

2022 Kentucky Affordable Housing Conference



Wednesday and Thursday, September 21-22, 2022
THE GALT HOUSE - LOUISVILLE, KY

Sponsorship Opportunities Packet

Presenting:	\$15,000	Gold:	\$5,000
Titanium:	\$10,000	Silver:	\$2,500
Platinum:	\$7,500	Bronze:	\$1,500

Additional Opportunities

Session Sponsor:	\$2,500	Track Sponsor:	\$5,000
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PACKET DEADLINE: 5 p.m. ET Friday, August 24, 2022

WWW.KYHOUSING.ORG

PRESENTED BY **KHC** | Kentucky
Housing
Corporation

We Invite You to Participate!

Invest in a sponsorship opportunity and support affordable housing in Kentucky. A sponsorship will make your company stand out as both a partner and leader, leaving a lasting impression and awareness of your brand in the housing industry. In today's highly competitive housing market, take advantage of this venue to reach a dynamic group of housing professionals.

We invite you to become a sponsor of the 2022 Kentucky Affordable Housing Conference, **The Golden Age of Housing** which will be held:

**Wednesday and Thursday, September 21 and 22, 2022,
The Galt House in Louisville, Kentucky**

This annual event provides an excellent opportunity for your organization to demonstrate its support of affordable housing in Kentucky and to market your products or services.

The Kentucky Affordable Housing Conference is a collaborative conference, hosted by Kentucky Housing Corporation (KHC), addressing the many facets of affordable housing in the Commonwealth—homeownership lending, single-family development, multifamily development, housing counseling, real estate management, energy efficiency, homelessness needs, and housing for special populations. We believe that collaboration in affordable housing, healthcare, education, and the workforce is essential for families and communities to thrive. We thank our sponsors for their essential role in helping to provide this conference.

Please visit the [2022 Kentucky Affordable Housing Conference website](#) to learn about the most recent updates to conference planning!

To submit an application to be a sponsor of the 2022 Kentucky Affordable Housing Conference, please complete the Sponsorship Opportunities Packet and send it via postal mail to:

Sponsorship Officer
Kentucky Housing Corporation
conference@kyhousing.org

Packet Deadline: 5 p.m. ET Friday, August 24, 2022

Sponsorship Levels and Benefits

There are an unlimited number of sponsorship opportunities available at each level.

Presenting: \$15,000

- Six complimentary conference registrations
- Premiere exhibit booth
- Splash page in the conference app
- Rotating banner in the conference app
- Listing with logo in the conference app
- Listed on homepage of KHC's conference website
- Link on KHC's conference website
- Reserved seating at lunches
- Signage or banner at **both** luncheons and exhibitor reception

Titanium: \$10,000

- Five complimentary conference registrations
- Premiere exhibit booth
- Rotating banner in the conference app
- Listing with logo in the conference app
- Listed on homepage of KHC's conference website
- Link on KHC's conference website
- Reserved seating at lunches
- Extra Signage at charging station and exhibitor reception

Platinum: \$7,500

- Four complimentary conference registrations
- Premiere exhibit booth
- Rotating banner in the conference app
- Listing with logo in the conference app
- Listed on homepage of KHC's conference website
- Link on KHC's conference website
- Reserved seating at lunches
- Signage or banner at conference business center and exhibitor reception

Gold: \$5,000

- Three complimentary conference registrations
- Standard exhibit booth
- Listing with logo in the conference app
- Link on KHC's conference website
- Signage or banner at exhibitor reception

Silver: \$2,500

- Two complimentary conference registrations
- Standard exhibit booth
- Listing with logo in the conference app
- Link on KHC's conference website

Bronze: \$1,500

- One complimentary conference registration
- Standard exhibit booth
- Listing in the conference app

Additional Opportunities

(These opportunities can be added on to other sponsorship levels.)

As a new sponsorship opportunity for the 2022 Kentucky Affordable Housing Conference, each sponsorship level has the chance to sponsor individual breakout sessions and session tracks. We have some exciting speakers in the works and additional funds from sponsors will ensure that KHC can reserve them - making this conference one of the best in our 50 years of service!

You can support our efforts to get exciting and informative speakers through two options (you may choose only one to allow others the chance to participate as well).

