



CHRA ACHRU

57th National Congress on
**HOUSING AND
HOMELESSNESS**

Saskatoon, Saskatchewan

April 29 - May 1, 2025

Sponsorship Prospectus

We believe that everyone deserves a safe, affordable, and appropriate place to call home

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 2025 CHRA NATIONAL CONGRESS ON HOUSING AND HOMELESSNESS will be held in Saskatoon, Saskatchewan 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.





Who Attends?

700+ Delegates

- Housing providers
- Non-profit organizations
- Municipalities
- Associations
- Provincial/territorial governments
- Businesses
- Federal government officials
- Early career professionals
- Indigenous housing leaders

Why partner with us at congress?



Show your commitment to building a stronger community housing sector



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



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



Gain exclusive exposure on digital and printed marketing materials



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



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

How does a CHRA Congress sponsorship work for you?

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

\$50,000

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.



CHRA Awards Sponsor

\$35,000

The CHRA Awards celebrate 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, speaking opportunity during the awards presentation, VIP seating at the event, and presentation of one award.



Keynote Sponsor

\$20,000

CHRA is lining up an exciting keynote speaker for Congress 2025. 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 2025 delegates, and VIP seating in plenary session.



President's Reception Sponsor **\$20,000**

The President's Reception gives Congress delegates the chance to catch up with their colleagues, make new friends, and celebrate our sector with food and drinks in a casual setting.

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 Party **\$18,500**

The closing party is where we celebrate another successful Congress over food, drink, and entertainment. Delegates will also get a sneak peek at Congress 2026.

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

Quiet Room Sponsor **\$10,000**

The Quiet Room is available to delegates throughout Congress as an inclusive space suitable for quiet contemplation and prayer.

Sponsor Features: Logo placement in program and signage.



Congress Kickoff Sponsor **\$10,000**

The Opening Party kicks off the social side of Congress and is CHRA's most highly attended event.

Sponsor Features: Exclusive visibility during the event.

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.

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.

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.



Mobile Tour Sponsor \$5,000

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.

Charging Station \$5,000

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

Break Sponsor \$3,000

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



Congress Session Series Sponsor **\$2,500**

Sponsor the development and publication of a Congress 2025 session workshop summary.

Sponsor Features: Recognition in the Congress 2025 online and printed program, CHRA Congress Session Series 2025 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.

Congress Supporter Sponsor **\$1,000**

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



Tradeshow

Location matters when it comes to tradeshow. CHRA will provide you the best locations for maximum exposure. We had amazing results in Fredericton at Congress 2024, and we anticipate this will sell-out fast.

Booth Rates

CHRA Member: **\$1250**
Non-Member: **\$2,500**

*Deadline to be included in the 2025 Tradeshow: **March 2nd, 2025**

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.

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 \$5000!**

Indigenous Innovation Forum

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

As an Innovation Forum sponsor, you will have immediate access to a sophisticated group over 300 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
\$25,000	Full Page	4 Full Passes	●	●	●	●	●
\$20,000	Full Page	3 Full Passes	●	●	●	●	●
\$15,000	Half Page	2 Full Passes		●	●		●
\$12,500	Half Page	1 Full Pass					●
\$11,500	Quarter Page	1 Full Pass					●
\$10,000	Quarter Page	1 Full Pass					●
\$8,000	Business Card						●
\$7,500							●

Gold Level Sponsor \$25,000

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

Silver Level Sponsor \$20,000

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

Bronze Level Sponsor \$15,000

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



Forum Lunch Sponsor

\$12,500

As the featured Indigenous Innovation Forum 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.



Forum Break Sponsor

\$10,000

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

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

Forum Supporter

VARIOUS

Contribute as a supporter to the learning, networking and professional development at the Indigenous Innovation Forum.

SPONSORSHIP QUESTIONS

julie@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"

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.

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.



The Virtual Delegate Bag

All Congress 2025 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).

We Look Forward to Partnering With You

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: julie@chra-achru.ca



Phone: 613-402-4069



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