

#KAHC25



# Kentucky Affordable Housing Conference

**Wednesday and Thursday, August 20-21 2025**

NORTHERN KENTUCKY CONVENTION CENTER - COVINGTON, KY

## Sponsorship Opportunities Packet

Presenting:	\$20,000		
Diamond:	\$10,000	Gold:	\$6,000
Silver:	\$3,500	Bronze:	\$2,000

PACKET DEADLINE: **5 p.m. ET Friday, July 25, 2025**

[WWW.KYHOUSING.ORG](http://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 2025 Kentucky Affordable Housing Conference, which will be held:

**Wednesday and Thursday, August 20-21, 2025,  
Northern Kentucky Convention Center (NKYCC) in Covington, 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 (KAHC) 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 [2025 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 2025 Kentucky Affordable Housing Conference, please complete the Sponsorship Opportunities Form at <https://kyhousingcorp.jotform.com/250823781415962>.

**Packet Deadline: 5 p.m. ET Friday, July 25, 2025** <sup>Updated</sup>

## Sponsorship Levels and Benefits

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

### Presenting: \$20,000

- Eight complimentary conference registrations
- One premier exhibit booth<sup>2</sup>
- 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
- Banner or listing as Wi-Fi sponsor in conference app
- Recognition as Wi-Fi sponsor on in-room signs
- One email (250 words or less and one image) to be sent before conference<sup>1</sup>
- Push notifications in conference app sent during conference<sup>1</sup>
- Recognition on signage/print materials and in-app notification for conference gift
- QR code for conference scavenger hunt<sup>5</sup>
- One pre-paid LeadCapture license for lead generation<sup>4</sup>

### Diamond: \$10,000

- Five complimentary conference registrations
- One premier exhibit booth<sup>2</sup>
- 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
- Signage at coffee stations and snack break
- Signage on charging stations
- Signage at exhibitor reception
- Reserved seating at morning and lunch plenaries
- Push notifications in conference app sent during conference<sup>1</sup>
- QR code for conference scavenger hunt<sup>5</sup>
- One pre-paid LeadCapture license for lead generation<sup>4</sup>

### Gold: \$6,000

- Four complimentary conference registrations
- One standard exhibit booth<sup>2</sup>
- Listing with logo in the conference app
- Link on KHC's conference website
- Signage at exhibitor reception
- QR code for conference scavenger hunt<sup>5</sup>
- Push notification for conference app sent during conference<sup>1</sup>

### Silver: \$3,500

- Three complimentary conference registrations
- One standard exhibit booth<sup>2</sup>
- Listing with logo in the conference app
- Link on KHC's conference website

### Bronze: \$2,000

- Two complimentary conference registration
- One standard exhibit booth<sup>2</sup>
- Listing in the conference app

## Advertisement and Logo Submission Requirements

Graphics must be submitted with the Sponsorship Opportunities Packet by Friday, July 25, 2025.

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](mailto:conference@kyhousing.org).

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

*Sponsors who would like to customize their listing within the conference app are given a 300x300 px logo spot as well as a banner space of 1872x230 px. As part of your sponsorship agreement, KHC will add the logo you provide to the app. The banner feature is an optional feature. Setting up that function is the responsibility of the sponsor. For more information about the portal, contact [communications@kyhousing.org](mailto:communications@kyhousing.org) after your sponsorship has been accepted.*

## Conference Sponsor Emails and Notifications

KHC send preconference emails as well as a push notification this year. Select sponsors will have the opportunity to advertise their organizing or business based on their sponsorship level in the emails or notifications. See detailed information below **No sponsors will receive a list of attendees' contact information.** However, they will have the opportunity to convey their message to everyone registered.

Presenting-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 during KAHC25. 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 and Diamond sponsors will receive a notification, to all KAHC25 attendees using the conference app, reminding these attendees to visit the sponsor's booth. The notification will be per organization. If sponsor is not exhibiting, the message will just encourage visitors to read more about the sponsor in their app listing.

Additionally, as the conference gift and Wi-Fi sponsor, Presenting-level sponsors maybe mentioned in notifications to all KAHC25 attendees reminding them to redeem their conference gift or a connect to the conference Wi-Fi connection.

Diamond-level sponsors may be mentioned in any notifications reminding all KAHC25 attendees to visit the snack/coffee stations and charging stations, as well as where to find them. These notifications would identify the Diamond-level sponsors as the "Coffee and Snack Sponsor" and/or "Charging Station Sponsor" for KAHC25.

## **2Exhibit Information**

Exhibit space during the 2025 Kentucky Affordable Housing Conference will be located within the Kentucky International Convention 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 2-4 p.m. Tuesday, August 19, 2025. All exhibits must be completed and ready for viewing by 8 a.m. Wednesday, August 20, 2025. Exhibits must be removed from the premises between 1-4 p.m. Thursday, August 21, 2025.

