

Housing Matters! Conference



Support Housing Action Illinois

Sponsor, Exhibit and
Advertising Opportunities



housingaction
ILLINOIS

2010 Annual Conference
November 4 - 5, 2010
The Parke Hotel and Conference Center
Bloomington, Illinois

About Housing Action Illinois

Each year, hundreds of the state's housing professionals and activists come together at Housing Action Illinois' Annual Conference to network and obtain the latest training and information on affordable housing issues. As an excellent and cost-effective way to reach Illinois housing experts we offer sponsorship, exhibitor, and advertising opportunities.



OUR MISSION: To increase and preserve the supply of decent, affordable, accessible housing in Illinois for low- and moderate-income households.

OUR VALUES: Decent housing is a human right. We believe in a society that supports this basic human need with strong public policy and sufficient resources.

OUR VISION: To create an environment where all Illinois residents, including people with the lowest incomes, have a voice in housing policy and community development. We seek to bring together community stakeholders from across the state to work together to increase the supply and availability of affordable housing.

OUR MEMBERS: Comprised of nonprofit organizations, governments, individuals and corporations throughout the state who believe in the importance of decent accessible affordable housing.

OUR PROGRAMS

Training & Technical Assistance:

For Housing Developers:

- Conduct trainings on, e.g., property and construction management, financing, green resources.
- Provide one-on-one technical assistance on issues such as development issues, organizational capacity, strategic planning, fundraising, and marketing.

For Housing Counseling Agencies:

- Conduct trainings on, e.g., foreclosure and credit counseling, foreclosure program design and implementation, new federal initiatives.
- Provide one-on-one technical assistance ranging from new program implementation to applying for HUD certification
- Facilitate networking and information sharing for housing counselors throughout Illinois

Public Policy Advocacy:

- Assist community members to develop and implement affordable housing public policy initiatives.
- Keep members informed about current housing issues and provide opportunities for them to get involved
- Engage legislators and policy makers on the affordable housing issues that affect their constituents

Public Education & Organizing:

- Educate the public about the need for decent, affordable, accessible housing, including organizing Affordable Housing Month, an annual statewide effort to bring attention to the need for more affordable housing.
- Inform the housing development and advocacy fields about current housing issues through our e-newsletters and independent research.
- Mobilize individuals to support affordable housing for Illinois residents through an internet-based action alert system, www.housingmatters.net.

Accomplishments

Foreclosure rates have skyrocketed, affecting thousands of individual households and the stability of communities statewide. This crisis has merely exacerbated the already-existing affordable housing shortage in Illinois. Armed with this knowledge, since 1986, Housing Action Illinois, a statewide, non-profit, membership-based organization, has worked to create and sustain affordable housing for low and moderate-income households.

Some of Our Accomplishments:

- In 2009, co-led the campaign to secure \$130 million in the State of Illinois capital budget for affordable housing, \$30 million of which is set aside specifically for housing veterans and people with disabilities.
- Co-led the campaign for successful passage in May 2006 of the Safe Homes Act, which protects victims of domestic violence (who are also renters) from further abuse by providing them with housing options.
- Successfully advocated in 2005 for the creation of Illinois' first rental support subsidy program; the *Rental Housing Support Program* currently assists more than 1,800 extremely low-income households pay their rent.
- Successfully advocating for creation of the State Family Homeless Prevention Fund in 1999. Through one-time financial grants, primarily for rent and utility payments, this program has saved 11,635 families from becoming homeless in 2009.
- Led the campaign to create the Illinois Affordable Housing Trust Fund in 1990. In 2008, the State of Illinois committed \$42.5 million from the Trust Fund for the development of multi-family and single family housing.
- As a lead agency in the Regional Home Ownership Preservation Initiative (RHOP), have engaged in extensive foreclosure mitigation activities including trainings, TA, research, and other support for housing counseling agencies.
- Provided trainings and workshops for housing counselors in Illinois resulting in over 1,000 counselors receiving in-depth instruction in pre-purchase, credit and foreclosure counseling; thousands of households have been assisted because of this.

