

# CHAM

## ANNUAL ASSET MANAGEMENT CONFERENCE

**Join the largest  
national convening of  
Asset Management  
Professionals!**

**June 26–28, 2023  
Minneapolis, MN**

**Sponsorship  
Packages and Opportunities**

## Advancing Mission and Performance in Affordable Housing



Together we are working tirelessly to preserve our nation's affordable housing through creative reimagining of the industry, elevating the needs of our residents and communities, and embracing new and bold asset management practices. We invite you to join us at this year's National Asset Management Conference to tackle the hard pressed issues facing our people, portfolios and properties.





# CHAM's Focus: Sustainability, Resilience and Equity in Affordable Housing

Ensure that  
multifamily  
affordable housing  
achieves the double  
bottom line

Preserve our  
country's precious  
affordable housing  
resources through  
good asset  
management

Strengthen  
nonprofit owners  
through stronger  
portfolios and  
professional staff



# Conference At a Glance

CHAM's Annual Conference is an exciting and immersive foray into the world of asset management.

The conference offers:

- Property tours of Minneapolis
- Plenty of social networking opportunities over the welcome reception, dinners, after parties, and meals.
- More than 10 sessions on asset management hot topics led by national experts
- Workshops and training
- Exhibitors and latest technology showcases







**Your sponsorship will  
build the capacity of our  
nation's asset managers**

**The 2022 conference had a  
major impact on participants!  
Over 80% said they...**

**“**

- Brought ideas and practices back to their teams to implement
- Made strong connections with peers.
- Named specific actions they will take influenced by trainings and conference sessions
- Gained practical information about products, technology, best practices and tools that they will use in their work

**”**



# Who Will Be At The CHAM Conference?

**Over an action-packed conference, you'll meet the very best industry leaders, and reach affordable housing professionals from every sector and across the country driven to build something new, done faster and creatively.**

**Asset Managers,  
Directors &  
Executives**

**Lenders,  
Investors,  
Syndicators,  
Government,  
PHA's & HFA's**

**Professional  
Service  
Companies &  
Intermediaries**

**Owners of  
Nonprofits &  
For-Profits**



# At the CHAM Conference You Will..

01

Have in-person networking opportunities with more than 400 affordable housing professionals

02

Publicize your brand in front of 7,000 email contacts, including 800+ members

03

Get face time with your target customer base during our Exhibit Hall





# Support The Largest National Assembly of Asset Management Practitioners

Join us at this year's  
conference as we come  
together to celebrate the  
tenacity of our industry and  
lift up the advances that will  
help us ride the challenges  
facing our work.





# Premier Sponsor \$30,000



As the premier sponsor your brand will be prominently promoted in all communications leading up to and during the conference. You will be invited to lend your leadership, insight and incorporate your specific needs into our planning process. You will also have influential stage time. Benefits include:

- Remarks at opening plenary
- Your logo on the attendee gift
- Prominent logo placement at the conference, on the conference website and in email marketing
- Sponsor page on the conference website and mobile application
- Access to attendee contact information
- 10 conference registrations
- An exhibit table



# Platinum Sponsor \$20,000



As a platinum sponsor your organization will be prominently promoted in communications leading up to and during the conference. You will be invited to lend your leadership, insight, and incorporate your specific needs into our planning process. Benefits include:

- Choice of being the sole sponsor of one plenary session or the opening reception
- Your logo on the attendee gift
- Prominent logo placement at the conference, on the conference website and in email marketing
- Sponsor page on the conference website and mobile application
- 10 conference registrations
- An exhibit table



# CHAM Game Changer \$10,000



As a Game Changer Sponsor, you will be host to one of the major sessions of the conference. You will be invited to lend your thought leadership to our planning process and introduce speakers. Benefits include:

- Choice of being the sole sponsor of a networking activity, afterparty, or meal
- Prominent logo placement on the conference website, at the session you host and in email marketing
- Sponsor page on the conference website and mobile application
- 6 conference registrations
- An exhibit table



# Capacity Building Partner \$5,000



As a Capacity Building Partner with CHAM you will help create career pathways that build skills and expertise through your sponsorship. At this level you will contribute to CHAM's Training Scholarship Fund.

Benefits include:

- 1 CHAM training scholarship offered in your company's name
- Promotion before, during and after the application process and when recipients are announced
- Special logo placement on the conference website, in email marketing
- Sponsor page on the conference website
- 3 conference registrations
- 1 exhibit table



# Spotlight Sponsor \$2,500



As a Spotlight Sponsor you will have a chance to maximize your networking reach while spotlighting your support for CHAM. Benefits include:

- Logo recognition on the conference website and in email marketing
- Sponsor page on the conference website and mobile application
- Option to facilitate a Dinner and Dialogue table
- 2 conference registrations
- Exhibit table

\* On the evening of June 27th, CHAM is organizing a Dinner & Dialogue evening. We make the group reservations for you, everyone pays their own way, and as the host you get to intimately network with conference attendees and guide the conversation. What better way to get to know one another than over a delicious meal!



# Friends of CHAM \$1,000



As a Friend Sponsor you will have the opportunity to broadcast your work. This is a special category for small nonprofits and consulting practices. Benefits include:

- Logo recognition on the conference website and in email marketing
- Sponsor page on the conference website and mobile application
- 1 conference registration
- Option to publicize your company by displaying your promotional material on the shared resource table in the Exhibit Hall



# Conference Scholarships for Your Partners



CHAM created this opportunity for you because we believe in the importance of equitable access.

Your scholarships will help ensure this conference will have a wide and diverse reach.

At this level you will receive:

- Special recognition during the conference and on conference website
- Logo included in email marketing

If you are interested in providing scholarships to your nonprofit sponsors and partners please directly contact our Executive Director, Julia Pierson ([julia@chamonline.org](mailto:julia@chamonline.org)). We will follow up with instructions on how your guests can register using a special code.





# Collaborate with Us



Be a sole sponsor of a webinar or a class training

Sponsor our annual survey

Underwrite training scholars that promote accessible and inclusive career development

Interested to collaborate?

Email our Executive Director Julia Pierson, [julia@chamonline.org](mailto:julia@chamonline.org)



# Important Deadlines

To maximize your marketing exposure, please commit by:

- **Friday, March 24** - For inclusion on the conference registration website and in initial marketing
- **Friday, April 28** - For inclusion in the printed program
- **Friday, May 26** - To have a sponsor page on the conference website and mobile application

We will personally follow up with you on marketing logistics and group registration.

Final payments are due by Thursday, June 1 2023.





# Partner With CHAM

**Your support is a primary source that funds our operations and allows us to educate the next generation of asset managers.**

**Ready to Pledge Your Sponsorship?**

Contact Julia Pierson,  
CHAM Executive Director  
[julia@chamonline.org](mailto:julia@chamonline.org)  
(443) 543-6501

