



2022 Sponsorship Opportunities

National Housing Preservation Database



Your Sponsorship of the National Housing Preservation Database (NHPD) Helps Families Struggling with Housing Affordability

The Public and Affordable Housing Research Corporation (PAHRC) and the National Low Income Housing Coalition (NLIHC) are seeking sponsors for our National Housing Preservation Database (NHPD). By funding PAHRC's and NLIHC's ongoing research, your sponsorship helps support the preservation of affordable housing, which provides low-income families with a better chance of securing a safe, affordable home.

About The NHPD

The NHPD was created by PAHRC and NLIHC in 2011 to provide communities with the information they need to preserve their stock of public and affordable housing. The NHPD is available free to nonprofit organizations. There is no other free, de-duplicated, consistently updated inventory of federally subsidized properties available.

The NHPD is used by affordable housing advocates, planners, practitioners, and other stakeholders to develop strategies to preserve at-risk properties, provide recommendations on policy proposals related to affordable housing, and identify affordable housing options for low-income renters, including Housing Choice Voucher recipients. The NHPD has been featured in major research publications by organizations such as Harvard University, the Urban Institute, New York University, and the University of California Los Angeles. As described by Enterprise Community Partners in a policy memo, "[The NHPD] is an accurate and convenient data source for a broad range of federal subsidy programs, which can be supplemented by outreach to state and local agencies."

How We Use Your Support

Over \$1 million has been invested into the development and ongoing production of the NHPD since its inception. Your generous support will help PAHRC and NLIHC continue to update the database regularly, keep the database available to mission-driven nonprofit organizations at no cost, and provide training materials and user support. Sponsorship funds also help us add new features to the database and to create reports that enrich our knowledge about the affordable housing inventory across the U.S.

Demonstrated Impact of the NHPD

The NHPD has been used to:

- Enhance affordable housing research
- Advocate for the preservation and construction of affordable housing
- Provide legal aid to residents who receive rental assistance
- Inform policy proposals
- Develop strategies to preserve affordable housing
- Select properties for acquisition and development
- Understand local housing stocks
- Identify housing for low-income families

Our Sponsors – Our Partners

PAHRC and the NLIHC see our sponsors as partners. Our leadership team works with each sponsor to ensure that their needs are met; our hope is to build a long-term, collaborative relationship with you. We invite you to review our sponsorship packages to find one that is right for your organization.

Thank you for considering a sponsorship of the NHPD.

Warm regards,



Kelly McElwain, MPP
Senior Research Analyst
Public and Affordable Housing Research
Corporation



Andrew Aurand, PhD
Vice President of Research
National Low Income Housing Coalition

About PAHRC

PAHRC is a nonprofit research center dedicated to promoting the national conversation about the importance of affordable housing. Through independent, original research, PAHRC spotlights the impact, outcomes, and value affordable housing brings to the families it serves and to the communities it supports, delivering data and tools that help researchers, practitioners, and advocates build an evidence-based case for why affordable housing matters. For more information, visit www.PAHRC.org.

About NLIHC

Founded in 1974, NLIHC is dedicated to achieving racially and socially equitable public policy that ensures people with the lowest incomes have quality homes that are accessible and affordable in communities of their choice. NLIHC's goals are to preserve existing federally assisted homes and housing resources, expand the supply of low income housing, and establish housing stability as the primary purpose of federal low income housing policy. Among the many research resources NLIHC produces each year are its Out of Reach and Affordable Housing Gap reports.

