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

<table>
<thead>
<tr>
<th>Area</th>
<th>Amount</th>
<th>Sponsorship Benefits</th>
</tr>
</thead>
</table>
| **Housing Impact Report** | **Bronze Level** | - Logo and recognition on the sponsor page (inside back cover) of the *Housing Impact Report*  
- Logo and recognition on report splash page                                                                 |
|                       | $5,000   |                                                                                                                                                                                                                       |
|                       | **Silver Level** | - Logo and recognition on the sponsor page (inside back cover) of the *Housing Impact Report*  
- Logo and recognition on report splash page  
- Sponsorship credit in 1 social media post  
- Sponsorship credit in report launch email                                                                 |
|                       | $10,000  |                                                                                                                                                                                                                      |
|                       | **Gold Level** | - Logo and recognition on the front page of the *Housing Impact Report* and corresponding webpage  
- Quarter-page of space on report inside back cover  
- Sponsorship credit in all emails and social media related to the report’s release  
- Short description of your organization on PAHRC’s sponsor webpage                                                                 |
|                       | $25,000  |                                                                                                                                                                                                                      |
| **Research Spotlights** | **Bronze Level** | - Logo and recognition on the sponsor page (inside back cover) of the *Research Spotlight*  
- Logo and recognition on report splash page                                                                 |
|                       | $5,000   |                                                                                                                                                                                                                       |
|                       | **Silver Level** | - Logo and recognition on the sponsor page (inside back cover) of the *Research Spotlight*  
- Logo and recognition on report splash page  
- Sponsorship credit in 1 social media post  
- Sponsorship credit in report launch email                                                                 |
|                       | $10,000  |                                                                                                                                                                                                                      |
|                       | **Gold Level** | - Logo and recognition on the front page of the *Research Spotlight* and corresponding webpage  
- Quarter-page of space on report inside back cover  
- Sponsorship credit in all emails and social media related to the report’s release  
- Short description of your organization on PAHRC’s sponsor webpage                                                                 |
|                       | $25,000  |                                                                                                                                                                                                                      |
| **Webinars** | **Bronze Level** | - Logo and recognition on webinar splash page  
- Sponsorship credit on webinar intro slide                                                                 |
|                       | $5,000   |                                                                                                                                                                                                                       |
|                       | **Silver Level** | - Logo and recognition on webinar splash page  
- Sponsorship credit on webinar intro slide  
- Sponsorship credit in 2 webinar-related social media posts  
- Recognition by webinar speaker during webinar                                                                 |
|                       | $10,000  |                                                                                                                                                                                                                      |
### Other Ways to Give

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

Donor Information

Organization Name____________________________________________________________
Contact Name________________________________________________________________
Address_____________________________________________________________________
City___________________________________ State________________ ZIP______________
Phone Number_______________________________________________________________
Email_______________________________________________________________________

Sponsorship Interest

___________ Housing Impact Report
___________ Research Spotlight
___________ Webinar

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