## Exhibit Space Details

All sponsors are provided a 10' x 10' exhibit space and an identification sign, an optional 2' x 6' skirted table and two side chairs are available at no charge to exhibitors. Additional equipment and shipping will be the exhibitor's responsibility and can be arranged by emailing [communications@kyhousing.org](mailto:communications@kyhousing.org). Power and internet 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 and KHC will reach out to facilitate your booth set-up.

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 and non-sponsoring, economy, booths) and placement within the allotted exhibit spaces; premier booths will be placed in areas near charging stations, food and/or beverage locations, and/or near entryways for maximum foot traffic around booths. *All standard and premier booths will be placed before economy 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 KAHC25, please fill out the [Exhibitors-Only Form](#) and follow the instructions there.

## Shipping Exhibit and Booth Materials

Exhibitors wanting to ship their materials should contact [communications@kyhousing.org](mailto:communications@kyhousing.org) for further details. Information will be provided closer to the conference date in the exhibitor portal.

Exhibitors are responsible for set-up and payment of any shipments to and from KAHC25.

## Booth Set-up

Exhibit booths are to be set-up between 2-4 p.m. Tuesday, August 19, and to be completed and ready for viewing by 8 a.m. Wednesday, August 20, 2025. KHC will not assist in the set-up 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.

## Sponsorship Process

To better facilitate application and acceptance of sponsors, KHC will hold [several rounds](#)<sup>3</sup> of requests for sponsors. For this round, completed Sponsorship Opportunities Packets must be received by 5 p.m. ET Friday, July 25, 2025, 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.

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

The sponsorship process isn’t complete until your remittance form is submitted. If you do not submit the form after approval, you are not yet a sponsor.

## Payment Information

All payments from this round’s sponsors must be received by **Friday, August 8, 2025**. Payments must be made by check or ACH/wire transfer. Information will be provided in your remittance form.

### Payment Instructions

By entering into this Sponsorship Agreement ("Agreement") with Kentucky Housing Corporation ("KHC"), you, the sponsor ("Sponsor"), agree to the following terms and conditions regarding payment for your sponsorship of the 2025 Kentucky Affordable Housing Conference ("Conference").

### Payment Terms

- Sponsorship fees are due upon receipt of the invoice and must be paid within 30 days of the invoice date ("Net 30"). However, we strongly

encourage Sponsors to make payments as promptly as possible to ensure timely processing and confirmation of sponsorship participation.

- If payments are not received within 30 days from the invoice date, KHC reserves the right to revoke sponsorship benefits until payment is made in full.

## Methods of Payment

- Payment can be made via ACH or check according to the instructions above.
- Sponsors are responsible for ensuring all bank fees or transaction fees related to payment are covered. Any outstanding fees due to payment errors or insufficient funds will be the responsibility of the Sponsor.

## Late Payments

- In the event that payment is not received by the due date, the Sponsor understands and agrees that their sponsorship package may be delayed, and sponsorship benefits may be withheld until payment is made.
- KHC reserves the right to cancel or terminate the sponsorship agreement if payment is not received within 15 days of the due date, and no further sponsorship services or benefits will be provided.

## Cancellation Policy

- In the event that the Sponsor wishes to cancel their sponsorship, the cancellation must be made in writing to KHC. **Cancellations made after August 1, 2025, will not be eligible for a refund, and the full sponsorship fee remains payable.**

By proceeding with the sponsorship, you confirm your understanding and agreement to these payment terms. For any questions or assistance regarding payment instructions, please contact [conference@kyhousing.org](mailto:conference@kyhousing.org).

**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 Northern Kentucky Convention Center (NKYCC), 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 NKYCC, 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 NKYCC, or any part thereof. **A sponsorship shall not constitute an endorsement of a particular business by KHC as the sole vendor of choice.**

## <sup>3</sup>Important Deadlines

KHC will be holding four 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, March 31, 2025*

- ~~Application and Logo for Materials — Friday, April 18, 2025~~
- ~~Sponsorship Payment — Friday, May 2, 2025~~
- *Anticipated Remittance Form from KHC — Friday, May 9, 2025*

## Round Two

*Starting Monday, April 28, 2025*

- ~~Application and Logo for Materials — Friday, May 16, 2025~~
- ~~Sponsorship Payment — Friday, June 6, 2025~~
  
- ~~Anticipated Remittance Form from KHC — Friday, May 23, 2025~~

## Round Three

*Starting Tuesday, May 27, 2025*

- ~~Application and Logo for Materials — Friday, June 13, 2025~~
- ~~Sponsorship Payment — Friday, July 4, 2025~~
  
- ~~Anticipated Remittance Form from KHC — Friday, June 20, 2025~~

## Round Four

*Starting Monday, June 23, 2025*

- Application and Logo for Materials — Friday, July 25, 2025 <sup>Updated</sup>
- Sponsorship Payment — Friday, August 8, 2025 <sup>Updated</sup>
  
- Anticipated Remittance Form from KHC — Friday, August 1, 2025 <sup>Updated</sup>

## **Contact Information**

### Sponsorship Opportunities

Email the Sponsorship Officer at [conference@kyhousing.org](mailto:conference@kyhousing.org).

