

The housing market is thriving in Texas and the Southwest. Deals are closing. Lenders are loaning. Construction is starting. What about you? How's business? The 2022 Texas Housing Conference is the ideal place to promote your business, launch new products, meet new clients, and align yourself with the best in the industry during three days of conference business and networking opportunities. We are pleased to offer several opportunities to help you maximize your presence. Each level of participation offers a variety of benefits that include branding, networking and visibility (*Note: "Additional Marketing Opportunities" do not include conference attendee registrations*).

Conference Bag Sponsor: \$6,000 (Exclusive)

- + Company logo on all conference bags
- + Additional Add-On Benefits

Opening Keynote Speaker Sponsor: \$5,000 (Exclusive)

- + Sponsor recognition during Monday's Opening Keynote
- + Opportunity to introduce speaker
- + Additional Add-On Benefits

Luncheon Keynote Speaker: \$5,000 (Exclusive)

- + Sponsor recognition during Tuesday's Luncheon Keynote
- + Opportunity to introduce speaker
- + Additional Add-On Benefits

NEW Registration Sponsor: \$4,000 (Exclusive)

- + Provide 1,200 business cards for inclusion in attendee registration badge holders
- + Two company representatives greet attendees at registration desk check-in/ hand out conference materials.
- + Additional Add-On Benefits

Tuesday Breakfast: \$3,500 (2 Available)

- + Company Logo Prominently Displayed During Breakfast
- + Additional Add-On Benefits

Hotel Key Card: \$3,500 (Exclusive)

- + Hotel Key Card Branded with Company Logo
- + Additional Add-On Benefits

Direct is Always Best: \$2,500 (3 Available)

- + Reach over 3,500 housing professionals and conference attendees on one of our direct-mail post cards
- + Logo prominently displayed next to your 75-100 word message
- + Additional Add-On Benefits

Magazine Belly Band: \$3,500 (Exclusive)

- + Provide your own artwork to wrap around the Texas Affordable Housing magazine
- + Additional Add-On Benefits

Conference Charging Station: \$2,500 (2 Available)

- + Logo Branded on one of two Conference Charging Stations
- + Additional Add-On Benefits

Coffee Sponsor: \$2,500 (1 Available)

- + Logo Branded on Paper Coffee Cup Sleeves
- + Additional Add-On Benefits

AM or PM Refreshment Breaks Mon. or Tues.: \$2,500 (2 Available)

- + Sponsor can make brief remarks and hand out marketing materials at work shops on Monday or Tuesday afternoon. Company logo will be placed on conference signage by coffee and drink service.
- + Additional Add-On Benefits

Wine Trail: \$2,000 (3 Available)

- + Wine and cheese/fruit trays served at your booth during the conference receptions
- + Additional Add-On Benefits

Big Bag Giveaway: \$1,500 (3 Available)

- + Include a conference giveaway item in 1,250+ attendee bags (item provided by sponsor - *must be approved in advance by TAAHP staff*)
- + Additional Add-On Benefits

Pen & Notepad: \$1,500 (Exclusive)

- + Sponsor provides 1,200 branded pen & notepads to be provided to each attendee at registration
- + Additional Add-On Benefits

Music Feeds the Soul: \$500 (2 Available)

- + Company name linked to live entertainment at Opening Reception or Closing Reception
- + Additional Add-On Benefits

ADD-ON BENEFITS (Included with each Level)

- + Pre and Post Conference Attendee List
- + Company Listing in Conference Guide Sponsor/Exhibitor Directory
- + Company Logo on Conference Entry Signage
- + Company Logo on Texas Housing Conference Website

How to Purchase

Sign the contract on the reverse side and submit to kristi@taahp.org. Upon confirmation, visit texashousingconference.org/sponsorship-opportunities, click the "buy now" link. You can pay by credit card OR select the "invoice" option.

Questions?

