



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 pressing issues facing our people, portfolios and properties.

CHAM Is Committed To

Ensuring that multifamily affordable housing achieves the double bottom line

Preserving our country's precious affordable housing resources through good asset management

Strengthening 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:

- 12 sessions on critical asset management topics led by national experts.
- Mobile tours of New Orleans affordable housing sites.
- Social and professional networking opportunities.
- Pre-conference training.
- Innovation Labs for peer-to-peer exchanges.
- 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:

“

- **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 adapt for their own portfolios.**

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Your Brand Will...

Showcase Your Product

With a prime exhibit table, and during the sponsor exchange, you'll be front and center connecting face-to-face with your ideal customer base.

Extend Your Reach

Market your brand to over 7,000 CHAM subscribers through targeted emails, newsletters, and social media platforms.

Strengthen Your Industry Presence

Elevate your brand by forming meaningful connections that translate into long-term partnerships and new business opportunities.

Premier Sponsor \$30,000



- **Keynote Spotlight:** Sole sponsor of opening plenary with welcome remarks.
- **Brand Visibility:** Logo featured on the front page of the printed program, mobile app, conference website, on-site signage and all marketing communications.
- **Media Highlight:** Dedicated email blast and LinkedIn post to CHAM's network.
- **Engagement Opportunities:** You will be invited to lend your leadership and insight to the CHAM planning committee and help design a session or workshop.
- **10 conference registrations and 1 premium exhibit table.**

Platinum Sponsor \$20,000



- **Host sponsor of plenary session.**
- **Brand Visibility: Prominent logo placement in the printed program, mobile app, conference website, on-site signage and all marketing communications. Special thank you, signage and opportunity for remarks at sponsored session.**
- **Media Highlight: Dedicated feature in CHAM newsletter and a dedicated LinkedIn post.**
- **10 registrations and 1 exhibit table in high-traffic area.**

Gold Sponsor \$15,000



- **Host of a plenary session or welcome reception.**
- **Brand Visibility: Prominent logo placement in the printed program, mobile app, conference website, on-site signage and all marketing communications. Special thank you, signage and opportunity for remarks at sponsored session.**
- **Media Highlight: Dedicated feature in CHAM newsletter and a dedicated LinkedIn post.**
- **6 conference registrations and 1 exhibit table in high-traffic area.**

Silver \$10,000



- **Signature host of key conference programming.**
- **Brand Visibility: Prominent logo placement in the printed program, mobile app, conference website, on-site signage and marketing communications. Special thank you and opportunity for remarks at sponsored program.**
- **Media Highlight: Receive recognition alongside fellow Silver Sponsors in a CHAM newsletter feature and in a LinkedIn post.**
- **5 conference registrations and 1 exhibit table in high-traffic area.**

Capacity Building Partner \$5,500



As a Capacity Building Partner with CHAM you will create career path ways that build skills and expertise by contributing to conference scholarships for emerging professionals.

- **Brand Visibility:** Logo listed in the printed program, mobile app, conference website, on-site signage and all marketing communications. Recognition on all marketing materials for the scholarship application and awards.
- **Media Highlight:** LinkedIn post promoting scholarship program will feature the sponsors.
- **3 conference registrations and 1 exhibit table.**

Spotlight Sponsor \$2,500



As a Spotlight Sponsor you will have a chance to maximize your networking reach while highlighting your support for CHAM.

- **Brand Visibility:** Logo listed in the printed program, mobile app, website homepage, on-site signage and all marketing communications.
- **2 conference registrations and 1 exhibit table.**

Affordable Housing Bus Tour

\$7,500 (2 available)



Sponsor one of the two popular bus tours and have the opportunity for:

- **Engagement Opportunities:** Deliver welcome remarks during the tour. Option to provide branded giveaways or resources during the tour.
- **Exclusive Brand Visibility:** Prominent logo placement on printed program, on-site signage and in all marketing communications, special recognition and opportunity for remarks on the bus.
- **3 conference registrations and 1 exhibit table.**

Media Package - \$2,500 (5 available)



Take your sponsorship to the next level with the Media Package, an exclusive add-on to any of our sponsorship levels. This package boosts your visibility and drives engagement within CHAM's affordable housing network.

- **Customized Email Blast:** A dedicated email showcasing your organization's mission, products or services to the CHAM network.
- **Social Media Spotlight:** Two LinkedIn posts highlighting your brand.

Tech Showcase Add-On: \$2,500 (5 available)



Highlight your cutting-edge technology, software or innovative solutions at our Tech Showcase. This is an add-on to any of our sponsorship levels.

- **Presentation Slot:** A 15-minute session to demonstrate your product in a prime location within the exhibit hall.
- **Engagement Opportunity:** Interact directly with prospective customers and answer questions about your offerings.
- **AV Support:** Access to a dedicated space with a screen, projector, microphone and on-site tech assistance.

Important Deadlines

To maximize your marketing exposure, please commit by:

- **Friday, March 7** - For inclusion in conference marketing and on the website when we launch registration.
- **Friday, May 9** - For inclusion in the printed program and posters
- **Friday, May 23** - Final deadline for sponsorships and to be included in the mobile app.

We will personally follow up with you on marketing logistics and group registration.

Final payments are due by **Friday, May 23, 2025**.



To Pledge Your Sponsorship Contact:

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