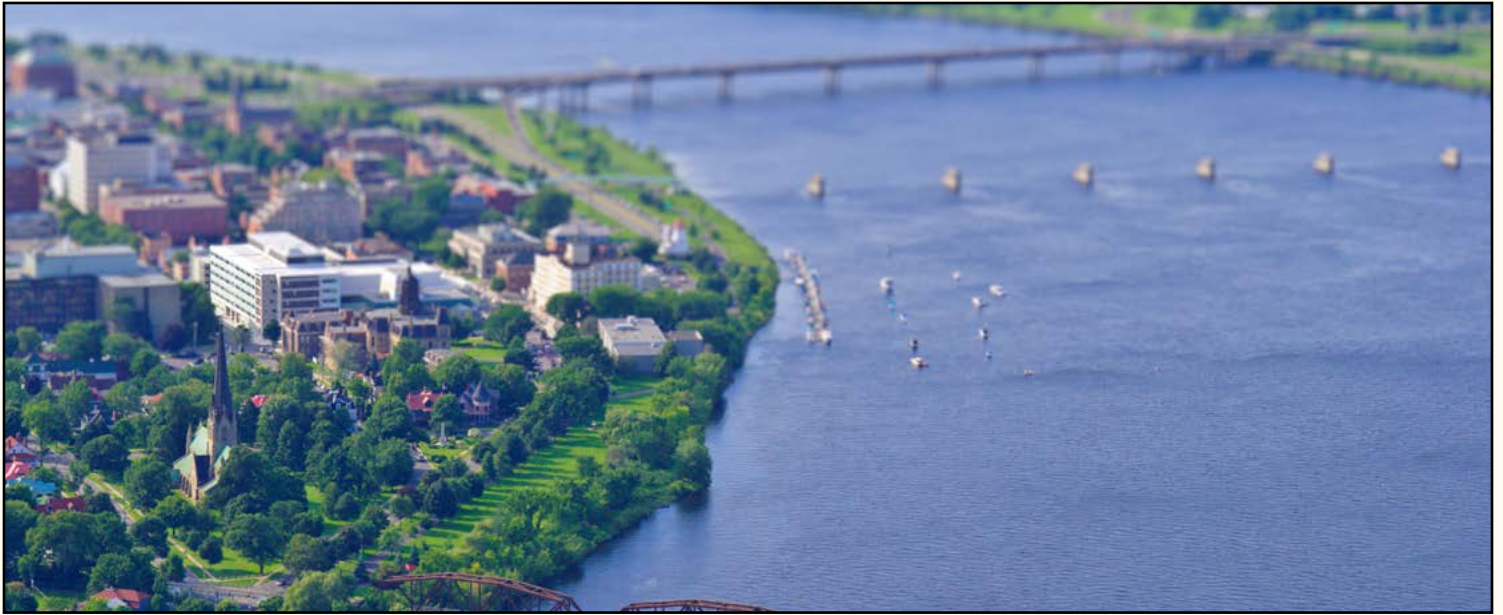
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## LANYARD SPONSOR ----- \$5,000

See your organization's logo on every delegate name badge.

**Sponsor Features:** Exclusive visibility on Congress lanyards.





**CHARGING STATION ----- \$5,000**

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

**MOBILE TOUR SPONSOR ----- \$3,000**

Our 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 and signage during Mobile Tours.

**CONGRESS SESSION SERIES SPONSOR ----- \$2,500**

Sponsor the development and publication of a Congress 2023 session workshop summary.

*Sponsor Features:* Recognition in the Congress 2023 online and printed program, CHRA Congress Session Series 2023 communications, and in the session summary product.

**LIVED EXPERIENCE ATTENDANCE SUPPORTER ----- \$2,500**

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

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

**BREAK SPONSOR \$3,000**

*Sponsor Features:* Two coffee/tea breaks are offered the morning and afternoon. Includes logo placement in the Congress printed program and online, and signage in the break area.

**QUIET ROOM SPONSORSHIP \$2,500**

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

**CONGRESS SUPPORTER SPONSOR \$1,000**

Contribute as a supporter to the learning, networking, and professional development taking place at the CHRA National Congress.

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# TRADESHOW

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Location matters when it comes to tradeshow. CHRA will provide you the best locations for maximum exposure. We had amazing results in Winnipeg at Congress 2023, and we anticipate this will sell-out fast.

## BOOTH RATES

CHRA Member: **\$750**

Non-Member: **\$1,000**

\*Deadline to be included in the 2024 Tradeshow: **March 2<sup>nd</sup>, 2024**

*Additional costs may include shipping, booth set-up, storage, handling, hard-wired internet connection, extra electrical & furniture, etc. Specifications subject to change based on venue and location of tradeshow.*

## EXHIBITOR BENEFITS

- **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, access to delegate meals**

**Note:** A Tradeshow form confirming all details will be sent for signature.

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**DID YOU KNOW?** As a Congress sponsor, you can get free a Tradeshow booth and up to 6 complimentary passes to Congress depending on your sponsorship package. That's worth \$1000!