Kristi Sutterfield
Kristi@taahp.org, 512-983-6696
www.texashousingconference.org

MAKE YOUR SELECTION

- Conference Bag \$6,000
- Opening Keynote Speaker \$5,000
- Luncheon Keynote Speaker \$5,000
- Registration Sponsor: \$4,000
- Hotel Key Card \$3,500
- Tuesday Breakfast Partner \$3,500
- Magazine Belly Band \$3,500
- Coffee Sponsor \$2,500
- Direct is Always the Best \$2,500
- Monday AM Refreshment \$2,500
- Monday PM Refreshment \$2,500
- Wine Trail \$2,000
- Big Bag Giveaway \$1,500
- Pen & Notepad \$1,500
- Music Feeds the Soul \$500

How to Purchase

1. Submit Form to kristi@taahp.org
2. Upon written confirmation of your partnership by TAAHP staff,

Register your partnership at texashousingconference.org/

SPONSOR-OPPORTUNITIES

You can pay by credit card or select the "invoice" option to receive an invoice.

Payments due on or before March 31, 2022

TAAHP MAILING ADDRESS

Texas Affiliation of Affordable Housing Providers
2401 E 6th Street, Ste 3037, PMB 153
Austin, TX 78702

IMPORTANT SUBMISSION DETAILS & DEADLINES

Submit Your Logo: Upon submitting this form, send your high-resolution logo (Vector .EPS files are preferred) to: Naomi@taahp.org. Deadline: June 1, 2022

Submit Your 75-Word Company Description: Upon submitting this form, send your 75-word company description to: naomi@taahp.org. Deadline: June 1, 2022

Submit Your Ad (if applicable): If your sponsorship includes an ad, submit your ad to: Ads.hno17wn2duzzodam@u.box.com. Deadline: June 1, 2022

Ad Sizes: 2-Page Spread: 17"W x 11"H / (+.125" bleed)

Full Page (no bleed): 7.75"W x 10.25"H / (with bleed): 8.5"W x 11"H + .125" Bleed (Live Area: 7.75" x 10.25")

2/3 Page: 5"W x 10.25"H / 1/2 Page: 7.75"W x 5"H

1/4 Page: 3.625"W x 5"H

Company _____

Contact Name _____

Title _____

Address _____

City _____

State _____

Zip _____

Phone _____

Email _____

Authorized By _____

Title _____

Signature _____

Date _____

TAAHP Rep Signature _____

Date _____

- I certify that I am authorized to sign this contract.
- I understand that payment is due by March 31, 2022 (or with this signed contract if after 3/31/22).
- We are confirmed for our 2022 partnership for either a "Live" or the "Virtual" format. We understand that in the event the 2022 Texas Housing Conference goes to a virtual format that TAAHP will deliver additional benefits to be mutually agreed upon. We agree that there will not be a full or partial refund for the 2022 Texas Housing Conference.
- I certify that I have read and understand the rules and regulations (<https://texashousingconference.org/sponsor-rules-and-regulations/>) associated with this contract.

