



2020 western region conference

building momentum

April 15-17, 2020 | Portland, OR

Sponsorship Opportunities



Habitat for Humanity builds strength, stability and self-reliance through shelter.

Our vision is a world where everyone has a decent place to live. Habitat for Humanity partners with people in your community, and all over the world, to help them build or improve a place they can call home. With your support, Habitat homeowners achieve the strength, stability and independence they need to build a better life for themselves, their families and the greater community.



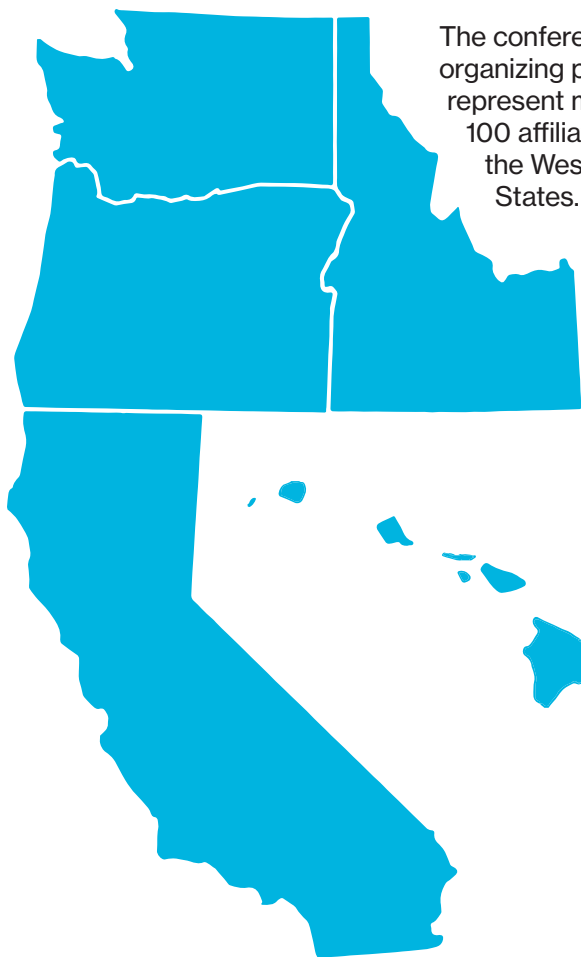
The State Support Organizations (SSOs) of California, Hawaii, Idaho, Oregon and Washington work alongside more than 100 Habitat for Humanity affiliates building and repairing homes across the western United States. We provide operational support and sustainable financial resources, and we coordinate statewide advocacy efforts to advance access to safe, decent and affordable homes.

Our teams have combined efforts to stage a biennial regional training for Habitat for Humanity affiliates in order to:

- Help affiliates build capacity
- Connect participants with critical resources
- Empower employees and volunteers
- And most importantly – bring people together *to build more homes, communities and hope!*

building momentum

We are thrilled to announce the theme of the 2020 conference: **Building Momentum**. Though our primary focus is advocacy empowerment, the Western Region Conference will also include the following topic areas: construction technology, fundraising, homeowner services, housing trends, leadership and management, marketing and communications, resource development, ReStore and volunteer engagement.



The conference organizing partners represent more than 100 affiliates across the Western United States.

- We expect attendance to reach more than 300 participants – up from 260 attendees at the 2018 conference.
- Attendees represent a variety of staff and volunteer roles, such as: executive directors, board members, fundraising managers, construction staff and retail associates.
- Year after year, conference workshops are rated “exceptional” and score 5/5 on evaluations. Participants say the information they receive during this training event is relevant to their everyday work.

“I’ve been doing this for 16 years, and this was **one of the very best-organized conferences** I’ve ever attended.”

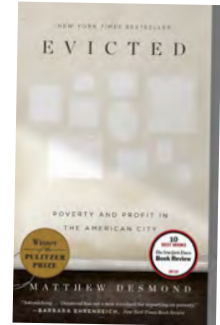
—Previous workshop trainer

meet the keynote speakers



Dr. Matthew Desmond

MacArthur Genius Matthew Desmond's New York Times bestselling book *Evicted: Poverty and Profit in the American City* draws on years of embedded fieldwork and painstakingly gathered data. *Evicted* won the 2017 Pulitzer Prize, and was named one of the Best Books of 2016 by nearly three dozen outlets. Jennifer Senior of The New York Times called it the year's most "unignorable" book: "Nothing else this year came close." Desmond is the Maurice P. During Professor of Sociology at Princeton University. His



teaching and research focus primarily on poverty in America, city life, housing insecurity, public policy, racial inequality and ethnography. In 2015, Desmond was awarded his MacArthur Genius Grant for "revealing the impact of eviction on the lives of the urban poor and its role in perpetuating racial and economic inequality."