Session Sponsor: \$2,500

- Sponsor one session
- Logo on the presentation or display during session
- Recognition announced during session
- Logo on the room signage for session
- Logo on the page for session in the conference app or website

Track Sponsor: \$5,000

- Sponsor one track
- Logo on the presentations or displays during all sessions in a single track
- Recognition announced during each session in a single track
- Logo on the room signage for all sessions of a single track
- Logo on the pages for all sessions of a track in the conference app or website
- Sponsors can have their registered attendees moderate any or all sponsored sessions in a track, if they wish

Due to limited tracks/sessions, KHC can only accept up to seven track sponsors and 36 session sponsors; each is limited to only one sponsor for each category (a session can have both a track and session sponsor but not more than one of each). A [full list of tracks and sessions](#) is available to make your ranked section, if applicable. Additional information about this process can be found in the section for [Sponsorship Process](#).

Advertisement and Logo Submission Requirements

Graphics must be submitted with the Sponsorship Opportunities Packet by Friday, August 24, 2022.

Must be 300 dpi and per the listed specifications. Please submit your full color logo as .jpg, .png, .tif, .eps, or .pdf format. **Vector files such as .eps and .pdf are preferred.**

- Rasterized file types - .jpg, .png, and .tif should be at least 1500 px wide. Smaller files may display poorly on screens and in any applicable print applications.
- File types that support a transparent background are preferred - .png, .tif, .eps, and .pdf. - and without any background that must be manually removed.
- CMYK files are recommended. RGB files may be converted to CMYK, especially for print, and KHC makes no guarantee of color match, if CMYK files are not provided.

Please send the digital files with your response to this request for sponsorship to conference@kyhousing.org.

Note: If no logo is provided, the Sponsor's company name will float within the allocated space with no additional copy.

Exhibit Information

Exhibit space during the 2022 Kentucky Affordable Housing Conference will be located within the Galt House. Please see the [map](#) at the end of this document for more information.

Hours

Installation of exhibits will be between 3-5 p.m. Tuesday, September 20, 2022. All exhibits must be completed and ready for viewing by 8 a.m. Wednesday, September 21, 2022. Exhibits must be removed from the premises between 12-2 p.m. Thursday, September 22, 2022.

Exhibit Space Details

An 8' x 10' exhibit space includes an identification sign, 2' x 6' skirted table, and two side chairs. Additional equipment and shipping will be the exhibitor's responsibility and can be arranged by emailing communications@kyhousing.org. Power and Wi-Fi are an additional fee charged by the hotel directly. If you need additional accommodations, please inform KHC at that email.

Exhibit space reservations will be reviewed in the order in which they are received. Sponsors of levels with premiere exhibit booth space will receive priority review (before standard booths) and placement within the allotted exhibit spaces; premiere booths will be placed in areas near charging stations, food and/or beverage locations, and/or near entryways for maximum foot traffic around booths. Confirmation that the necessary form and payment have been received will be sent to exhibitors. If all space is filled, any requesting exhibitors will be notified and refunded the exhibit fee.

If you would like to only exhibit at KAHC22, please fill out the [Exhibitors-Only Form](#) and follow the instructions there.

Sponsorship Process

To better facilitate application and acceptance of sponsors, KHC will hold [several rounds](#)* of requests for sponsors. **For this round, completed Sponsorship Opportunities Packets must be received by 5 p.m. ET Friday, August 24, 2022, which includes the Organization Information, Sponsor Opportunities, and Self-Reporting forms, as well as the ranked choice for Sponsors choosing to add on a track or session sponsorship.** Please note that selecting “yes” or “no” to the questions on the Self-Reporting Form may not automatically prevent you from being awarded a Sponsorship Opportunity. Sponsorship Opportunities will be awarded based on the proposed sponsorship level, the applicant’s background, and the completeness of the application information, all of which will be evaluated to ensure that KHC receives the best value. KHC reserves the right to decline or prohibit any sponsor that is deemed not suitable and in keeping with the purpose and integrity of the conference.

Upon acceptance of sponsorship, a remittance confirming details of sponsorship will be sent, including confirmation of exhibit space and technology needs. If you selected an additional track or session sponsorship opportunity, KHC will assign sponsors on a first-come, first-served basis using your packet submission date/time; your ranked choice in the [Available Sessions and Tracks section](#) will provide KHC with your selection for sponsorship, if your choices are taken we will send a list of remaining choices for another ranking. If no preferred choices remain, one will be picked at random from the remaining options. After each round of sponsorship, KHC will list which tracks and sessions have been claimed in subsequent rounds in the [Available Sessions and Tracks section](#) at the end of this packet.

Please **do not** send payment with this packet. Payments will be accepted after the remittance form is sent for the acceptance of sponsorship.

