



SPONSORSHIP OPPORTUNITIES

TRAILBLAZER: AWARDS PROGRAM LEAD SPONSOR

\$50,000 (Limited to one)

- Two tables of ten (10) for Awards Program with premier seating
- Special remarks at Luncheon by company representative
- Special recognition from event podium
- Special company signage at event
- Two-page full color advertising spread in Program Tribute Book

FORERUNNER: VIDEO AWARD SPONSOR

\$30,000 (Limited to one)

- One table of ten (10) for Awards Program with premier seating
- Special recognition from event podium
- One-page full color Program Tribute Book ad w/priority placement
- Company recognition in each honoree video

VANGUARD: PROGRAM TRIBUTE BOOK SPONSOR

\$25,000 (Limited to one)

- One table of ten (10) for Awards Program with premier seating
- Special recognition from event podium
- One-page full color Program Tribute Book ad w/priority placement
- Premier placement of company logo on cover of Program Tribute Book

COMMUNICATOR: KEYNOTE ADDRESS SPONSOR

\$25,000 (Limited to one)

- Provide for keynote speaker discussing issues that impact affordable housing preservation and development
- One table of ten (10) for Awards Program with premier seating
- One-page full color Program Tribute Book ad w/priority placement
- Premier placement of company logo on AV presentation slide announcing keynote speaker

ADDITIONAL BENEFITS:

- All sponsorships listed above include placement of company logo in Program Tribute Book, event AV presentation and on NYHC website for 2016.
- For sponsorships of \$10,000 and more, company recognition is also provide on table tent signs.

INNOVATOR: COMMUNITY IMPACT COMPETITION SPONSOR

\$20,000 (Limited to four)

- Provide for a Competition and Gallery, managed by NYHC Young Leadership Council, displaying projects benefiting communities
- One table of ten (10) for Awards Program with premier seating
- One-page full color Program Tribute Book ad w/priority placement
- Placement of company logo on Gallery signage

PATHFINDER: SYMPOSIUM SPONSOR

\$15,000 (Limited to eight)

- One table of ten (10) for Awards Program with priority seating
- Table space for promotional materials in Symposium rooms
- One-page ad in Program Tribute Book (black-and-white)
- Placement of company logo on Symposium signage

CONNECTOR: PRE-LUNCHEON COCKTAIL SPONSOR

\$10,000 (Limited to ten)

- One table of ten (10) for Awards Program with priority seating
- One-page ad in Program Tribute Book (black-and-white)
- Placement of company logo on Cocktail Room signage

YOUNG LEADERSHIP PROGRAM BENEFACTOR

\$10,000 (Limited to ten)

- One table of ten (10) for Awards Program with priority seating
- One-page ad in Program Tribute Book (black-and-white)
- Placement of company logo on signage for Biannual YLC Networking Events

PIONEER: BREAKFAST SPONSOR

\$7,500 (Limited to ten)

- One table of ten (10) for Awards Program with priority seating
- Half-page ad in Program Tribute Book (black-and-white)
- Placement of company logo on signage for breakfast areas

LEADER EARLY BIRD SPECIAL— \$5,000

OFFER ENDS OCT 14TH

- Purchase a table and a half-page Program Tribute Book Ad (a \$250 savings)

LEADER TABLE SPONSOR — \$4,500

- One table of ten (10) for Awards Program;
- Company name in Program Tribute Book;
- Company listed on NYHC website for 2016

PROGRAM TRIBUTE BOOK AD:

- **\$1,250** for Full-page black-and-white ad
- **\$750** for Half-page black-and-white ad
- **\$400** for Quarter-page black-and-white ad

FOR INQUIRIES, PLEASE CONTACT
 INFO@THENYHC.ORG OR (646) 923-8548.

NEW YORK
 HOUSING CONFERENCE

NATIONAL
 HOUSING
 CONFERENCE



SPONSORSHIP COMMITMENT FORM

Check one:

- | | | |
|---|---|--|
| <input type="checkbox"/> TRAILBLAZER: \$50,000 | <input type="checkbox"/> CONNECTOR: \$10,000 | <input type="checkbox"/> FULL-PAGE BLACK & WHITE AD: \$1,250 |
| <input type="checkbox"/> FORERUNNER: \$30,000 | <input type="checkbox"/> YOUNG LEADERSHIP PROGRAM | <input type="checkbox"/> 1/2 PAGE BLACK & WHITE AD: \$750 |
| <input type="checkbox"/> VANGUARD: \$25,000 | <input type="checkbox"/> BENEFACTOR: \$10,000 | <input type="checkbox"/> 1/4 PAGE BLACK & WHITE AD: \$400 |
| <input type="checkbox"/> COMMUNICATOR: \$25,000 | <input type="checkbox"/> PIONEER BREAKFAST SPONSOR: \$7,500 | <input type="checkbox"/> INDIVIDUAL TICKET: \$450 |
| <input type="checkbox"/> INNOVATOR: \$20,000 | <input type="checkbox"/> LEADER EARLY BIRD SPECIAL: \$5,000 | Number: x \$450= |
| <input type="checkbox"/> PATHFINDER: \$15,000 | <input type="checkbox"/> LEADER TABLE SPONSOR: \$4,500 | |

Company Name:
 (as it should appear in event marketing materials)

Name: Title:

Company Contact — to coordinate all sponsorship benefits and attendee names (if different from person listed above):

Name: Title:

Telephone: Email:

Company Address: Suite/Floor:

City: State: Zip:

INSTRUCTIONS

- Please scan and email this form to info@theNYHC.org or fax it to 212.757.0571.
- Preferred method of payment is by check:
 - Payable to: **New York Housing Conference Inc.**
 - Mail to: **New York Housing Conference, 247 West 37th Street, 4th Floor, New York, NY 10018**
 - Memo: **NYHC/NHC 2016 ANNUAL AWARDS**
- For alternative payment methods, please contact 646.923.8548 or info@thenyh.org.

