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, healthcare, 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.
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 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
- 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
Sponsorship Selection

☐ Leading - $10,000 +
☐ Innovating - $7,500
☐ Collaborating - $5,000
☐ Supporting - $2,500

☐ Session Sponsor - $1,000
☐ Media Sponsor - $500
☐ Agenda Sponsor - $250

We are happy to create a custom sponsorship option that works for your goals and budget. Contact 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
or submit this form via email: chelsea@pschousing.org, or via mail:

Partnership for Strong Communities
PO Box 604
Windsor, CT 06095

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