Payment Information

All payments from this round’s sponsors must be received by **Friday, August 12, 2022**. Payments must be made payable to **Kentucky Housing Corporation** and mailed to:

Kentucky Housing Corporation
Attn: Accounting Department
1231 Louisville Road, Frankfort, Kentucky 40601

Do not send payment with this packet. If you are accepted as a sponsor, payments are to be sent after your acceptance letter has been sent - you will have at least two weeks after to do so.

Legal Information

Sponsors shall be fully responsible to pay for any and all damages to property owned by the Galt House, their owners, or managers, which result from any act or omission of Sponsor or Exhibitor. Sponsors and Exhibitors agree to defend, indemnify, and hold harmless, Kentucky Housing Corporation, the Galt House, their owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates, from any damages or charges resulting from losses, costs, damages, or expenses arising from, out of, or by reason of any action or omission of Sponsor or Exhibitor, its agents, employees, and business invitees which arise from or out of the Sponsor or Exhibitor’s occupancy and use of the exhibition premises, the hotel, or any part thereof. **A sponsorship shall not constitute an endorsement of a particular business by KHC as the sole vendor of choice.**

Important Deadlines*

KHC will be holding three rounds for sponsors to submit their applications for approval. Deadlines for future rounds are subject to change depending on availability of printing and other resources, as well as KHC's ability. After each round, KHC will score and make a decision on the applicants for each round, sending remittances for payment. Failure to include logos or pay by the deadlines below may result in rejection as a sponsor or for sponsor's logos to not be included in print and/or digital placements. Delays in KHC's remittance may alter anticipated start dates for sponsorship rounds. KHC reserves the right to alter or cancel any additional rounds.

Round One

~~Starting Tuesday, May 31, 2022~~

- ~~• Application and Logo for Materials — Friday, June 24, 2022~~
- ~~• Sponsorship Payment — Friday, July 15, 2022~~
- ~~• Anticipated Remittance Form from KHC — Friday, July 1, 2022~~

Round Two

~~Starting Tuesday, July 5, 2022~~

- ~~• Application and Logo for Materials — Friday, July 22, 2022~~
- ~~• Sponsorship Payment — Friday, August 12, 2022~~
- ~~• Anticipated Remittance Form from KHC — Friday, July 29, 2022~~

Round Three

Starting Thursday, July 28, 2022

- Application and Logo for Materials – Wednesday, August 24, 2022
- Sponsorship Payment – Friday, September 9, 2022
- Anticipated Remittance Form from KHC – Wednesday, August 31, 2022

Contact Information

Sponsorship Opportunities

Email the Sponsorship Officer at conference@kyhousing.org.

Exhibiting Only

If you would like to only exhibit at KAHC22, please fill out the [online Exhibitors-Only registration](#) and follow the instructions there.

Organization Description

Please limit responses to space provided; do not add additional pages, brochures, or other promotional materials.

The form below will help KHC know who is applying as a sponsor and make determinations on the fitness as a sponsor for the 2022 Kentucky Affordable Housing Conference. KHC will score sponsorship application on the following standards:

- Completeness of information (30 Points)
- Applicant affiliations with affordable housing (30 points)
- Alignment of applicant's work/mission with KHC's programs/mission (40 points)

Applicant Information

Contact Name: _____

Email: _____ Phone: _____

Organization Background

Organization Name: _____

Principle Office Address: _____

Parent Companies (If Any): _____

Website: _____ Formation Date: _____

Organization Background, History, and Mission:

Self-Reporting Form

1. Does your entity or any subsidiary of your entity have any current contractual relationships with any department, commission, council, board, bureau, committee, institution, legislative body, agency, government corporation, or other establishment of the executive or legislative branches of the Commonwealth of Kentucky, including KHC?

YES

NO

2. Does your entity or any subsidiary conduct operations that are regulated by any department, commission, council, board, bureau, committee, institution, legislative body, agency, government corporation, or other establishment of the executive or legislative branches of the Commonwealth of Kentucky, including KHC?

YES

NO

3. Does your entity or any subsidiary have any interests that might be affected by the performance or nonperformance of official duties of KHC or KHC's employees?

YES

NO

4. Are you or any subsidiary currently bidding on or proposing a contractual project with KHC under a competitive sealed bidding, a competitive negotiation, a noncompetitive negotiation, a small purchase procedure, or a public-private partnership delivery method of awarding state contracts for capital construction projects?

YES

NO

5. Is your entity or any subsidiary currently engaged in any lobbying efforts directed towards KHC or efforts to influence the matters of KHC? If so, please describe these efforts in detail on a separate page.