### Exhibiting Only

If you would like to only exhibit at KAHC25, 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 \$450 (\$500 if registered after August 4, 2025).

Sponsors that would like to register for only one day will not be given a discounted price for their registration; no one-day pricing is available for any registration types. Registrants only have the option for a two-day registration.

Sponsors who require additional registrations can reach out to [conference@kyhousing.org](mailto:conference@kyhousing.org) to be assigned and pay for those additional registrations.

*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.*

## 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.

## 4LeadCapture Licenses

All exhibitors and sponsors have the option to purchase licenses for CVENT's (our registration software) LeadCapture app. LeadCapture is an easy way for everyone with a "[virtual booth](#)" within our conference app to capture, qualify, and connect with the right attendees while at KAHC25.

You can scan an attendee's business card or name badge to add those to your leads; qualifying, rating, and taking notes for each. After the conference, all leads within LeadCapture are available in the exhibitor portal and can be exported for your convenience.

Exhibitors and sponsors can purchase their first LeadCapture license \$249; each additional license after that, per organization, is at \$149. A 3 pack of licenses can be purchased for a price of \$499, with each additional license at a cost of \$149.

Both Presenting- and Diamond-level sponsors will be provided one free license as part of their sponsorship but can purchase additional licenses within the exhibitor portal for \$149 each.

More about LeadCapture can be found on CVENT's website at the following links:

- [LeadCapture Benefits Video](#)
- [LeadCapture Example Video](#)
- [The Value of LeadCapture for Exhibitors](#)
- [Scanning LeadCapture Leads](#)
- [Using the Exhibitor Portal for LeadCapture](#)

*Note: Attendees will be given points for any exhibitor/sponsor that scans their badge with LeadCapture. This incentivizes attendees to seek out those with LeadCapture and enter the lead funnel for those organizations.*

## Exhibitor Portal and Virtual Exhibit Booths

KHC uses CVENT for its registration software and conference app. The app in particular uses an exhibitor portal to manage and provide information for exhibitors and sponsors for KAHC25.

Sponsors and exhibitors are added to the portal so they can be displayed and recognized within the app where appropriate. Each is given a “virtual exhibit booth,” regardless of whether they are exhibiting, where they can manage their organizational information that is presented to attendees within the app.

The exhibitor portal is where sponsors and exhibitors can self-serve their available registrations via a custom, per organization link for their staff to register. Their “virtual booth” can be customized (sponsors-only) with logo and banner, add marketing information (PDF and other documents, videos, etc.), and more. Additional non-attending staff can be assigned to manage the “booth” and access leads generated via [LeadCapture](#) if needed.

Push notifications about sponsors will be directed to the booth(s) of the related sponsor(s). The information provided in your sponsorship application will be used to set-up your “booth” within the portal. Additional customizations and registration links can be done by the applicant and contact identified in your application; links for the portal will be sent to those emails.

More information about the exhibitor portal can be found on CVENT’s website at <https://support.cvent.com/s/communityarticle/Managing-Your-Exhibitor-Virtual-Booth>.

## <sup>5</sup>Conference Game

Like recent years, KAHC25 will have an in-app game for attendees to collect points by completing tasks within the conference app and around the convention space. Attendees are encouraged to check out both sponsors and exhibitors (through “virtual exhibit booths” and LeadCapture), join conversations, and network to name a few.

The game will begin as soon as the app is launched and ends 12 p.m. Thursday, August 21. During the Exhibitor Reception on Wednesday, August 20, prizes will be drawn for the top-scoring attendees (at that moment) at the reception. During the closing lunch, the final top-scoring attendees will be placed in drawings for the remaining prizes from KHC and any donated gifts from sponsors/exhibitors.

*If you would like to donate a gift for the drawing, your gift along with your name as the provider, will be announced with the winner at the time of drawing. Winners*

*must be present to collect their gift; if not present at the time of drawing, KHC will randomly select another winner from the pool until the person is there to collect. If you are interested in donating a gift for drawings, please email [communications@kyhousing.org](mailto:communications@kyhousing.org) after your remittance has been submitted.*

*Prizes are subject to change based on donations and event schedule. Attendee participation in the game, as well as prize donations from sponsors and exhibitors, are optional. Final prize listings and game rules will be posted within the conference app when the game begins.*

## QR Codes for Scavenger Hunt

A new (old) function for the game is the return of a scavenger hunt. This year KHC will be incorporating more in-person interaction to the game through QR codes that need to be scanned with the app to gain points.

