



2020 Sponsorship Opportunities

National Housing Preservation Database



Your Sponsorship of PAHRC and NLIHC 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, data-driven 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. More than 7,000 people have accessed the database to obtain de-duplicated information on the federally assisted housing inventory across the U.S., including those at risk of loss. 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 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. It has also been used to develop strategies to preserve at-risk properties, provide recommendations on policy proposals related to affordable housing, and identify affordable housing options for Housing Choice Voucher recipients. 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

Nearly \$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 may also be used to 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 stock
- 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,



Keely Stater, PhD
Director, Research and Industry Intelligence
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 solely to achieving socially just public policy that ensures people with the lowest incomes in the United States have affordable and decent homes. NLIHC educates, organizes, and advocates to ensure decent, affordable housing within healthy neighborhoods. 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 • Recognition at NLIHC’s annual Policy Forum • 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 • <i>NHPD Sponsorship Report</i> detailing the impact of your sponsorship • Special data abstracts • Sponsorship credit in data update emails sent to 4,000+ users • 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

<p>Webinars</p> <p>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.</p>		Bronze Level
	\$5,000	<ul style="list-style-type: none"> • Logo recognition on the webinar slides • Acknowledgement at the beginning and end of the webinar • Sponsorship credit in any other webinar materials
		Silver Level
	\$10,000	<ul style="list-style-type: none"> • Logo recognition on the webinar slides • Acknowledgement at the beginning and end of the webinar • Sponsorship credit in any other webinar materials • Recognition in two social media posts • Sponsorship credit in all webinar emails sent to over 4,000 users • Logo recognition on NHPD sponsor page
		Gold Level
	\$25,000	<p>Webinar Series: (Two plus webinars on a specific topic)</p> <ul style="list-style-type: none"> • One-year access to NHPD for one user • Logo recognition on the webinar slides • Acknowledgement at the beginning and end of the webinar • Logo recognition on the NHPD sponsor webpage • Sponsorship credit in all webinar emails sent to over 4,000 users • Sponsorship credit in webinar materials • Recognition in four social media posts • Logo recognition on NHPD sponsor page • Logo recognition on PAHRC's sponsor webpage • Recognition on NLIHC's sponsor webpage • Recognition at NLIHC's annual Policy Forum
<p>Preservation Profiles</p> <p>PAHRC and NLIHC created statewide preservation profiles that use the NHPD to report a breakdown of publicly supported units by state and the number of publicly supported units at risk of loss. 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</p>		Bronze Level
	\$5,000	<ul style="list-style-type: none"> • Logo placement on the state housing profiles
		Silver Level
	\$10,000	<ul style="list-style-type: none"> • Logo placement on the state housing profiles • Recognition in two social media posts
		Gold Level
	\$25,000	<ul style="list-style-type: none"> • One-year access to NHPD for two users • Logo placement on splash page for housing profiles • Logo placement on the state housing profiles • Recognition in four social media posts • Sponsorship credit in webinar emails regarding the state profiles sent to over 4,000 users • Logo recognition on the NHPD sponsor webpage • Logo recognition on PAHRC's sponsor webpage • Recognition on NLIHC's sponsor webpage • Recognition at NLIHC's annual Policy Forum

<p>A Picture of Preservation Need Annual Report</p> <p>This annual report aggregates data and presents yearly trends found in the NHPD. It provides an estimate of the federally assisted housing stock, changes in the stock, and discusses preservation efforts and needs.</p>	Bronze Level	
	\$5,000	<ul style="list-style-type: none"> • Logo recognition on the report • Acknowledgement at any webinars featuring the report
	Silver Level	
	\$10,000	<ul style="list-style-type: none"> • Logo recognition on the report • Acknowledgement at any webinars featuring the report • Recognition in two social media posts • Sponsorship credit in all emails regarding the report sent to over 4,000 users • Logo recognition on NHPD sponsor page
Gold Level		
\$25,000	<ul style="list-style-type: none"> • One-year access to NHPD for one user • Logo recognition on the report • Acknowledgement at any webinar featuring the report • Logo recognition on the NHPD sponsor webpage • Sponsorship credit in all emails regarding the report sent to over 4,000 users • Recognition in four social media posts • Logo recognition on NHPD sponsor page • Logo recognition on PAHRC's sponsor webpage • Recognition on NLIHC's sponsor webpage • Recognition at NLIHC's annual Policy Forum 	
<p>User Forum</p> <p>The User Forum will allow PAHRC and NLIHC to further pursue the goals of the preservation database working group by creating a preservation data user community to discuss topics such as preservation data standards and technical issues and how to include basic state and local subsidy data in the NHPD to provide a more accurate national picture of all subsidized rental housing.</p>	Bronze Level	
	\$5,000	<ul style="list-style-type: none"> • Logo recognition on the user forum page
	Silver Level	
	\$10,000	<ul style="list-style-type: none"> • Logo recognition on the User Forum page • Sponsorship credit in forum materials • Recognition in two social media posts
Gold Level		
\$25,000	<ul style="list-style-type: none"> • One-year access to NHPD for one user • Logo recognition on the User Forum page • Sponsorship credit in all emails regarding the webinar sent to over 4,000 users • Sponsorship credit in forum materials • Recognition in four social media posts • Logo recognition on PAHRC's sponsor webpage • Recognition on NLIHC's sponsor webpage • Recognition at NLIHC's annual Policy Forum 	

"[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
General Support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Webinars		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Preservation Profiles		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Annual Report		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
User Forum		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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

Attn: Keely Stater

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For questions or further information contact:

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