BOARD OF DIRECTORS

Co-Chairs: **Cheryll Boswell**, Executive Director, METEC & **Mary Ellen Tamasy**, Executive Director, Lake County Residential Development Corp.

Secretary: **Joyce Hothan**, Executive Director, Bridge Communities Inc.

Treasurer: **Kurt Kuyawa**, Senior Vice President, Commercial Real Estate, Charter One

BOARD MEMBERS

Bob Campbell, Executive Director, Rockford Area Affordable Housing Coalition

Ryan Dowd, Executive Director, Hesed House

Cathy Grafton, Director of Community Services, Mid-Central Community Action, Inc.

Joe Neri, Executive Vice President-Programs, IFF

Laurie Peterson, Vice President, Community Reinvestment officer, PNC.

Michele Rodriguez-Taylor, Co-Director, NorthWest Side Housing Center

Al Timke, Housing & Homelessness Specialist, Illinois Association of Community Action Agencies

Mary Walker, Executive Director, Neighborhood Housing Development Corp.

Mike Wasserberg, Executive Director, South Suburban PADS

11 E. Adams St. Suite #1601, Chicago, IL, 60603

Sponsorship Opportunities

DIAMOND CONFERENCE SPONSOR \$5000

- Back cover advertisement of the program book to the first sponsor at this level
- Inside cover advertisement to the next two sponsors at this level
- Eight complimentary admissions to the conference
- Full page advertisement in the program book
- A full table as an exhibitor at the conference
- Acknowledgement on a display poster at the conference
- Acknowledgement on Housing Action Illinois' conference website
- Inclusion in a press release to media throughout Illinois to highlight your contribution

GOLD CONFERENCE SPONSOR \$2500

- Five complimentary admissions to the conference
- One half-page advertisement in the program book
- A half-table as an exhibitor at the conference
- Acknowledgement on a display poster at the conference
- Acknowledgement on Housing Action Illinois' conference website
- Inclusion in a press release to media throughout Illinois to highlight your contribution

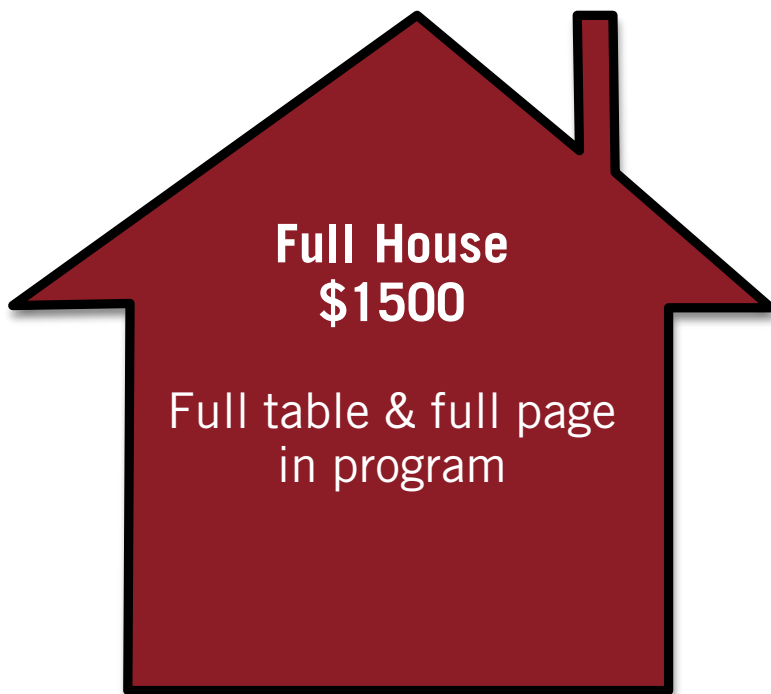
SILVER CONFERENCE SPONSOR \$1000

- Two complimentary admissions to the conference
- Quarter page advertisement in the program book
- Acknowledgement on Housing Action Illinois' conference website
- Inclusion in a press release to media throughout Illinois to highlight your contribution

