



HSC

Regeneration Forum

MARCH 25-26 >> MARRIOT EATON CENTRE >> TORONTO

***2019 Sponsorship
Package***



CONFERENCE OVERVIEW

Since its inception in 2012, HSC’s Regeneration Forum has been consistently rated the “must-attend” event for the social and affordable housing sector — and the next Forum will be no exception.

HSC’s Regeneration Forum is about revitalizing and strengthening social and affordable housing across Ontario and Canada through real-world examples and big-picture thinking. Our last three forums featured national and international speakers who illustrated how other jurisdictions have tackled issues through innovation. Our 2019 forum will once again bring together housing professionals, policy makers and cross-sector partners to share lessons learned, new ideas and spark candid conversations about re-engineering the future landscape of social and affordable housing across the country.

The Forum will also feature a series of practical workshops that will demonstrate the strategies and tools that participants may adopt to make meaningful changes in their own communities. With the fast changing political, regulatory and operating landscape, there has never been a more important time for the sector to come together and continue this important dialogue.

For more information on the 2019 Regeneration Forum or to view materials from previous forums, visit: <https://share.hscorp.ca/forum/>



WHY SPONSOR THIS EVENT?

The **2019 HSC Regeneration Forum** is the only event of its kind in Canada, bringing together senior executives and decision-makers in the social and affordable housing sector to collaborate, seek solutions to common issues and build a stronger future for the entire sector. As such, this event affords a unique marketing opportunity for organizations with products and services targeted to residential landlords (single family/multi-residential buildings), property managers, development professionals and housing system administrators.

Established track record as an event: The 2019 event builds on our legacy of our successful past forums in 2012, 2014 and 2016.

Unique opportunity to position brand, reach social and affordable housing sector: In the lead-up to the event, you'll gain exposure to representatives of over 1,500 social housing portfolios across Canada. During the actual event, you'll be able to put your brand in front of 400 decision makers in housing management, planning, development and financing from across Canada. It's a great opportunity to be part of the conversation on community regeneration, tie your brand to the positive experience and goodwill generated from the Forum and demonstrate your commitment to affordable housing and community development.

Networking potential: The Forum provides an opportunity to connect personally with leaders in Ontario's and Canada's social and affordable housing community who make purchasing decisions around day-to-day operations, as well as future development projects — including housing provider CEOs, Executive Directors and senior managers, local, provincial and federal government executives and management from influential housing advocacy associations.

SPONSORSHIP LEVELS

With our range of options you can easily customize your sponsorship to meet your organization's budget and corporate marketing goals.

~~Platinum Event Sponsor~~ **SOLD**

We are inviting **one valued stakeholder** to be the Platinum Event Sponsor for the 2019 Regeneration Forum. As our most visible sponsor, this organization will have direct access to a speaking opportunity and an exclusive sponsor lounge. This sponsor will also have their company logo on the main stage backdrop.

PLATINUM EVENT PARTNER - \$20,000	
Pre event recognition	<ul style="list-style-type: none">• Headline logo (largest sponsor logo) on event marketing materials• Banner ad on event website• Company branding on pre-conference eblasts
On site presence	<ul style="list-style-type: none">• Choice of event speaking opportunity• Dedicated sponsor lounge• Exclusive sponsor logo on main stage backdrop along with HSC logo and Regeneration Forum logo• Podium recognition as 'Platinum Level Sponsor'• 3 complimentary registrations• Headline logo on event signage, delegate bag and conference guide• Full page ad in conference guide• Tradeshow booth space (double booth)• Delegate bag insert
Post event recognition	<ul style="list-style-type: none">• Access to opt in attendee contact list• Headline logo on follow up marketing on HSC and SHARE websites• Headline logo on thank you eblast to attendees

Gold Event Sponsor **SOLD**

One valued stakeholder will have the opportunity to be the Gold Event Sponsor for the HSC Regeneration Forum. This package not only provides sponsor visibility in all stages of event marketing, production and follow up, but the sponsor who secures this package will be the exclusive sponsor for the evening networking reception.

GOLD EVENT SPONSOR - \$15,000	
Pre event recognition	<ul style="list-style-type: none"> • Sponsor recognition on event marketing materials • Banner ad on event website • Company branding on one of the pre-conference eblasts
On site presence	<ul style="list-style-type: none"> • Choice of event speaking opportunity • Exclusive sponsor of networking reception • Podium recognition as 'Gold Event Sponsor' • 3 complimentary registrations • Logo on event signage, delegate bag and conference guide • Full page ad in conference guide • Tradeshow booth space (double booth) • Delegate bag insert
Post event recognition	<ul style="list-style-type: none"> • Access to opt in attendee contact list • Logo on follow-up marketing on HSC and SHARE websites • Logo on thank you eblast to attendees

Silver Event Sponsor

Silver Event Sponsors will be recognized on all event marketing materials and will have the opportunity to gain a high degree of visibility as a supporter and facilitator of community regeneration.

SILVER EVENT SPONSOR - \$10,000	
Pre event recognition	<ul style="list-style-type: none"> • Sponsor recognition on event marketing materials • Banner ad on event website
On site presence	<ul style="list-style-type: none"> • Podium recognition as 'Silver Event Partner' • 2 complimentary conference registrations • Logo on event signage, delegate bag and conference guide • Half page ad in conference guide • Tradeshow booth space • Delegate bag insert
Post event recognition	<ul style="list-style-type: none"> • Access to opt in attendee contact list • Logo on follow up marketing on HSC and SHARE websites • Logo on thank you eblast to attendees

Bronze Event Sponsor

We are offering **three distinct Bronze Event Sponsor** packages. These packages provide sponsor visibility on a signature item for the 2019 Regeneration Forum, as well as visibility on event marketing materials.

BRONZE EVENT SPONSOR - \$5,000

Wifi & Charging Station

- Logo on event signage with wifi information and on charging stations
- Delegate bag insert
- Sponsor recognition on event website and marketing materials

BRONZE EVENT SPONSOR - \$5,000

Lunch Plenary

- Logo on event signage throughout lunch plenary
- Delegate bag insert
- Sponsor recognition on event website and marketing materials

BRONZE EVENT SPONSOR - \$5,000

USB Stick

- Logo on USB stick that all delegates receive in delegate bag
- Sponsor recognition on event website and marketing materials

Event Partner

The Event Partner sponsorship offers an affordable opportunity to gain visibility as a supporter and facilitator of community regeneration.

EVENT PARTNER SPONSOR - \$600

- Sponsor recognition on event marketing materials
- Logo on event website, signage and conference guide
- Delegate bag insert

Additional Opportunities to Customize Your Sponsorship Package

A range of additional sponsorship opportunities are available to customize your package and marketing goals.

ADDITIONAL EVENT SPONSOR OPPORTUNITIES

Breakfast sponsor*	\$3,500
Break sponsor*	\$2,500
Lanyard sponsor* SOLD	\$2,500
Display booth on conference floor*	\$2,000
Workshop sponsor*	\$1,500
Full-page conference guide ad	\$850
Half-page conference guide ad	\$550
Quarter-page conference guide ad	\$450

*This sponsorship opportunity is limited

To register as a sponsor

Contact us at events@hscorp.ca or call 416.594.9325 | 1.866.268.4451 x 319