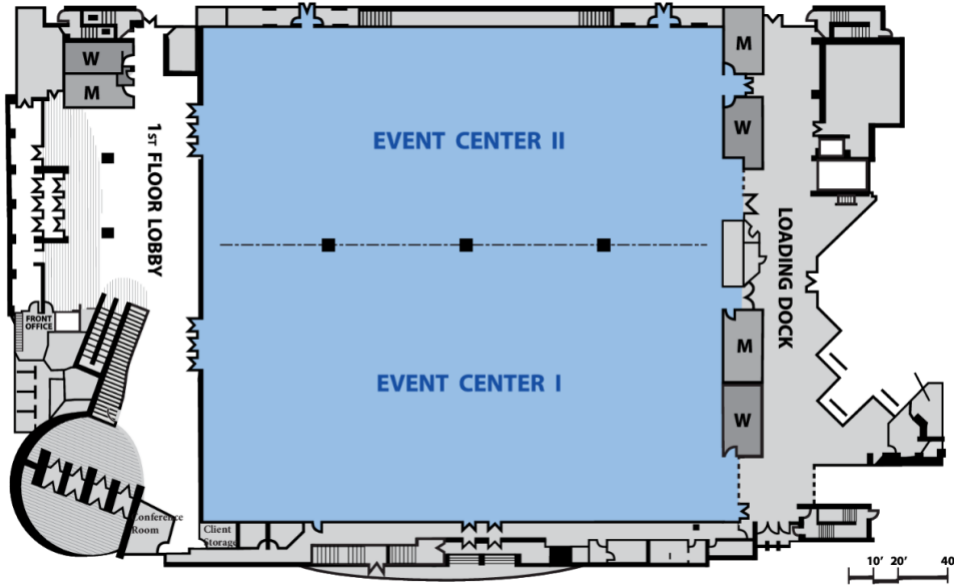
These codes will be scattered around the conference, and many will require participants to perform actions in order to scan them. Gold-level sponsors and above will be given QR codes specific for their booths that attendees must scan to collect points. This is an opportunity for these sponsors to connect with attendees and collect leads; sponsors with LeadCapture have an additional opportunity when engaging with game participants to collect and qualify prospects through additional points for attendees getting their badge scanned.

## **Conference Map**

The 2025 Kentucky Affordable Housing Conference will be held on the first and third floors of the Northern Kentucky Convention Center (NKYCC) in Covington, Kentucky. Please see the maps below for an overview of space. For more information, visit the [NKYCC's website](#).

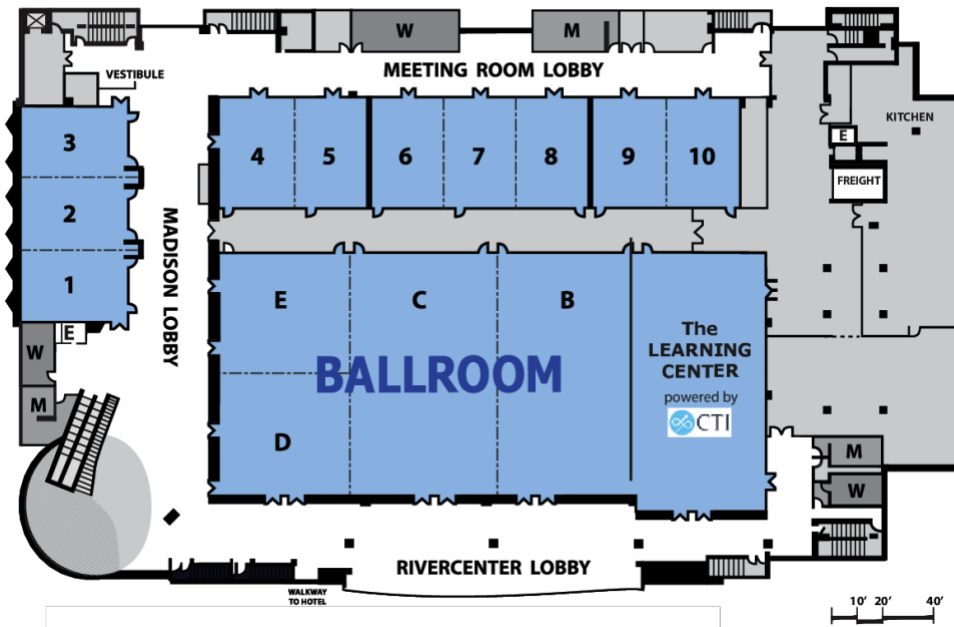
## First Floor

### Event Center I-II



## Third Floor

### Meeting Rooms 1-10, Ballrooms B-E, The Learning Center



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