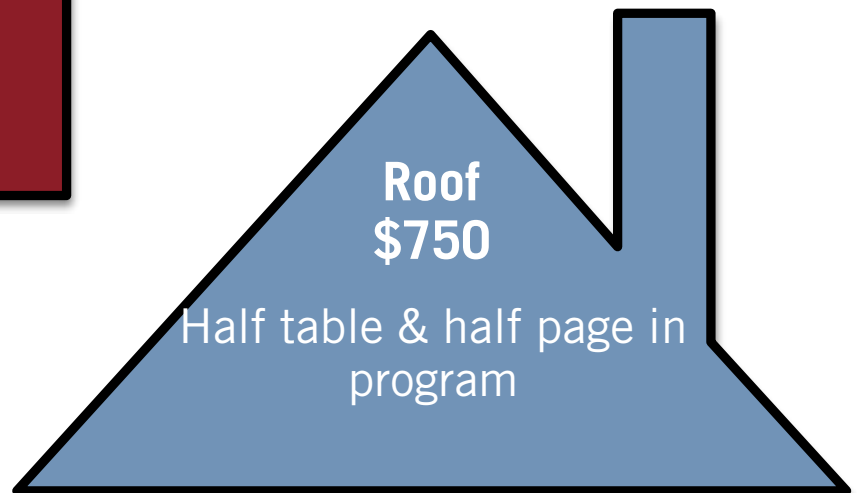
BRONZE CONFERENCE SPONSOR \$500

- One complimentary admission to the conference
- Your company logo in the conference program
- Acknowledgement on Housing Action Illinois' conference website
- Inclusion in a press release to media throughout Illinois to highlight your contribution

Exhibitor Opportunities



For those who would
like only to be an
exhibitor at the
2010 Conference:



*Members receive a 25% discount
on all sponsorship and exhibitor
rates.

November 4 - 5, 2010

Advertising Opportunities

Publicize Your Services & Events in the Conference Program.

Our 2010 Annual Conference is Illinois' largest, yearly gathering of housing professionals— including housing counselors, affordable housing developers, homeless service providers, supportive housing providers, fair housing advocates, researchers, lenders, government officials, and others— from throughout Illinois. Advertising in the Conference 2010 Program is a unique opportunity to promote your business or organization while supporting Housing Action Illinois. Over 150 participants from throughout Illinois attend the Conference, and each conference participant receives a program.

	<u>Member rate</u>	<u>Non-Member rate</u>
• Full Page (8" x 10")	\$250	\$ 500
• Half Page (8" x 5")	\$150	\$ 300
• Quarter Page (4" x 5")	\$75	\$ 150

The deadline for receiving your ad for the Conference Program is **September 30, 2010**. Ads should be emailed to harriet@housingactionil.org by the deadline.

Additional information about the conference is available at www.housingactionil.org.

Convention Site: Parke Hotel and Conference Center
1413 Leslie Drive, Bloomington, IL

Publicize your services and events...

Check all that apply and fill out contact information on back

SPONSOR*

Diamond (\$5,000) _____

Gold (\$2,500) _____

Silver (\$1,000) _____

Bronze (\$500) _____

EXHIBITOR*

Full House
(\$1,500) _____

Roof
(\$750) _____

Walls
(\$500) _____

* Members receive a 25% discount on all sponsorship and exhibitor rates.

ADVERTISER

Full Page (8" X 10")
(\$250/\$500) _____

Half Page (8" X 5")
(\$150/\$300) _____

Quarter Page (4" X 5")
(\$75/\$150) _____

*Prices based on (Member/Non-Member)

If you have any questions, please contact Harriet McCullough at harriet@housingactionil.org or 312.939.6074 x 201. Thank you for your support.

I Want to Support Housing Action Illinois

housingactionillinois



Business/ Organization

Contact Person

Address

City

State

Zip

Phone

E-Mail

Total

Return payment and this sheet to:

Housing Action Illinois
Attn: Harriet McCullough
11 E. Adams, Suite 1601
Chicago, IL 60603

Make check payable to Housing Action Illinois
