



Conference Overview

The Coastal Housing Coalition Presents

2017 4th Annual Santa Barbara Housing Conference

Friday, May 19, 2017 ~ 8:30 a.m. – 3:30 p.m.

at the Historic Carrillo Recreation Center

100 East Carrillo Street, Santa Barbara, CA 93101

Conference Overview

While housing prices fell slightly on the South Coast during the Great Recession around 2008, home prices have increased with the median home price at nearly \$1 million. The majority of the South Coast workforce continues to struggle to find adequate, affordable housing. In fact, since 1980 the affordability gap has widened and is significantly greater in Santa Barbara than in the rest of the state or nation. Rents continue to increase to nearly unsustainable levels and the South Coast vacancy rate is under one percent.

Conference Description:

Once again Santa Barbara County's only housing conference will feature lots of networking, a dynamic keynote speaker, choice of morning and afternoon educational workshops, and expert panel discussions on timely housing topics and issues. Breakfast, lunch and a post-conference wine reception are included.

Up to 250 attendees, including housing providers, developers, business and government leaders, non-profits, architects, real estate professionals, financial institution managers, employers, and others will attend.

We anticipate another sold-out event.

Description of Sponsor Benefits

Exclusivity:

Title Sponsor shall have exclusivity as the Title Sponsor and will receive the highest recognition level in publicity, collateral, on-site banner privileges, press releases, program, VIP seating, and on-stage recognition at the Conference.

On-Site Banners:

Sponsors at the Gold, Platinum and Title Sponsor level may hang one banner in the conference area as designated by conference staff.

Printed Materials:

Sponsors will receive logo or listing in printed materials, such as the conference program, registration materials, invitations, and other print and electronic advertising. **The earlier the sponsor commitment, the more publicity opportunities for the sponsor.**

E-Mail:

All sponsors will be promoted in regular email blasts, electronic media outlets, and other news and publicity outlets.

Web Presence:

Sponsors will be acknowledged on the Coastal Housing Coalition website, including links to their website if desired.

Conference Program Book:

Sponsors receive ad space or name listing in the Conference Program Book (8.5" x 11") distributed at the conference, as well as mailed to all Sponsors. Camera-ready art is due by April 19, 2017. **Please supply black & white 300 DPI camera ready art by deadline date: April 19, 2017. Email to: rochellerose6@yahoo.com For information, phone (805) 778-8338.**

Full Page: 7.5" w x 10" h vertical

Half Page: 7.5" w x 5" h horizontal

Quarter Page: 3.75" w x 5" h vertical

Conference Booth Space:

Silver Sponsors and above may have an on-site half or full table to display their company. Includes a table and two chairs.

On-site Signage:

All Sponsors will be included on large welcome signs at the Conference.

Conference Tickets:

Sponsors receive complimentary tickets to the Conference depending on sponsor level.



Coastal Housing Coalition
**SANTA BARBARA
 HOUSING
 CONFERENCE**

Sponsorship Opportunities

Conference Date: Friday, May 19, 2017
 8:30 a.m. – 3:30 p.m.

Sponsorship Ad/Logo Deadline: April 19, 2017

The earlier the sponsor commitment, the more publicity opportunities for your sponsorship.

By signing this Agreement, I hereby agree to provide a Sponsorship for the Coastal Housing Coalition's Housing Conference as described below.

TITLE SPONSOR: \$7,500

- Exclusivity
- On-site Banner
- Inclusion in Printed and Emailed Materials
- Full Page Cover Ad in Program Book
- Logo on On-site Signage
- Full Booth
- 10 Conference Tickets, VIP Seating

PLATINUM SPONSOR: \$5,000

- On-site Banner
- Inclusion in Printed and Emailed Materials
- Full Page Ad in Program Book
- Logo on On-site Signage
- Full Booth
- 8 Conference Tickets

GOLD SPONSOR: \$3,000

- On-site Banner
- Half Page Ad in Program Book
- Inclusion in Printed and Emailed Materials
- Logo on On-site Signage
- Full Booth
- 6 Conference Tickets

SILVER SPONSOR: \$1,000

- Inclusion in Printed and Emailed Materials
- Quarter Page Ad in Program Book
- Logo on On-site Signage
- Half Booth
- 4 Conference Tickets

BRONZE SPONSOR: \$500

- Inclusion in Printed and Emailed Materials
- Logo or Name Listing in Program Book
- Listing on On-site Signage
- 2 Conference Tickets

Thank you for Sponsoring!

Fed. Tax ID #20-1652456

Individual tickets \$110 each; \$140 after April 30, 2017

YES, We want to sponsor!

Make check payable to Coastal Housing Coalition or CHC, P.O. Box 1076, Santa Barbara CA 93102.
 Or pay or donate securely on line at www.coastalhousingcoalition.org. Phone: (805) 570-1250

- This completed form and our color or black & white logo in jpg format has been emailed to info@chcsb.org. If applicable, our camera-ready ad will be emailed by April 19, 2017.

PRINTED NAME, TITLE & SIGNATURE

DATE

COMPANY NAME

ADDRESS

E-MAIL

NAME & EMAIL ADDRESS OF THOSE PLANNING TO ATTEND THE CONFERENCE USING YOUR SPONSORSHIP TICKETS
 (Additional sheet may be attached)