PLEASE NOTE

New York Housing Conference (NYHC) is a charitable nonprofit organization exempt from taxes under Section 501(c)(3). NYHC does not make expenditures or engage in any activity to support or otherwise benefit any candidate for state or local public office or a state or local official who is running for federal office. This sponsorship donation will not be used to pay for any expenses or events that violate applicable gift and entertainment rules for public officials. This sponsorship donation would be solely for general use and not earmarked for any one particular person. The part of the contribution that would be deductible for federal income tax purposes is limited to the excess of any money contributed above the value of the goods or services provided by the NYHC. The good faith estimate of the value of the goods or services for this luncheon is \$110.00 per ticket.

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 INFO@THENYHC.ORG OR (646) 923-8548.**



2016

43RD ANNUAL AWARDS

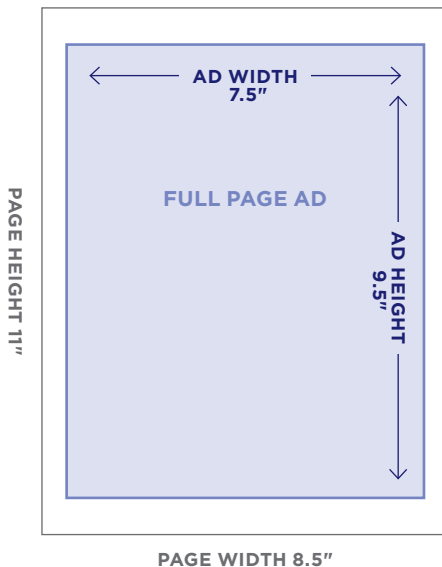
NYHC & NHC

KEYS to OPPORTUNITY

JOURNAL DIMENSIONS

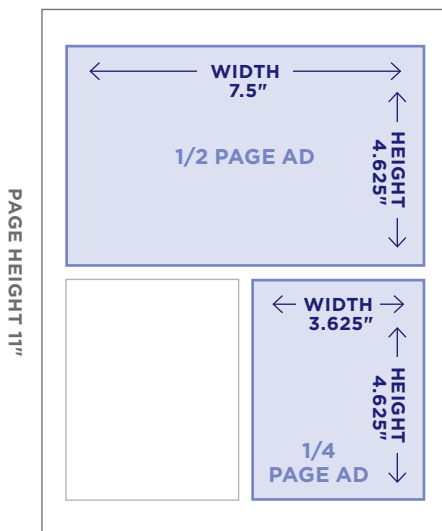
Please follow the ad specifications below
(labeled in blue)

FULL PAGE AD



PAGE WIDTH 8.5"

1/2 PAGE & 1/4 PAGE ADS



PAGE WIDTH 8.5"

TRIBUTE JOURNAL AD SPECIFICATIONS

December 7, 2016 | Sheraton Times Square

LUNCHEON AWARDEES:

CLARA FOX AWARD FOR OUTSTANDING ACHIEVEMENT:

Charles Laven, President, Forsyth Street

NONPROFIT OF THE YEAR:

Community Development Corporation of Long Island

DEVELOPER OF THE YEAR:

Nick Lembo, Monadnock Construction and Monadnock Development

PUBLIC SERVICE AWARD:

Shola Olatoye, Chair and Chief Executive Officer, New York City Housing Authority

AD SIZES:

FULL PAGE: 7.5" (w) x 9.5" (h)

1/2 PAGE: 7.5" (w) x 4.625" (h)

1/4 PAGE: 3.625" (w) x 4.625" (h)

SPECIFICATIONS FOR ELECTRONIC FILES:

- Congratulatory tributes must be in 4-COLOR (CMYK) or GRAYSCALE (B&W) format, depending on the level of sponsorship
- Files should be submitted in FINAL FORM as a high resolution 300-dpi PDF
- DO NOT USE BLEEDS—build file to live area (see dimensions to left in blue)
- Set document page size to match the ad trim (do NOT build ad on default paper size of 8.5" x 11")
- Embed all fonts and images
- Convert fonts to outlines when possible and flatten Photoshop files
- Images and logos from websites are NOT usable for print ads; artwork must be high resolution
- Files should be sent via e-mail to laura@intendcreative.com and info@thenyhcn.org

Questions about specifications should be directed to Laura Wertkin, Intend Creative at (914) 315-1828 or laura@intendcreative.com

If you have any other questions, please contact the New York Housing Conference at (646) 923-8548 or info@thenyhcn.org

PLEASE SEND ARTWORK BY TUESDAY, NOVEMBER 8, 2016

To: laura@intendcreative.com

Cc: info@thenyhcn.org