Contract Agreement

This Event Sponsorship Agreement (hereinafter "Agreement") is entered into between Texas Affiliation of Affordable Housing Providers ("TAAHP") a Texas nonprofit corporation with 501(c)(6) status, consisting of membership organizations, and above mentioned Sponsor Organization (hereinafter the "Sponsor Organization"), collectively referred to as the Parties, as of the date of TAAHP Rep signature on this agreement (effective date). Upon execution of this Agreement by the Parties and payment to TAAHP of the total sponsorship fees selected in this Form, Sponsor Organization will participate as a sponsor in the event(s) named in this Agreement on the terms and conditions set forth herein. TAAHP has the sole right to determine the eligibility of any organization for inclusion in any event, and the TAAHP's receipt of this Agreement and any initial deposit or specified fee from Sponsor Organization does not constitute acceptance of Sponsor Organization until this Agreement is executed by the TAAHP. The Parties agree to abide by all applicable laws in performing their obligations in connection with this Agreement and any attached addenda or exhibits. This Agreement represents a single commitment between the TAAHP and Sponsor Organization with respect to the event(s) indicated herein, including Sponsor Organization's agreement to abide by the License Agreement. This Agreement (together with all exhibits or addenda hereto, each of which are incorporated herein and made a part hereof) constitutes the entire Agreement with respect to the subject matter hereof and may not be modified except by mutual written agreement or amendment signed by the Parties. This Agreement will be interpreted and construed in accordance with the laws of the state of Texas, without regard to its principles of conflict of law or choice of laws. Any unsettled controversy or claim between the parties arising out of or relating to this Agreement or any breach thereof shall be settled by binding arbitration in Travis County, Texas pursuant to the rules then in effect of the American Arbitration Association and in accordance with the New York Convention on the Recognition and Enforcement of Foreign Arbitral Awards. This Agreement does not create, and shall not be construed as creating, any rights enforceable by any person that is not a party to this Agreement. The headings of the Sections contained in this Agreement are inserted for convenience of reference only and are not intended to be a part of or to affect the meaning or interpretation of this Agreement.

1. **Participation:** The applicable event(s), event date(s), event venue(s), sponsorship type(s), entitlements and sponsorship fees are contained in attached Sponsor Exhibit A. All additional details are contained in attached exhibit(s) and/or addenda, which feature the specific events, and the entitlements of the specific participation in the event(s) along with the Rules And Regulations for Event. Total sponsorship fees are specified on this page; corresponding to the event(s) selected by the Sponsor Organization.

2. **Payment Terms:** Sponsorship Investment payment due on or before March 31, 2022. Failure to comply with payment terms may result in loss of this and future value and promotional opportunities. All sponsors at gold level and above are required to be members in good standing. In consideration of Sponsor Organization's participation in the event(s) as set forth in the attached Exhibit A, Sponsor Organization shall pay to the TAAHP the total sponsorship fees payable according to the terms specified in this Section 2. All fees are deemed fully earned by TAAHP and non-refundable when due unless otherwise provided for in this Agreement. Sponsor Organization will NOT be permitted access to or involvement in the event(s) (and this Agreement may be terminated by the TAAHP in its sole discretion) if specified fees are not received by the TAAHP within 60 days from the date of the invoice for such amount. Remittance of payment will be performed according to the methods provided for by the TAAHP.

3. **Cancellation of Sponsorship/Exhibit Booths/Marketing Opportunities:** Unless noted otherwise above, in the event that written notification of cancellation of Sponsorship/Marketing Opportunity is sent from the authorized representative of Sponsor/Exhibitor to TAAHP on or before May 1, 2022; all sums paid up until that date will be refunded. No cancellations or refunds will be accepted/made after May 1, 2022.

4. **COVID-19 Warning & Disclaimer:** Coronavirus, COVID-19 is an extremely contagious virus that spreads easily through person-to-person contact. Federal and state authorities recommend vaccination, masking and social distancing as a means to prevent the spread of the virus. COVID-19 can lead to severe illness, personal injury, permanent disability, and death. Participating in TAAHP programs or accessing TAAHP events could increase the risk of contracting COVID-19. TAAHP in no way warrants that COVID-19 infection will not occur through participation in activities or programs of accessed at the TAAHP events. Prior to attendance, attendees should review CDC guidance: <https://www.cdc.gov/coronavirus/2019-ncov/communication/guidance.html>

5. **Sponsor Organization Responsible for Exhibit & Materials:** TAAHP is not responsible for Sponsor Organization exhibit and materials transported to Event. Sponsor Organization expressly represents and warrants to the TAAHP that it has the authority to enter into this Agreement and that the person signing this Agreement is authorized by Sponsor Organization to execute this Agreement and bind Sponsor Organization to the terms set forth herein.