Dr. Tiffany Manuel

Dr. Tiffany Manuel is an expert in public will-building and leveraging data. She is a dynamic speaker, thought leader and writer on the issues of community development, social change and cross-sector partnerships. She has worked to expand opportunities for low-income workers, families and communities through more than 25 years of professional and volunteer experience spanning the private and nonprofit sectors, government and academia.



Natosha Reid Rice

Reverend Natosha Reid Rice currently serves as the Associate General Counsel for Real Estate and Finance at Habitat for Humanity International. In addition to her work at Habitat, Natosha also serves as an Associate Pastor at the historic Ebenezer Baptist Church in Atlanta, Georgia. Rev. Rice is passionate about providing a voice to the voiceless and opportunities to communities that have been historically disadvantaged.

partnership opportunities

Signature: \$15,000

* Opportunity to introduce Matthew Desmond's signature address

* 6 tickets to Matthew Desmond's signature address and VIP meet-and-greet

- Verbal recognition from the podium during signature event
 - Logo displayed on stage during keynote events
 - Exhibitor opportunity with premier location
 - Opportunity to give away swag items in conference tote
 - Complimentary conference registration for two
 - Logo displayed in conference program
 - Premier logo placement on conference registration page
 - Premier logo placement on conference t-shirt
 - Recognition in Habitat Oregon's social media and newsletter
- * *Exclusive to this sponsorship level*



Keynote: \$10,000

* Opportunity to introduce plenary speaker (Dr. Tiffany Manuel/Natosha Reid Rice)

* 4 tickets to Matthew Desmond's signature address and VIP meet-and-greet

- Verbal recognition from the podium during keynote event
- Logo displayed on stage during keynote event
- Exhibitor opportunity with premier location
- Opportunity to give away swag items in conference tote
- Complimentary conference registration for two
- Logo displayed in conference program
- Logo displayed on conference registration page
- Logo displayed on conference t-shirt
- Recognition in Habitat Oregon's social media and newsletter

Additional Partnership Opportunities

Foundation: \$6,000

- * **2 tickets to Matthew Desmond's signature address**
- * **Special opportunity to engage conference attendees during social hour**
 - Exhibitor opportunity
 - Opportunity to give away swag items in conference tote
 - Complimentary conference registration for one
 - Logo displayed in conference program
 - Logo displayed on conference registration page
 - Logo displayed on conference t-shirt
 - Recognition in Habitat Oregon's social media and newsletter

Learning Track: \$3,000

One sponsorship available in each of our seven learning tracks: Executive Directors, Board Members, Construction, Homeowner Services, Volunteer Engagement, Development/Fundraising and ReStore Management.

- * **Invitation to participate during a networking group or workshop**
- * **Logo displayed during all learning track workshops and networking groups**
 - Exhibitor opportunity
 - Opportunity to give away swag items in conference tote
 - Complimentary conference registration for one
 - Logo displayed in conference program
 - Logo displayed on conference registration page

Supporting: \$1,000

- Exhibitor opportunity
- Opportunity to give away swag items in conference tote
- Complimentary conference registration for one
- Name displayed in conference program
- Name displayed on conference registration page

Testimony

“This is a **‘must attend’** event and I highly recommend bringing as many staff and board members as possible. My staff and board **came back fired up and ready to implement changes** for the good of the affiliate.”

—Executive Director

“We sometimes forget to look back and witness how far we have come. Habitat events allow affiliate delegates the opportunity to truly appreciate and be appreciated for the hard work each Habitat staff member does in serving this mission. **You get support and inspiration all in one weekend and wear it home like a super cape.** I would love for all my staff members to experience the empowerment of a Habitat conference.”

—Operations Manager



“My head is full of **great ideas** and **new information.**”

—ReStore Manager

You're in good company. Join the ranks of organizations who have partnered with us:

BBSI
CIC Credit
Columbia Bank
Earth Advantage
Energy Trust of Oregon
Federal Home Loan Bank Des Moines
The Ford Family Foundation
Habitat for Humanity International

Habitat for Humanity Michigan Fund
The Heat Pump Store
JPMorgan Chase & Co.
Johnson, Stone & Pagano, P.S.
Kern & Thompson, LLC
Krambo Corporation
Lockton Affinity
Northwest Bank

Oregon Department of Energy
Parr Lumber
Red Kite Employment Law
Sustainable Forestry Initiative
Thrivent Financial
Walsh Construction

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