



2023 Kentucky Affordable Housing Conference

Thursday and Friday, August 24-25, 2023

CENTRAL BANK CENTER - LEXINGTON, KY

Sponsorship Opportunities Packet

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

PACKET DEADLINE: **5 p.m. ET Tuesday, August 8, 2023**

WWW.KYHOUSING.ORG

PRESENTED BY



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 opportunity to reach a dynamic group of housing professionals.

We invite you to become a sponsor of the 2023 Kentucky Affordable Housing Conference, **Rising to the Challenge: Building a Stronger Kentucky**, which will be held:

**Thursday and Friday, August 24-25, 2023,
Central Bank Center in Lexington, 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 [2023 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 2023 Kentucky Affordable Housing Conference, please complete the Sponsorship Opportunities Form at <https://form.jotform.com/222864140483152>.

Packet Deadline: 5 p.m. ET Tuesday, August 8, 2023

Sponsorship Levels and Benefits

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

Presenting: \$15,000

- Six complimentary conference registrations
- One 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 morning and lunch plenaries
- Signage at **both** luncheons and exhibitor reception
- Signage at [evening event](#), as well as related printed and in-app materials
- Signage on charging stations and business center
- Welcome remarks at one lunch
- One email (500 words or less and one image) to be sent before conference*
- One push notification for conference app sent during conference*

Titanium: \$10,000

- Five complimentary conference registrations
- One 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 morning and lunch plenaries
- Signage at **both** breakfasts and exhibitor reception
- Signage at coffee stations
- One email (200 words or less and one image) to be sent before conference*

Platinum: \$7,500

- Four complimentary conference registrations
- One premiere exhibit booth**
- Rotating banner in the conference app
- Listing with logo in the conference app
- Banner or listing as Wi-Fi sponsor in conference app
- Listed on homepage of KHC's conference website
- Link on KHC's conference website
- Reserved seating at lunch plenaries
- Signage at exhibitor reception
- One push notification for conference app sent during conference*

Gold: \$5,000

- Three complimentary conference registrations
- One standard exhibit booth**
- Listing with logo in the conference app
- Link on KHC's conference website
- Signage at exhibitor reception
- Signage as sponsor for one snack break

Silver: \$2,500

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

Bronze: \$1,500

- One complimentary conference registration
- One standard exhibit booth**
- Listing in the conference app

Advertisement and Logo Submission Requirements

Graphics must be submitted with the Sponsorship Opportunities Packet by Tuesday, August 8, 2023.

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. *If supplied files have a background, KHC may not be able to remove it on final print and display materials.*
- 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 or email them 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.

Conference Sponsor Emails and Notifications*

As a new benefit to this year's conference, KHC will be including advertisement copy in pre-conference emails as well as a push notification for select sponsors. **No sponsors will receive a list of attendees' contact information this year.** However, they will have the opportunity to convey their message to everyone registered.

Presenting- and Titanium-level sponsors will be given the opportunity to include an image and text in **one** pre-conference email to registered attendees. These emails will be sent before the conference begins and may include a logo and/or picture, information about the sponsoring company, an invitation to visit them at their booth and/or to see members of their company who happen to be speaking at the conference.

Push notifications within the conference app, as a sponsor benefit, will be sent once during KAHC23. Push notifications are short, 140-character messages generated by an application when the application is not open, notifying the user of a new message, update, social media post, etc. These notifications generally appear on a device's notifications panel and/or as a badge on the application that generated the notification.

Presenting-level sponsors will receive one notification to all KAHC23 attendees using the conference app, reminding these attendees to visit the sponsor's booth. If sponsor is not exhibiting, the message will just encourage visitors to read more about the sponsor in their app listing.

Platinum-level sponsors will receive one notification to all KAHC23 attendees using the conference app, reminding those attendees of the Wi-Fi password for the event. This notification will also identify the Platinum-level sponsor as the "Wi-Fi Sponsor" for KAHC23.

Exhibit Information**

Exhibit space during the 2023 Kentucky Affordable Housing Conference will be located within the Central Bank Center. Please see the [map](#) at the end of this document for more information. *Exhibit booths may be donated to a non-profit of your choosing or exchanged for an additional registration; see the [Additional Information section](#) for details.*

Hours

Installation of exhibits will be between 3-5 p.m. Wednesday, August 23, 2023. All exhibits must be completed and ready for viewing by 8 a.m. Thursday, August 24, 2023. Exhibits must be removed from the premises between 2- 5 p.m. Friday, August 25, 2023.

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 convention center directly. If you need additional accommodations, please inform KHC by email and be sure to include it on your sponsorship application.

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 KAHC23, please fill out the [Exhibitors-Only Form](#) and follow the instructions there.

Shipping Exhibit and Booth Materials

Exhibitors may ship any items for their booth to the Lexington Hyatt Regency (the hotel for KAHC23). The items must be labeled with the exhibitor's name and/or company and shipped as:

Kentucky Housing Corporation
c/o Kentucky Affordable Housing Conference
Hyatt Regency Lexington
401 W. High Street, Lexington, KY 40507

KHC will move shipped items from the Hyatt Regency to the exhibit space before noon on August 23. Any shipped items must arrive by Tuesday, August 22, 2023, to ensure they will be moved into the exhibit space.

Exhibitors are responsible for setup and payment of any shipments to and from KAHC23. KHC is only facilitating receipt and moving of items under the outlined specifications.

Booth Setup

As outlined above, exhibit booths are to be setup between 3-5 p.m. Wednesday, August 23, and to be completed and ready for viewing by 8 a.m. Thursday, August 24, 2023. KHC will not assist in the setup or teardown of exhibitors' booths.