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# INDIGENOUS CAUCUS DAY

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

As a Caucus Day sponsor, you will have immediate access to a sophisticated group over 200 large and medium-sized urban Indigenous housing providers from across Canada to help you learn about their needs and develop relationships.

SPONSOR LEVEL	Ad in Congress Print Program	Congress Passes	Featured Post in CHRA Pre-Congress FLASH	Exclusive Advertising Banner in two CHRA Flashes	Logo on Final Report	Tradeshow Booth	Congress Website and Virtual Swag Bag presence
\$20,000	Full Page	4 Full Passes	●	●	●	●	●
\$15,000	Full Page	3 Full Passes	●	●	●	●	●
\$10,000	Half Page	2 Full Passes		●	●		●
\$7,500	Half Page	1 Full Pass					●
\$6,500	Quarter Page	1 Full Pass					●
\$5,000	Quarter Page	1 Full Pass					●
\$3,000	Business Card						●
\$2,500							●

## GOLD LEVEL SPONSOR ----- \$20,000

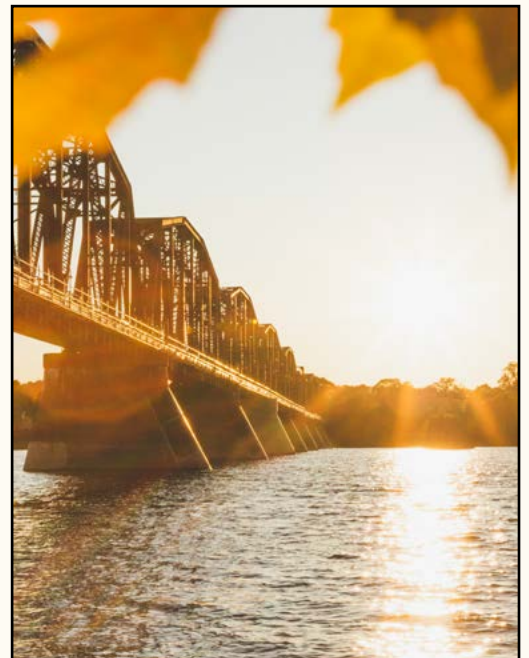
Get top-level visibility during Caucus Day! Your tremendous support will be recognized through the welcoming greetings and get recognized by the Chair during opening remarks and the keynote speaker introduction.

## SILVER LEVEL SPONSOR ----- \$15,000

As a major Caucus Day sponsor, you will get strong visibility during the event and have the chance to introduce the afternoon program.

## BRONZE LEVEL SPONSOR ----- \$10,000

Your generous support will be recognized with prominent visibility during the event. Get recognition in the introductory remarks on the lead panel for the day's events.





## CAUCUS LUNCH SPONSOR ---- \$7,500

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

## CAUCUS BREAK SPONSOR --- \$5,000

Two breaks will take place over the course of the day, where you will get 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.

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

### SPONSORSHIP QUESTIONS

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

# PRINTED ADVERTISING

Full page	\$750		8.5 x 11"
1/2 page (horizontal)	\$400		8.5 x 5.5"
1/2 page (vertical)	\$400		4.25 x 11"
1/3 page (horizontal)	\$275		8.5 x 3.67"
1/3 page (vertical)	\$275		2.8 x 11"
1/4 page (vertical only)	\$225		4.25 x 5.5"
Business Card (horizontal only)	\$150		4.25 x 2.75"

Advertising in the Congress print program offers an excellent opportunity to reach all Congress delegates. Our Congress program is handed out onsite to all our delegates and provides exposure to a national audience.

**\*NOTE:** Branded items may require leeway time for production; CHRA may request 6-8 weeks lead-time to order the items.



All Congress 2024 sponsors will have the opportunity to place an ad, flyer, that links to program or product information in an online virtual delegate bag that will be circulated to all delegates after Congress.

**AD SPECS:** sized at 600 x 500 pixels (.png or .jpeg).

**AD SPECS:** Provide your artwork in high resolution PDF format (CMYK). Please extend bleed ¼ on all sides and include crop marks. Electronic samples of Congress programs from previous years are available upon request.

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# WE LOOK FORWARD TO PARTNERING WITH YOU

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When it comes to sponsorship, the sky is the limit! We're eager to learn how we can customize a sponsorship package that suits your organization's needs.

For more info on sponsoring Congress or to request a sponsorship agreement, please contact Julie McNamara



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



Phone: 613-402-4069



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