Roadmap to Recovery

Partnership for Strong Communities (PSC) will host Connecticut’s second annual Affordable Housing Conference (CAHC) virtually across November 15, 16 and 17, 2021. In 2020, PSC organized the inaugural Conference: Tipping Point which offered a virtual multi-day event with conversations that explore challenges, share best practices, and coalesce us around critical next steps to address key affordable housing issues in our state.

In 2021, the CAHC will focus on how our state can leverage existing and new capital, and drive affordable housing policy and programmatic changes that support both equitable short-term and long-term recovery. Connecticut’s Affordable Housing Conference: Roadmap to Recovery will feature a menu of sessions relevant to affordable housing developers, tenants and tenant advocates, lenders and funders, public housing authorities, municipal and state policy leaders, housing advocates and partners. The 3-day conference will also include small and informal discussion-based gatherings, aimed at building networks and sharing ideas. The conference is free and open to all to attend.

We rely on sponsors to allow us to keep the conference affordable to all. We hope you will join us in making Connecticut’s Affordable Housing Conference a success!

Kiley Gosselin
Executive Director, Partnership for Strong Communities

The lack of affordable housing in Connecticut has been exacerbated by the global pandemic. Prior to the COVID-19 crisis, Connecticut had an estimated shortage of 86,836 rental homes affordable and available for extremely low-income renters and nearly 120,000 Connecticut households were spending over half of their income on rental housing (including rent and utilities).

Housing recovery beyond the COVID-19 pandemic

Even before the pandemic, millions of Americans lacked stable, affordable housing. The crisis has highlighted the social and economic costs of our affordable housing gap.

As a critical part of our state’s recovery, Connecticut must increase efforts to reduce the number of households who lack affordable, stable, decent-quality housing by:
- Increasing the amount of long-term affordable housing across the state
- Supporting affordable housing projects currently in the pipeline that face financial obstacles due to the pandemic
- Protecting existing affordable housing
- Address access and service gaps that impede residents’ ability to survive, stabilize, and thrive
Sponsoring the Conference

Help make Connecticut’s Affordable Housing Conference a success by sponsoring in a way that meets your goals. If you have questions about any of the options below, contact janep@pschousing.org.

Leading:
- Opportunity to provide opening remarks or share a video message with conference attendees
- Featured as a leading sponsor position with logo on all conference marketing collateral and social media
- Featured as a leading sponsor throughout conference
- Title sponsor of conference session of your choice
- Full page ad in digital conference agenda
- Opportunity to host Q&A or networking session during conference
- Opportunity to author PSC blog post
- (10) tickets to the conference

Collaborating:
- Featured as collaborating sponsor with logo on all conference marketing collateral and social media
- Featured as collaborating sponsor throughout conference
- Title sponsor of session of your choice
- Half page ad in digital conference agenda
- (8) tickets to the conference

Supporting:
- Featured as supporting sponsor with logo on conference marketing collateral and social media
- Featured as supporting sponsor throughout conference
- Half page ad in digital conference agenda
- (6) tickets to the conference

Session:
- Featured as a sponsor of a session
- Name and link on conference webpage
- Quarter page ad in digital conference agenda
- (4) tickets to the conference

Conference Advertiser
- Featured on social media
- Name and link on conference webpage
- Quarter page ad in digital conference agenda
- (2) tickets to the conference

Conference Supporter
- Name and link on conference webpage
- Name and link in digital conference agenda
- (1) ticket to the conference

All Sponsors
- Advanced conference registration
- Name and link on conference webpage
- Name and link in digital conference agenda
- Sponsor conference recap
- 500-600 expected attendees
- 7,500 monthly website visitors
- 6,200 e-mail subscribers
- 4,600 social media followers
Sponsorship Selection

☐ Leading - $10,000 +
☐ Collaborating - $5,000
☐ Supporting - $2,500
☐ Session - $1,000
☐ Conference Advertiser- $500
☐ Conference Supporter- $250

Sponsor Details

See additional conference information and pay for your sponsorship online at pschousing.org/CAHC2021
You may also submit this form via email: janep@pschousing.org, or via mail:

Partnership for Strong Communities
PO Box 604
Windsor, CT 06095

Name: ______________________________ Title: ______________________________

Organization: ____________________________________________________________

Address: __________________________________________________________________

Phone: __________________________ Email: _________________________________

☐ Check enclosed (payable to Partnership for Strong Communities. “2021 CAHC” in memo)

☐ Send an invoice for $ ____________ to email: ______________________________

☐ Credit card: ☐ Visa ☐ Master Card ☐ American Express ☐ Discover

Card #: ____________________________ Exp (MM/YY): ________ CSV#: ________

Signature: ________________________________________________________________

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