Assembled exhibit booth space will be provided according to the aforementioned specifications. No other materials will be provided, including but not limited to copying, printing, or scanning services. Shipped materials received by Tuesday, August 22, will be moved into the exhibit space but **not** setup for exhibitors.

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 Tuesday, August 8, 2023, which includes the Organization Information, Sponsor Opportunities, and Self-Reporting forms.** 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. After each round of sponsorship, KHC will assign booths to sponsors on a first-come, first-served basis using packet submission date/time, as well as level of sponsorship.

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 25, 2023.** Payments can be made by check 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 Central Bank Center, 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 Central Bank Center, 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 Central Bank Center, 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 Monday, May 15, 2023

- ~~Application and Logo for Materials — Friday, June 9, 2023~~
- ~~Sponsorship Payment — Friday, June 30, 2023~~

- ~~Anticipated Remittance Form from KHC — Friday, June 16, 2023~~

Round Two

Starting Friday, June 16, 2023

- ~~Application and Logo for Materials — Friday, July 14, 2023~~
- ~~Sponsorship Payment — Friday, August 4, 2023~~

- ~~Anticipated Remittance Form from KHC — Friday, July 21, 2023~~

Round Three

Starting Friday, July 21, 2023

- Application and Logo for Materials — Tuesday, August 8, 2023
- Sponsorship Payment — Friday, August 25, 2023

- Anticipated Remittance Form from KHC — Friday, August 11, 2023

Contact Information

Sponsorship Opportunities

Email the Sponsorship Officer at conference@kyhousing.org.

Exhibiting Only

If you would like to only exhibit at KAHC23, please fill out the [Exhibitors-Only Form](#) and follow the instructions there.

Additional Information for Sponsors

Donation/Exchange of Exhibit Booth

Sponsors have the choice of using their complimentary booth, donating their booth to a nonprofit, or exchanging the booth for an additional registration. Sponsors may only choose one of those options for their exhibit space.

Sponsors that donate their booth will be listed in the conference app as well as on booth signage as the booth donor. Sponsors may choose a nonprofit to donate to, but if they refuse the offer to exhibit, KHC will choose another nonprofit applicant to donate the booth to.

Sponsors that choose to exchange their booth for an additional registration are eligible to do so using the guidelines in the next section. One booth space is equivalent to one complimentary registration.

Additional Registrations

Sponsors have the opportunity, outlined above, to exchange their booth for one complimentary registration. If sponsors would like to register additional registrants beyond their allotted amount, with or without exchanging their booth, they will need to pay the full two-day registration price of \$400 (\$475 if registered after August 11, 2023).

Sponsors that would like to register for one day will not be given a discounted price for their registration. Registrants that use the “Sponsor” registration type only have the option for a two-day registration. Sponsors may use the normal “General Registration” type (following the normal registration process for attendees) to obtain one-day registrations but **will not be designated as sponsors** when doing so. Registrations not designated as sponsors will not be eligible for any benefits that sponsors may receive; including, but not limited to, receiving sponsor- and exhibitor-targeted emails and reminders.

Evening Event

KHC will be hosting an evening event, open to all KAHC23 attendees, 7-10 p.m. Thursday, August 24, 2023, at LexLive. There will be food, bowling, and arcade games to unwind and network with conference attendees.

The event will be free to all conference attendees. Additional details will be available in the conference app and on the conference website.

LexLive is located across the street from Central Bank Center and Hyatt Regency at 301 S. Broadway, Lexington, KY 40508. More information about the venue can be found at <https://www.lexlive.com>.

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

The 2023 Kentucky Affordable Housing Conference will be held on the first and second floors of the Central Bank Center in Lexington, Kentucky. Ballrooms 1-3, as well as meeting rooms 1-8 and Pavilion meeting rooms 9-14, will be used. Please see the maps below for an overview of space. For more information, visit the [Central Bank Center's website](#).

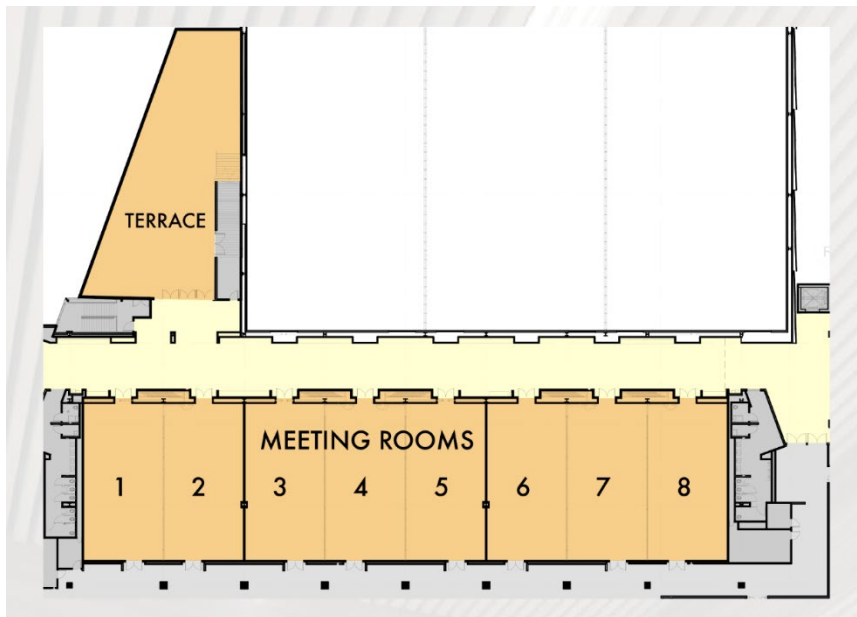
First Floor

Ballrooms 1-3



Second Floor

Meeting Rooms 1-8



Pavilion Meeting Rooms 9-14



Maps and rooms are subject to change depending on registration patterns and capacity needs.