



# **2020 PAHRC Sponsorship Opportunities**



## Help Us Change Lives

Thank you for considering a sponsorship of the Public and Affordable Housing Research Corporation (PAHRC). By supporting PAHRC, you help provide policy makers, practitioners, affordable housing developers, and advocates with the research and tools they need to make data-driven decisions about how to preserve affordable housing; support policies and decisions that help America's most vulnerable families climb the ladder of economic opportunity, and advocate for additional resources to address America's rental affordability crisis. By helping to place these critical tools in the hands of housing leaders, your support can improve the lives of thousands of people nationwide.

### 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 the communities it supports. PAHRC delivers data and tools that help researchers, practitioners, and advocates build an evidence-based case for why affordable housing matters.

### Our Sponsors – Our Partners

At PAHRC, we welcome our sponsors as true partners. The PAHRC leadership team works directly with sponsors to ensure that you have significant and meaningful contact with our constituents. Our goal is for you to be successful in promoting your company, brand, and products. By creating a win-win scenario, we hope to build a long-term relationship with your company. Please review the sponsorship levels to find one that is right for your organization.

On behalf of the PAHRC board and leadership team, we thank you for considering a partnership with our organization.

Warm regards,



Keely Stater, PhD

Director of Research and Industry Intelligence

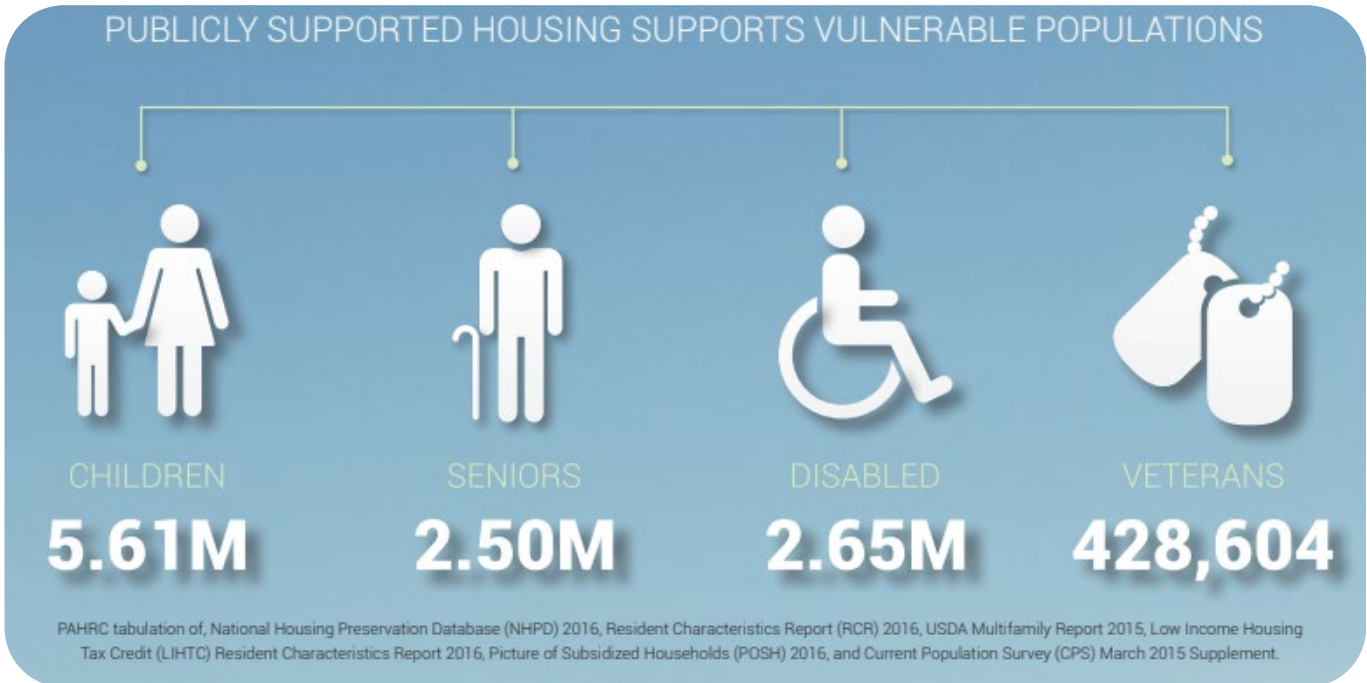
## Sponsorship Levels

	Amount	Sponsorship Benefits
<b>Housing Impact Report</b> Support the production of the latest research on housing programs, including infographics, statistics, and compelling stories to help advocate for low-income families.	<b>Bronze Level</b>	
	\$5,000	<ul style="list-style-type: none"> <li>• Logo and recognition on the sponsor page (inside back cover) of the <i>Housing Impact Report</i></li> <li>• Logo and recognition on report splash page</li> </ul>
	<b>Silver Level</b>	
	\$10,000	<ul style="list-style-type: none"> <li>• Logo and recognition on the sponsor page (inside back cover) of the <i>Housing Impact Report</i></li> <li>• Logo and recognition on report splash page</li> <li>• Sponsorship credit in 1 social media post</li> <li>• Sponsorship credit in report launch email</li> </ul>
	<b>Gold Level</b>	
	\$25,000	<ul style="list-style-type: none"> <li>• Logo and recognition on the front page of the <i>Housing Impact Report</i> and corresponding webpage</li> <li>• Quarter-page of space on report inside back cover</li> <li>• Sponsorship credit in all emails and social media related to the report's release</li> <li>• Short description of your organization on PAHRC's sponsor webpage</li> </ul>
<b>Research Spotlights</b> Support in-depth research projects that examine critical questions about the impact that affordable housing can have on residents and communities.	<b>Bronze Level</b>	
	\$5,000	<ul style="list-style-type: none"> <li>• Logo and recognition on the sponsor page (inside back cover) of the <i>Research Spotlight</i></li> <li>• Logo and recognition on report splash page</li> </ul>
	<b>Silver Level</b>	
