

Sponsorship Opportunities



The National Community Land Trust (CLT) Conference is the premiere educational, training, and networking event on permanently affordable housing models and community development that produces lasting assets for neighborhood betterment. Because permanently affordable homeownership programs have significantly outperformed the market during the foreclosure crisis while concurrently buffering the adverse effects of gentrification, interest is mounting from community development practitioners, national non-profit organizations, public policy makers, and private investors for enabling the expansion of this innovative model. Please demonstrate your organization's leadership to these audiences by supporting the impact of community land trusts and permanently affordable homeownership programs.

Investing in the 2014 National CLT Conference, hosted by Neighborhood Housing Services of Greater Cleveland, will elevate your organization's brand, showcase your commitment to innovation in community development and housing, and premiere your company's services and expertise. Taking place from April 27-30th at the Cleveland Marriott Downtown at Key Center in Cleveland, OH—a city facing all too familiar challenges from the economic downturn and housing market bust—your support will signal that you are a part of the solution for community revitalization and positive development of cities and neighborhoods.

We've created a sponsorship package with your organization's goals in mind, including opportunities to highlight your brand, broadcast your expertise and services, and build your client base. The investments of previous conference supporters have resulted in new clients, higher volumes of business, stronger community relations, and broader networks that strengthen their organizations. The 2012 National CLT Conference had over 300 attendees for four days of programming, including 52 sessions and panels, three tours, two receptions, a film festival, a keynote speaker and senator address. In order to reach more people and places with high-quality community development and innovative affordable housing solution, we rely upon forging partnerships with organizations like yours. Below you will find information on the various benefits of sponsorship based upon the level of support you choose.

Sincerely,

Melora Hiller
Executive Director

Brenda Torpy
Board President

The National Community Land Trust Network helps to transform neighborhoods and housing throughout the United States by promoting the creation of lasting community assets that result in positive outcomes for lower income households. The Network's membership organizations develop urban agriculture projects, commercial spaces that serve local communities, affordable rental and cooperative housing, and conserve land or urban green spaces. However, the heart of their work is the creation of homes that remain permanently affordable in order to provide successful homeownership opportunities for family after family.

The Network supports our members and the growth of community land trusts (CLTs) by: 1) raising public awareness of the CLT solution, 2) providing training and technical assistance to organizations, 3) researching innovation and performance of CLTs, and 4) promoting public policies and partnerships that enable success and expansion.

Sponsorship Opportunities

National Community Land Trust Conference: Cleveland

2014

	Distinguished Partner \$40,000 +	Exceptional Supporter \$25,000 +	Significant Patron \$10,000 +	Meaningful Ally \$3,000 +
Be Engaged				
Network Membership (acknowledged on Network website during membership period)	Network "Ally" membership for one year <i>(valid through March 31, 2015)</i>	Network "Ally" membership for one year <i>(valid through March 31, 2015)</i>	Network "Ally" membership for one year <i>(valid through March 31, 2015)</i>	Network "Ally" membership for one year <i>(valid through March 31, 2015)</i>
Complimentary Conference Registrations	Eight	Five	Two	One
Be Seen				
Exhibitor Table	1 Exhibitor Table: <i>maximum visibility</i>	1 Exhibitor Table: <i>maximum visibility</i>	1 Exhibitor Table	1 Exhibitor Table
Color Logo on Conference Website (3000 unique visitors last conference!)	Large Color Logo	Medium Color Logo	Medium Color Logo	Small Color Logo
Color Logo on Signage (throughout conference)	Large Color Logo	Medium Color Logo	Medium Color Logo	Small Color Logo
Table tents with logo	Front table with presenters in every seminar room	Back table with materials in every seminar room	All tables for one general session	N/A
Written materials	Included in registration bags	Included in registration bags	N/A	N/A
Banner	Your organization's banner displayed during the entire conference in a highly visible area.	Banner displayed during conference in highly visible area	N/A	N/A
Conference Schedule	Attendees will look at their conference schedule at least 6 times per day. Have your color logo prominently displayed next to the schedule printed in color on cardstock.	N/A	N/A	N/A
Be Heard				
Verbal Acknowledgement	At every general session with one brief description of organization and services	At every general session with one brief description of organization and services	At two general sessions	At one general session
Speaking Opportunity	Introduction of Keynote Speaker	N/A	N/A	N/A

Distinctive Visibility Opportunities and Exhibitor Tables also available, read on!

