



# CHAM

## ANNUAL ASSET MANAGEMENT CONFERENCE

### SPONSORSHIP PACKAGE

JUNE 24-26, 2024 | ATLANTA, GA

LOEWS ATLANTA HOTEL



# **Advancing Mission and Performance in Affordable Housing**

**CHAM provides professional asset management training, programming and a community of thought leadership to support practitioners in preserving and enhancing affordable rental housing for future generations.**

**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.**

# **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 Atlanta
- Social and professional networking opportunities
- More than 10 sessions on asset management emerging topics led by national experts
- Roundtable discussions
- Workshops and training
- Exhibitors and latest technology showcases



# Who Will Be At The CHAM Conference

**Meet the very best industry leaders, and reach affordable housing professionals from every sector across the country.**

**Asset Managers,  
Directors &  
Executives**

**Lenders,  
Investors,  
Syndicators,  
Government,  
PHAs & HFAs**

**Professional  
Service  
Companies &  
Intermediaries**

**Nonprofit &  
For-Profit  
Owners and  
Developers**



# Conference Impact

## Conference Attendees:

“

- **Become inspired by ideas and strategies that they will implement with their teams**
- **Make strong connections with peers from across the country**
- **Learn about products, technology, tools and best practices that they will use in their work**

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# As a Sponsor You Will:

**01**

**Enjoy prime visibility with dedicated sponsor features and connect directly with the community**

**02**

**Market your brand to over 7,000 CHAM contacts, across all platforms, and in every newsletter**

**03**

**Promote your organization throughout the conference to 500 affordable housing professionals**



# 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**
- **Sponsor of the opening plenary or session of choice**
- **Your logo on the front of the conference program**
- **Prominent logo placement at the conference, on mobile app and in all marketing**
- **Sponsor page on the mobile app**
- **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 a plenary session or the opening reception with welcome remarks**
- **Your logo on the conference program**
- **Prominent logo placement at the conference, on the mobile app and on all marketing**
- **Sponsor page on the mobile app**
- **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 provide input to our programming. Benefits include:**

- **Choice of being the sole sponsor of a networking activity, meal, or session with welcome remarks.**
- **Prominent logo placement on the conference website, at the session you host and in email marketing**
- **Sponsor page on the mobile app**
- **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:**

- **Your company's generosity will be recognized in the CHAM Training Scholarship Fund application and award communications**
- **Special logo placement on the conference website, in email marketing**
- **Sponsor page on the mobile app**
- **3 conference registrations**
- **An 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 mobile app**
- **2 conference registrations**
- **An exhibit table**

# 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 mobile app**
- **1 conference registration**
- **Display your promotional material on the shared resource table in the Exhibit Hall**

# Other Ways to Collaborate With Us



**Be a sole sponsor of a webinar or a class training**



**Sponsor our annual survey**



**Underwrite training scholarships that promote accessible and inclusive career development**

# Important Deadlines

To maximize your marketing exposure, please commit by:

- **Friday, March 28** - For inclusion on the conference registration website and in initial marketing
- **Friday, May 31** - For inclusion in the printed program
- **Friday, June 7** - To have a sponsor page on the mobile app

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

Final payments are due by Friday, June 14 2024.

**To Pledge Your  
Sponsorship Contact:**

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