



CHAM

ASSET MANAGEMENT CONFERENCE

**SPONSORSHIP
PACKAGE**



NEW ORLEANS
JUNE 9-11, 2025
Sheraton 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:

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- **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, January 30** - For inclusion on initial conference marketing
- **Friday, March 7** - For inclusion on conference registration website and launch
- **Friday, April 11** - For inclusion in the printed program
- **Friday, May 9** - 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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