



HOUSING
CALIFORNIA

ANNUAL CONFERENCE
MARCH 5-7, 2025
SACRAMENTO, CA

2025 SPONSORSHIP OPPORTUNITIES



Join Housing California as a sponsor to participate in California's premier affordable housing and homelessness conference. More than 2,500 affordable housing, homelessness, and cross-sector thought leaders, practitioners, and advocates will convene March 5-7, 2025, at the SAFE Credit Union Convention Center in Sacramento to learn from each other, build strategic alliances, strengthen leadership capacity and infrastructure, and move collectively toward new and innovative ways of thinking, doing business, and maximizing results.

THE CONFERENCE WILL FEATURE:

- Thought-provoking plenaries, interactive roundtable discussions, workshops, community tours, and deep-dive learning labs
- Engaging networking activities, arts & culture activations, and other special events
- **New this year!** Housing California is excited to introduce the Housing Justice Awards Ceremony at the 2025 Annual Conference, celebrating and honoring individuals who embody the core values and principles underpinning Housing California's vision.

Your sponsorship provides access to the best stage to increase your visibility with people and organizations who are collectively working to lay the groundwork for long-term structural reforms and evidence-based housing and homelessness solutions while shaping a new housing narrative and building power for sustainable, equitable impact in our communities.



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ATTENDEES INCLUDE:

Advocates
Affordable Housing Residents
Architects
Attorneys
Builders

Cross-Sector Partners (Health, Environment, Education, Labor, Criminal Justice Reform, etc.)
Developers

Financial Institutions
Government
Insurance Companies
Legal Services
Legislators & Staff
Lenders

Philanthropists
Property Managers
Service Providers
Suppliers

And anyone who cares about creating a California with homes, health, and prosperity for all in thriving, sustainable communities

ABOUT HOUSING CALIFORNIA

Housing California brings together a diverse, cross-sector network to change the lives of individuals who have been marginalized by systemic barriers to opportunity. We work with non-profit affordable housing providers, housing and homeless service providers and advocates, racial equity leaders and organizers, individuals and families that are directly impacted by California’s affordable housing crisis, and other allied partners. Together, we champion state level structural change solutions that:

- Solve homelessness
- Increase the supply of safe, stable, affordable homes
- Protect renters
- Reverse the legacy of racial and economic inequities

Housing California works to shape a new narrative on homelessness and housing affordability; build and shift power by cultivating, connecting, and leading statewide, cross-sector coalitions and grassroots networks, including the Residents United Network, that center people with lived expertise of housing instability, to advance shared priorities and change the balance of power; and drive transformative, equitable policy change. Your sponsorship also supports Housing California’s broader work.

[CLICK HERE TO PLEDGE TODAY!](#)

Thank you for your partnership and support of Housing California’s 2025 Conference!





2025 SPONSORSHIP OPPORTUNITIES

Sponsorship Level and Benefits	Title 3 available	Platinum	Gold	Silver	Bronze	Sustainer	Supporter
	\$45,000	\$30,000	\$22,000	\$15,000	\$7,500	\$3,500	\$1,500
Opportunity to provide opening remarks during plenary, including acknowledgement of organization as plenary sponsor and 60-second sponsor-provided video introduction							
Podium signage with sponsor logo during plenary. Additional sponsor-provided stand-up banners can be displayed on the stage during plenary session							
Opportunity to distribute organization handouts or swag items on attendee tables during plenary session							
Attendee bag insert (sponsor-provided)							
Banner ad on the conference mobile app							
Promotion on Housing California social media as event sponsor							
Acknowledgement in conference-related newsletters leading up to, or shortly following, event	ALL	3	2	1			
Placement of logo (with click-through link) on the event website for one year and on introductory plenary slides							
One-year organizational membership to Housing California, including recognition on Housing California's website							
Exhibitor table (limited availability)	2 premium spaces						
Complimentary event registrations	12 plus 25% off Awards Ceremony tickets	10	8	6	4	2	1
Organization name listed in mobile app and on conference website							



SPECIALTY SPONSORSHIPS

Sponsorship Level and Benefits	Housing California Housing Justice Awards Ceremony*	Welcome Reception	Housers After Dark*	Networking Lounge*	Lanyard	Mobile App	Wi-Fi	Printed Schedule at a Glance
Number Available	1	1	1	1	1	1	1	1
	\$45,000	\$20,000	\$20,000	\$15,000	\$12,000	\$10,000	\$10,000	\$7,500
Opportunity to provide opening remarks during Awards Ceremony, including acknowledgement of organization as exclusive Awards sponsor. Opportunity for brief remarks during conference plenary session	SOLD OUT		SOLD OUT		SOLD OUT		SOLD OUT	SOLD OUT
Attendee bag insert (sponsor-provided)								
Banner ad on the conference mobile app								
Promotion on Housing California social media as event sponsor								
Acknowledgement in conference-related newsletters leading up to, or shortly following, event	ALL	2	2	1	1	1	1	
Placement of logo (with click-through link) on the event website for one year and on introductory plenary slides								
One-year organizational membership to Housing California, including recognition on Housing California website								
Placement of logo and organizational recognition in appropriate location	Agenda, table at awards ceremony, awards signage, mobile app	Agenda, table at reception, reception signage, drink tickets, mobile app	Agenda, Housers After Dark signage, table at event, mobile app	Agenda, lounge signage, mobile app	Lanyard	Mobile app signage, mobile app	Wi-Fi signage, Wi-Fi name and password	Organization logo and ad on the printed pocket guide schedule
Exhibit Table	2 premium spaces at the conference							
Complimentary event registrations	12 conference passes plus 10 awards ceremony tickets	8	8	6	6	5	5	4
Organization name listed in mobile app and conference website								








* **Housing California Housing Justice Awards Ceremony:** Off-site event on Wednesday, March 5 at 5:30pm.

* **Networking Lounge:** Accessible to participants on March 6 and 7.

* **Housers After Dark:** Off-site event open to attendees beginning at 9pm on Thursday, March 7.



SPECIALTY SPONSORSHIPS

Sponsorship Level and Benefits	Charging Stations	Afternoon Coffee Break	Scholarship Fund*	Self-care	Accessibility & Inclusion*	Arts & Culture Activations*	Workshop Track
Number Available	1	1	Multiple	1	3	Multiple	7
	\$6,000	\$6,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Placement of logo and organization recognition in appropriate location	SOLD OUT Two charging towers signage	Agenda, afternoon coffee break signage	Plenary slide, scholarship webpage	Special activities webpage, agenda	Plenary slides	Special activities webpage, agenda	Workshop signage, agenda, mobile app
Complimentary event registrations	3	3	3	3	3	3	3
Organization name listed in mobile app and conference website							

For other customized sponsorship opportunities, please contact Laurie Navas
lnavas@housingca.org
916.254.0871

* **Scholarship Fund:** Provide residents living in affordable housing, individuals experiencing housing instability and emerging leads, the opportunity to attend the conference. Scholarships cover registration, and for some, lodging and transportation.

* **Accessibility & Inclusion:** Provide closed captioning, American Sign Language, and/or Spanish interpretation throughout the event.

* **Arts & Culture Activations:** Includes conference commemorative poster and other art activations.