Sponsorship Levels

Amount	Sponsorship Benefits	
<p>General Support General support covers the basic production and maintenance of the database, including quarterly updates, data quality processes, supplemental materials, and user support.</p>	<i>Small Business Sponsor</i>	
	\$1,500	<ul style="list-style-type: none"> • One-year access to the NHPD for two additional users after subscription purchase • Logo recognition and one-sentence organization tagline on the NHPD sponsor webpage
	<i>Bronze Level</i>	
	\$5,000	<ul style="list-style-type: none"> • One-year access to the NHPD for two additional users after subscription purchase • Logo recognition and one-sentence organization tagline on the NHPD sponsor webpage
	<i>Silver Level</i>	
	\$10,000	<ul style="list-style-type: none"> • One-year access to the NHPD for five users • Logo recognition and tagline on the NHPD sponsor webpage • Logo recognition on PAHRC's sponsor webpage • Recognition in NLIHC's annual report • Recognition in two social media posts
	<i>Gold Level</i>	
\$25,000	<ul style="list-style-type: none"> • One-year access to the NHPD for five users • Logo recognition and tagline on the NHPD sponsor webpage • Logo recognition on PAHRC's sponsor webpage • Recognition on NLIHC's donor webpage and in annual report • Recognition in four social media posts 	
<i>Platinum Level</i>		
\$50,000	<ul style="list-style-type: none"> • One-year access for unlimited users • Prominent logo placement on the NHPD website • Logo recognition and tagline on the NHPD sponsor webpage • Logo recognition on PAHRC's sponsor webpage • Recognition on NLIHC's donor webpage and in annual report • <i>NHPD Sponsorship Report</i> detailing the impact of your sponsorship • Special data abstracts • Sponsorship credit in data update emails sent to over 10,000 individuals • Recognition in eight social media posts • Recognition at NLIHC's annual Policy Forum 	

"We have made extensive use of the National Housing Preservation Database in a recently completed project, "The Long-Term Dynamics of Affordable Rental Housing," tracking the affordable rental stock through the American Housing Survey from 1985 to 2013. It has been very helpful."

Director of Center for Housing and Financial Markets, Hudson

"I represent low-income tenants, and we have been able to identify many units that are low-income housing, giving additional rights to the tenants, even when the tenants are unaware that they are participating in these programs."

Legal Aid User

Other Ways to Give

PAHRC and NLIHC can also develop a sponsorship package tailored for your organization to support special preservation projects. These special sponsorship opportunities include:

Webinars

PAHRC and NLIHC provide a variety of webinars to enable residents, advocates, government agencies, and developers to more effectively preserve federally assisted housing units. Webinar topics vary from guidance on using the NHPD, to reports produced using NHPD data, to key issues facing practitioners. Typically, two to four webinars are offered per year.

Preservation Profiles

PAHRC and NLIHC produce annual statewide preservation profiles that use the NHPD to highlight the number of publicly supported units at risk of loss and other affordable housing data for each state. These profiles are updated yearly and are available on the NHPD's website. They help advocates and practitioners use data to make the case for affordable housing in their communities

A Picture of Preservation Report

This biennial report, based on data in the NHPD, presents yearly trends in affordable housing loss and preservation. It provides an estimate of the federally assisted housing stock, changes in the stock, and discusses preservation efforts and needs.

Local Preservation Database Guide

This guide will provide local communities with instructions on how they can combine the NHPD with local data to build a local preservation database.

State Preservation Data Expansion

This data collection effort will expand the number of states for which state-level subsidies are included in the NHPD to help practitioners more effectively develop local preservation plans.

"[I have used the NHPD to] deepen [my] understanding of the scope of subsidized housing at the local level and compare it with other regions."

Project Manager, City of Durham

Sponsorship Form

General sponsorship funds will contribute to the continued development and improvement of the NHPD. Sponsors are responsible for producing and providing their own promotion materials. Sponsorship payments are due within one month of signing the sponsorship agreement.

Sponsor Information

Organization Name _____

Contact Name _____

Address _____

City _____ State _____ ZIP _____

Phone Number _____

Email _____

Sponsorship Level

	Small Business \$1,500	Bronze Level \$5,000	Silver Level \$10,000	Gold Level \$25,000	Platinum Level \$50,000
<i>General Support</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Special Preservation Project Sponsorships

- Webinars Preservation Profiles Preservation Data Guide
 Annual Report State Data Expansion Other: _____

Proposed Contribution: _____

Please make checks payable to Public and Affordable Housing Research Corporation and return to:

Attn: Kelly McElwain
Public and Affordable Housing Research Corporation
189 Commerce Court
Cheshire, CT 06410

For questions or further information contact:

[Kelly McElwain](#), Senior Research Analyst, PAHRC