YES

NO

Please Note: Selecting "yes" to these questions may not automatically prevent your organization from being awarded a Sponsorship opportunity. See KRS § 45A.097(4)(i) for more information.

Sponsor Opportunities Form

General Information

Please ensure the fields below are accurate; information provided will appear in conference materials.

Company Name

Address

City

State

Zip Code

Main Phone Number

Fax Number

Website

Primary Contact

Email

Sponsor Registration

Please select one sponsoring level below and the Session or Track Sponsor option (if applicable).

For details of benefits, please review the 2022 Sponsor Opportunities Packet. Fees are collected by Kentucky Housing Corporation.

- ___ Presenting level: \$15,000 Six complimentary registrations and first priority exhibit space.
- ___ Titanium level: \$10,000 Five complimentary registrations and first priority exhibit space.
- ___ Platinum level: \$7,500 Four complimentary registrations and first priority exhibit space.
- ___ Gold level: \$5,000 Three complimentary registrations and priority exhibit space.
- ___ Silver level: \$2,500 Two complimentary registrations and regular exhibit space.
- ___ Bronze level: \$1,500 One complimentary registration and regular exhibit space.

(These opportunities can be added on to other sponsorship levels, only one may be selected.)

- ___ Session Sponsor: \$2,500
- ___ Track Sponsor: \$5,000

___ As a sponsor, we choose to donate our exhibit space to a nonprofit organization:

Name (if known) of Nonprofit Organization

Additional Exhibit Information (if applicable)

Contact

Email

On-site Cell Phone

Responsible for installing and dismantling exhibit booth.

Requires electrical power (additional fee): ___ Yes ___ No

Requires Internet access (additional fee): ___ Yes ___ No

Names of persons responsible for stationing exhibit booth (separate registration is necessary if an individual is planning to attend the sessions during the conference).

Person One

Person Two

Complimentary Registrations

Name(s) of person(s) receiving complimentary registrations (please see sponsorship level details for the number of allotted registrations). Individuals must complete separate conference registration, which is available on the [2022 Kentucky Affordable Housing Conference website](#), your provided information will be used to verify registrants. **Payment for additional registrations must be paid through the registration system, not included with sponsorship payment.**

Additional Information for Sponsors

Available Sessions and Tracks

Please indicate your top three choices for either sessions or tracks to sponsor if you are adding those onto your sponsorship level. Select your desired items with a check and type in the adjoining field, 1 for most desired to 3 for least desired. *Sponsor selections made in previous rounds are marked out.*

Selections for session and track sponsorships will be awarded based on the time/date of packet submission, **not** the submission of the ranked choice on this page.

Tracks

<i>Multifamily Development</i> <input type="checkbox"/>	<i>Single-Family Development</i> <input type="checkbox"/>	<i>Homeownership Lending</i> <input type="checkbox"/>	<i>Specialized Housing</i> <input type="checkbox"/>	<i>KYHMIS</i> <input type="checkbox"/>	<i>Emerging Leaders</i> <input type="checkbox"/>	<i>Business Development</i> <input type="checkbox"/>
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Sessions

Pre-Conference – Tuesday, September 20, 2022						
		Mortgage Lending CEU Training <input type="checkbox"/>	SPDAT Training <input type="checkbox"/>			
Conference Day I – Wednesday, September 21, 2022						
The State of Affordable Housing in Kentucky Post-COVID <input type="checkbox"/>	CHDO - Is it a Song, a Game, a Bird, a Plane? <input type="checkbox"/>	Social Media Workshop with Megan Anderson <input type="checkbox"/>	Balance of State (BoS) Strategies for Landlord Engagement - Intro to Padmission <input type="checkbox"/>	System Performance Measure Tips and Tricks <input type="checkbox"/>	Protecting Your Mental, Physical and Emotional Health While Serving Others <input type="checkbox"/>	Equality in Housing: How We Can Promote Fair Housing Practices in Kentucky <input type="checkbox"/>
Debt and Equity Solutions in a Rising Interest Rate Environment <input type="checkbox"/>	Single-Family Production Funding <input type="checkbox"/>	Small Dollar Mortgages: How to Increase Affordable Housing Opportunities for Homebuyers <input type="checkbox"/>	Connecting Available Affordable Units to Tenants with a Voucher for Rent Assistance <input type="checkbox"/>	HMIS Technical Assistance Workshop <input type="checkbox"/>	How to Make Affordable Housing Attractive <input type="checkbox"/>	Setting the Tone for Diversity: Steps Organizations Can Take to Create A More Diverse Climate <input type="checkbox"/>

