

# Tipping Point



Connecticut's **2020**

Affordable Housing Conference Series

November 16 - 20, 2020



A Safe, Affordable Home:  
The Foundation of Opportunity

Partnership for Strong Communities (PSC) will host *Tipping Point*: Connecticut's first Affordable Housing Conference Series during the week of November 16, 2020. PSC created *Tipping Point* to offer a virtual multi-day event featuring conversations that explore challenges, share best practices, and coalesce us around critical next steps to address key affordable housing issues in our state.

*Tipping Point* will feature a daily plenary session and a menu of live and on-demand symposium style 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 week will also include short lightning talks and informal discussion-based gatherings, aimed at sharing ideas and building networks. We are relying on sponsors to allow us to keep the conference free and open to all. We hope you will join us in making Connecticut's first virtual Affordable Housing Conference Series a success!

Kiley Gosselin  
Executive Director, Partnership for Strong Communities

## Connecticut's Affordable Housing Crisis Has Come to a Tipping Point

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). As of July 21, close to **120,000 households were unable to pay last month's rent**.

**Structural racism** pervades our housing, health-care, education, justice, and economic systems, and continues to put Black and Latinx communities at higher risk for being rent burdened, evicted, and more.

Connecticut has the **9th highest housing costs** and the **5th oldest housing stock** in the nation.

Thousands of affordable housing units need immediate investment in order to preserve them.

There are approximately **four affordable and available rental homes for every ten deeply poor renter households** in Connecticut. Households that spend half their paycheck on home-related costs are forced to spend less on other critical needs, including food, healthcare, and childcare.

*Now more than ever, we must ensure every resident of Connecticut has access to an affordable, safe, stable home in communities across the state.*

# Tipping Point

Connecticut's Affordable Housing Conference Series

## Sponsoring the Conference

Help make Connecticut's first virtual Affordable Housing Conference Series a success by sponsoring in a way that meets your goals. Have questions about any of the options below or have a creative idea? Let's talk about it: [chelsea@pschousing.org](mailto:chelsea@pschousing.org) or **203.525.6548**.

### Leading:

- Opportunity to provide opening remarks at 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

### Innovating:

- Featured as innovating sponsor with logo on all conference marketing collateral and social media
- Featured as innovating sponsor throughout conference
- Title sponsor of conference session of your choice
- Full page ad in digital conference agenda
- Opportunity to introduce session of your choice

### Collaborating:

- Featured as collaborating sponsor with logo on all conference marketing collateral and social media
- Featured as collaborating sponsor throughout conference
- Title sponsor of symposium session of your choice
- Half page ad in digital conference agenda
- Opportunity to introduce networking session of your choice

### 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
- Opportunity to introduce lightning talk of your choice

#### Session Sponsor

- Featured as a sponsor of a symposium session
- Name and link on *Tipping Point* webpage
- Quarter page ad in digital conference agenda

#### Media Sponsor

- Featured on social media
- Name and link on *Tipping Point* webpage
- Quarter page ad in digital conference agenda

#### Agenda Sponsor

- Name and link on *Tipping Point* webpage
- Name and link in digital conference agenda

## All Sponsors

#### Recieve:

- Advanced conference registration
- Name and link on *Tipping Point* webpage
- Name and link in digital conference agenda
- Sponsor conference recap

#### Reach:

- 300-400 expected attendees
- 7,500 monthly website visitors
- 6,200 e-mail subscribers
- 4,600 social media followers

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## Sponsorship Selection

**Leading - \$10,000 +**

**Session Sponsor - \$1,000**  
*included in Collaborator and up*

**Innovating - \$7,500**

**Media Sponsor - \$500**

**Collaborating - \$5,000**

**Agenda Sponsor - \$250**

**Supporting - \$2,500**

We are happy to create a custom sponsorship option that works for your goals and budget. Contact [chelsea@pschousing.org](mailto:chelsea@pschousing.org).

## Sponsor Details

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Check enclosed (payable to Partnership for Strong Communities. "Tipping Point" in memo)

Send an invoice for \$ \_\_\_\_\_ to email: \_\_\_\_\_

Credit card:  Visa  Master Card  American Express  Discover

Card #: \_\_\_\_\_ Exp (MM/YY): \_\_\_\_\_ CSV#: \_\_\_\_\_

Signature: \_\_\_\_\_

Complete your sponsorship selection online at [pschousing.org/tippingpoint2020](https://pschousing.org/tippingpoint2020) or submit this form via email: [chelsea@pschousing.org](mailto:chelsea@pschousing.org), or via mail:

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**Partnership for Strong Communities is a non-profit 501(c)3 organization**