	\$10,000	<ul style="list-style-type: none"> <li>• Logo and recognition on the sponsor page (inside back cover) of the <i>Research Spotlight</i></li> <li>• Logo and recognition on report splash page</li> <li>• Sponsorship credit in 1 social media post</li> <li>• Sponsorship credit in report launch email</li> </ul>
	<b>Gold Level</b>	
	\$25,000	<ul style="list-style-type: none"> <li>• Logo and recognition on the front page of the <i>Research Spotlight</i> and corresponding webpage</li> <li>• Quarter-page of space on report inside back cover</li> <li>• Sponsorship credit in all emails and social media related to the report's release</li> <li>• Short description of your organization on PAHRC's sponsor webpage</li> </ul>
<b>Webinars</b> Support research report launch webinars and other informative webinars produced by PAHRC and its partners.	<b>Bronze Level</b>	
	\$5,000	<ul style="list-style-type: none"> <li>• Logo and recognition on webinar splash page</li> <li>• Sponsorship credit on webinar intro slide</li> </ul>
	<b>Silver Level</b>	
\$10,000	<ul style="list-style-type: none"> <li>• Logo and recognition on webinar splash page</li> <li>• Sponsorship credit on webinar intro slide</li> <li>• Sponsorship credit in 2 webinar-related social media posts</li> <li>• Recognition by webinar speaker during webinar</li> </ul>	

	<b>Gold Level</b>	
	\$25,000	<ul style="list-style-type: none"> <li>• Logo and recognition on webinar splash page and registration page</li> <li>• Sponsorship credit on webinar intro slide</li> <li>• Recognition by webinar speaker during webinar</li> <li>• Sponsorship credit in all emails and social media related to the webinar</li> </ul>

## Other Ways to Give

<b>General Support</b> Support our research, maps, and data tools, which showcase the role affordable housing plays in improving outcomes for residents and communities.	<b>Friend of PAHRC</b>	
	\$2,500	Logo on PAHRC's sponsors webpage
	<b>Bronze Level</b>	
	\$5,000	Logo on PAHRC's sponsors webpage Recognition in 1 social media post
	<b>Silver Level</b>	
	\$10,000	Name and logo on PAHRC's sponsors webpage Recognition in 2 social media post Recognition in annual campaign follow-up email to 3,500 housing providers, researchers and advocates.
<b>Gold Level</b>		
\$25,000	Name and logo on PAHRC's sponsors webpage Brief description of organization and services, link to website. Recognition in 4 social media posts Recognition in annual campaign follow-up email to 3,500 housing providers, researchers and advocates.	



# Sponsorship/Donor Information Form

## Donor Information

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

## Sponsorship Interest

\_\_\_\_\_ Housing Impact Report

\_\_\_\_\_ Webinar

\_\_\_\_\_ Research Spotlight

*Sponsors are responsible for producing and providing their own promotional materials. Payments are due within seven days of signing the Sponsorship Agreement.*

## General Support Level

\_\_\_\_\_ Friend of PAHRC - \$2,500

\_\_\_\_\_ Silver Level Donor - \$10,000

\_\_\_\_\_ Bronze Level Donor - \$5,000

\_\_\_\_\_ Gold Level Donor - \$25,000

*PAHRC is a 501c3 organization. Sponsorships and general donations are tax deductible.*

**Please make checks payable to Public and Affordable Housing Research Corporation and send them to:**

Attn: Keely Stater  
Public and Affordable Housing Research Corporation  
189 Commerce Court  
Cheshire, CT 06410

### Questions?

Contact Keely Stater, Director, Research and Industry Intelligence at [kstater@PAHRC.org](mailto:kstater@PAHRC.org)