DISTINCTIVE VISIBILITY OPPORTUNITIES

In addition to the classic event sponsorship opportunities on the previous page, the following “Distinctive Visibility” opportunities are available. They provide unique, eye-catching opportunities for your organization’s logo and brand to be appreciated by conference participants.

Each sponsor below shall receive the following in addition to the unique marketing opportunity:

1. Network “Ally” membership for one year (*valid thru March 31, 2015*), which includes listing the name of your organization on our website during your membership period.
2. Your color logo on the 2014 National CLT Conference website and conference signage (logo size shall correspond to the comparable giving amount listed above).

EVENT BAGS

\$15,000

The first and lasting impression on every conference participant is entering the conference and receiving their conference registration bag that they will carry with them throughout the conference and showcase your organization when they return home. Your logo will be printed *alone* on one side of the conference bag, providing high-exposure of your organization to conference attendees, hotel guests, and many others after the conference. The other side of the conference bag will have the National CLT Network logo and the conference brand. Network staff members carry these bags throughout the year to other conferences and placed-based training, increasing exposure of your support and organization.

A SCHOLARSHIP FUND

\$10,000

At the last National CLT Network conference, we awarded 31 scholarships to enable national and international attendance. The vast majority of these participants have gone on to develop new community land trusts and govern or staff existing community land trusts. In today’s economy, many non-profit representatives struggle to afford the cost of travel, accommodations, and registration. Your organization can signal to conference participants your commitment to charitable giving and affording opportunities to those with financial constraints. The Scholarship Fund will be uniquely named in your organization’s honor with verbal recognition at the conference and acknowledgement online and on the scholarship applications.

HOTEL ROOM KEYS

\$ 7,000

Every morning and evening (and often, breaks in between) conference participants are coming and going from their hotel rooms. Have your logo branded on the hotel room keys, and your organization could have the undivided attention of every participant each time they enter their rooms. Your logo alongside the Network’s logo will be the last impression each night before participants turn in for the evening.

CARPET DECALS

\$5,000

Conference attendees frequently spend as much time out of sessions as in, mingling over coffee, networking in passing, and having brief meetings in the lobby. Your logo could be very noticeable and prevalent on large carpet decals placed in high-traffic areas around coffee breaks, snack areas, and registration. This unique opportunity exclusively affords you three large carpet decals that will help to distinguish your organization to conference participants.

Have a unique sponsorship idea not mentioned above? Give us a call, let’s make it happen!

EXHIBITOR TABLES

Secure one table in the exhibitor area for the duration of the conference:

Nonprofit Organizations: \$500

Other Organizations \$1,000

Pledge Form

2014 National Conference: Cleveland



We want to be a part of this!

Please make your selection below (you can select more than one!). If a Distinctive Visibility Opportunity has been sold, we will contact you to explore other options.

Conference Supporter		Distinctive Visibility Opportunities	
<input type="checkbox"/> Distinguished Partner	\$40,000+	<input type="checkbox"/> Event Bags	\$15,000
<input type="checkbox"/> Exceptional Supporter	\$25,000+	<input type="checkbox"/> A Scholarship Fund	\$10,000
<input type="checkbox"/> Significant Patron	\$10,000+	<input type="checkbox"/> Hotel Room Keys	\$ 7,000
<input type="checkbox"/> Meaningful Ally	\$ 3,000+	<input type="checkbox"/> Carpet Decals	\$ 5,000
Exhibitor Table:	<input type="checkbox"/> Non Profit \$500	<input type="checkbox"/> Other \$1,000	

Name of Organization: _____

Contact Person: _____

Title: _____

Mailing Address: _____

Phone: _____

Email: _____

Website: _____

Please send completed Pledge Form to: info@cltnetwork.org

Upon receipt, we will contact you regarding payment and next steps.

THANK YOU!!!