



The Voice of Community Development

The Original Voice of Community Development

A LEGACY OF IMPACT, A FUTURE OF POSSIBILITIES

YEARS
OF

SHELTERFORCE

SHELTERFORCE
50th Anniversary Celebration
Sponsorship Package

APRIL 2025

Shelterforce is celebrating 50 years of dedication to housing, community development, and social justice. This milestone anniversary presents a unique opportunity for sponsors to align with our mission and engage with a passionate audience committed to making a difference.



SPONSORSHIP LEVELS

Legacy Sponsor

\$50,000

Exclusive Presenting Sponsor. Your brand will be featured as the presenting sponsor throughout the 50th Anniversary Celebration, including all associated events and materials.

- **Speaking opportunity:** A representative from your organization will have the opportunity to deliver remarks during the event's opening session.
- Feature on your organization alongside content highlighting your commitment to affordable housing and community development.

Connect with Attendees: Pre- and post-event email to attendees.

Access: 10 tickets to the VIP reception and event, with reserved seating

+ Recognition: Prominent logo placement on all promotional materials, event signage, and the Shelterforce website.

- You will be recognized and thanked (for being the Presenting Sponsor) from the stage during the opening ceremony of the conference.

Recognition in Campaigns: Recognition as a key supporter in the "Shelterforce Evolves" quarterly campaign and in all associated promotional activities.

+ Social Media: Dedicated social media spotlight post announcing sponsorship and on-going mentions on Shelterforce's social media channels.

Impact: Sponsor two year-long fellows, expanding our editorial capacity with the equivalent of a full-time staff writer dedicated to driving in-depth reporting.

Visionary Sponsor

\$25,000

Sponsorship: Sponsor an exclusive and key event segment with your brand prominently featured. Connect with Attendees with a pre-event email to attendees.

- **Plenary or Panel Discussion:** At the start of the session, you can have your marketing materials placed on every table/chair for everyone. Special highlight with your brand during session and at the workshop room with your name and logo.
- **VIP Reception:** Logo recognition at VIP reception on event night and exclusive opportunity to provide gift to VIP guests.

Valet: Opportunity for first impression with logo recognition at valet check-in.

+ **Access:** 5 VIP tickets to the celebration event.

+ **Recognition:** Logo featured on event materials, the Shelterforce website and digital newsletters and exclusive sponsored area.

+ **Social Media:** 3 mentions with a dedicated spotlight on Shelterforce's social media channels.

Impact: Provide the resources to successfully launch an Under the Lens series.



Impact Sponsor

\$10,000

Sponsorship: Your brand will be featured as an Impact Sponsor of the event, with logo placement on select event materials.

+ **Access:** 3 tickets to the celebration event.

Recognition: Acknowledgment in event programs and on the Shelterforce website. Designated ad space on Shelterforce spotlight story.

+ **Social Media:** 2 designated mentions on Shelterforce's social media channels.

Impact: Fuel the production of 10 high-impact videos, enhancing the diversity and reach of our content across platforms to engage broader audiences.

Additional Opportunities:

Sponsors at all levels will have the option to customize their benefits packages to align with their organizational goals and objectives. We are also open to discussing in-kind contributions or other creative partnership ideas that can enhance the impact of our 50th Anniversary Celebration.

Community Sponsor

\$5,000

Sponsorship: Your brand will be featured as a Community Sponsor of the event, with name on select event materials.

+ **Access:** 2 tickets to the celebration event.

Recognition: Acknowledgment in event programs and on the Shelterforce website.

+ **Social Media:** Mention on Shelterforce's social media channels.

Impact: Sponsor the on-the-ground reporting of our investigative journalist, covering travel expenses to bring powerful, firsthand stories to life.

Sponsorship Agreement



Name/Organization as it should appear in print:

Contact Name:

Address:

City:

State:

Zip:

Phone:

Email:

Sponsorship Levels

- ☐ Legacy Presenting Sponsor (\$50,000)
- ☐ Visionary Sponsor, all options are exclusive (\$25,000)
- ☐ Impact Sponsor (\$10,000)
- ☐ Community Sponsor (\$5,000)

Payment Information

- ☐ Please send me an invoice for billing
- ☐ Charge my credit card (amount listed above)
- ☐ Enclosed is a check made payable to Shelterforce

Credit Card Number:

Exp. Date:

Security Code (CVV):

Signature:

My signature indicates authorization to make this commitment.

The purpose of this sponsorship is to benefit Shelterforce and advance its not-for-profit mission of using the power of journalism to inspire, inform, and hold accountable all those working toward more just, equitable, and thriving communities. Sponsor grants permission to Shelterforce to display Sponsor's name for the purpose of promoting the 50th Celebration Event and partnership with Sponsor. Shelterforce is a 501(c)3, EIN: 22-2432179

Please email completed agreement to Schlonn Hawkins at schlonn@shelterforce.org or Megan Bent at megan@shelterforce.org.

All payments are due by April 14, 2025.