Navigating though the Constant Uncertainty of Construction Costs <input type="checkbox"/>	Designing a Single-Family Production Project <input type="checkbox"/>	Getting Social: Learn Basics of Connecting Online and Tips and Tricks to Make Your Content Stand Out <input type="checkbox"/>	Partner Spotlight: Welcome House Advances Homeless Services in NKY <input type="checkbox"/>	KYHMIS Update Session <input type="checkbox"/>	Q&A with Dr. Matthew Desmond - Analyzing "Evicted: Poverty and Profit in the American City" <input type="checkbox"/>	Combating Implicit Bias <input type="checkbox"/>
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Conference Day 2 – Thursday, September 22, 2022

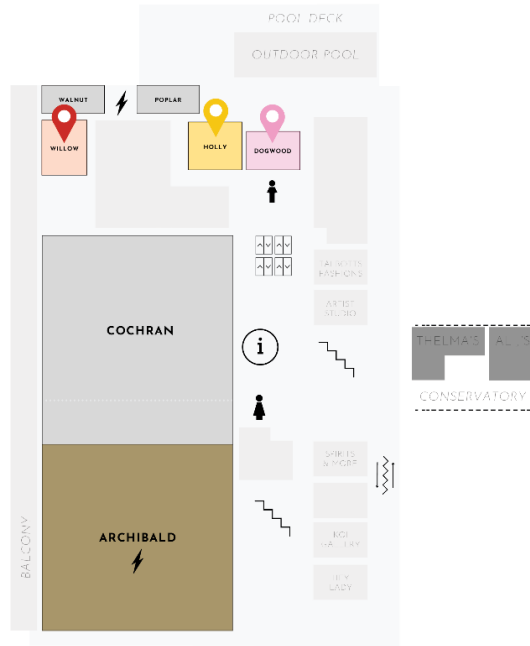
101 Overview of 4% Bond Financing <input type="checkbox"/>	Healthy Homes - Reducing Radon Exposure through Affordable Radon Mitigation <input type="checkbox"/>	Top Lender Panel - Tips, Tricks and Lessons Learned <input type="checkbox"/>		HMIS Technical Assistance Workshop <input type="checkbox"/>	Give 'Em Leadership, Not Lip Service <input type="checkbox"/>	Can You Hear Me Now?: Finding New Ways to Communicate During A Pandemic <input type="checkbox"/>
Affordable Housing Development and Best Practices in Supportive Housing <input type="checkbox"/>	Myth Busters: What is Weatherization? <input type="checkbox"/>				Social Media Workshop with Megan Anderson - Fundraising for Nonprofits <input type="checkbox"/>	Be Secure: How to Protect Your Organization Against Cyber Attacks <input type="checkbox"/>
					Compassion Fatigue: Caring for Yourself and Your Employees <input type="checkbox"/>	REAC Inspections <input type="checkbox"/>

Impact of Sponsorship Participation or Non-Participation

Neither sponsors nor sponsor applicants will receive any preferential treatment from KHC as a result their participation in this sponsorship opportunity. KHC hereby explicitly states that any participation or non-participation in this sponsorship activity shall have no bearing or influence on KHC decision-making with respect to non-sponsorship matters.

Conference Map

Galt House - West Tower



THIRD FLOOR

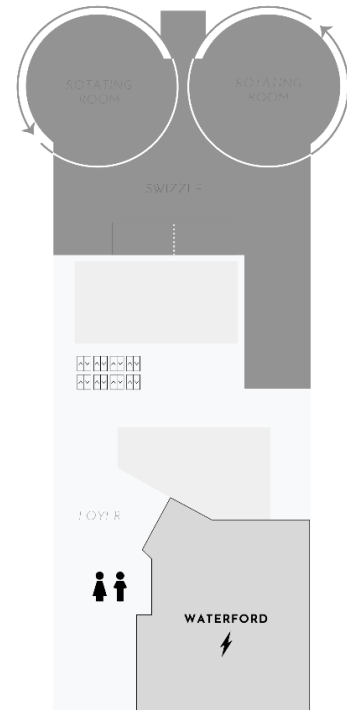
Tracks:

- Multifamily Development
- Single-Family Development
- Homeownership Lending
- Specialized Housing
- KYHMIS
- Leadership
- Business Development

- Exhibitors
- ⚡ Charging Stations
- i Registration Desk
- ♿ Restrooms
- ⬆ Elevators



SECOND FLOOR



TWENTY-FIFTH FLOOR

Map is subject to change depending on registration patterns and capacity needs.