

2021 NMHC DEI Sponsorship Program

NMHC's Diversity, Equity and Inclusion (DEI) Initiative is a long-term commitment to promote diversity, equity and inclusion as a business imperative to drive innovation and success. NMHC highlights best practices, provides resources and leverages strategic alliances to help our members create diverse, equitable and inclusive organizations where talent and the communities they build will thrive. We invite you to demonstrate your support for this important Initiative by becoming an NMHC DEI Sponsor.

	DEI Founder \$35,000 5 opportunities	DEI Investor \$25,000 8 opportunities	DEI Supporter \$15,000 Unlimited
Core Benefits			
Logo recognition and designation as NMHC DEI Founder, NMHC DEI Investor or NMHC DEI Supporter on NMHC DEI webpage.	✓	✓	✓
Logo recognition in NMHC DEI Toolkit <i>A resource providing best practices for integrating DEI into all facets of an apartment firm's culture and operations. (to be published 2021)</i>	✓	✓	
Logo recognition in NMHC Housing Equity Toolkit <i>A resource for policymakers and multifamily developers, builders and operators to ensure equity in housing and community planning and development. (to be published 2021)</i>	✓	✓	
Complimentary registrations to all NMHC meetings, forums and conferences	4	2	1
Logo recognition as DEI Sponsor at Racial Equity Event, Women's Event and Leadership Forum	✓	✓	✓
3-5-minute video promotion of company's DEI efforts promoted on DEI website and potential other placement as determined by NMHC (<i>recording provided by sponsor and to be approved by NMHC</i>)	✓		
Selection of specific event sponsorships based on sponsor tiers, available at designated DEI events throughout the year (such as the Women's Event and Leadership Forum).	2 selections (Tiers A-B)	1 selection (Tier B)	

Event Sponsorship Opportunities:

Sponsors may select event opportunities based on their sponsor tier. Opportunities will be assigned on a first-come, first-serve basis according to sponsorship level.

Tier A Opportunities: Available to Founder-level sponsors only.

Women's Event at the Annual Meeting – VIP Sponsorship (5 opportunities available)

If this event cannot be held in-person, it will be held virtually. If virtual, certain benefits may be substituted.

Delivers a valuable experience to industry and those who are newer to the industry. The event is anchored by an iconic keynote speaker, with discussion on industry issues and facilitated networking. Sponsor benefits include:

- Logo recognition as event sponsor in event promotional and marketing materials (including emails and event webpage)
- Verbal recognition during event
- Up to 10 invitees seated at VIP table (*If virtual, sponsors will receive an alternative virtual networking opportunity for their VIP guests instead of this benefit; Invitees must already be registered as an attendee and do not receive complementary attendance as a guest*)
- Logo recognition on event signage (*If virtual, sponsors will be recognized on a PPT slide*)
- May provide one attendee gift for gift package (*If virtual, gifts will be mailed to attendees*).

NMHC DEI Committee Luncheon Meeting at Annual Meeting (1 opportunity available)

If this event cannot be held in-person, it will be held virtually, and certain benefits may be substituted.

This open committee meeting attracts more than 50 attendees including NMHC Officers and top industry leaders for speaker presentations and discussion on DEI in multifamily. Sponsor benefits include:

- VIP table seating for 3 representatives (*If virtual, sponsor will receive an alternative to this benefit*)
- 5-minute welcoming remarks from a company representative
- Logo recognition on meeting room signage (*If virtual, sponsor will be recognized on a PPT slide*)

NEW - NMHC DEI Reception at Annual Meeting (5 opportunities available)

Special invitation-only event for up to 10 invited guests per sponsor, NMHC Officers, NMHC DEI Committee, NMHC Chair Circle and Friends of the Council Sponsors, and additional VIP attendees as invited by NMHC. *This event will not take place virtually if it cannot be held in-person. If the in-person event is cancelled, the sponsor may select another opportunity.* Sponsor benefits include:

- Logo recognition as event sponsor on the reception invitation (distributed by NMHC via email)
- Verbal recognition during event
- Up to 10 invited guests (*Names must be submitted to NMHC in advance; Guests must already be registered as an attendee and do not receive complementary attendance as a guest*)
- Logo recognition on event signage

Tier B Opportunities: Available to Founder- and Investor-level sponsors only.

Leadership Forum on DEI – VIP Sponsorship (available only to BOD and Executive Committee members) **(unlimited)**

An annual event for executives and senior-level multifamily professionals to learn from experts and exchange strategic and practical resources that strengthen DEI within organizations and the industry. Sponsor benefits include:

- Logo recognition as event sponsor in event promotional and marketing materials (including emails and event website)
- Verbal recognition during event
- Up to 2 invitees seated at VIP table *(If virtual, sponsors will receive an alternative to this benefit)*
- Logo recognition on event signage *(If virtual, sponsors will be recognized on a PPT slide)*
- Logo recognition in NMHC-selected attendee gift package *(If virtual, gifts will be mailed to attendees).*

NEW - DEI Speaker and Discussion Series (2 opportunities per webinar)

Two virtual events presenting expert speakers on DEI topics with discussion among attendees. Sponsor benefits include:

- Logo recognition as sponsor in event promotional and marketing materials (including emails and event webpage)
- Logo recognition on introductory slides
- May give brief welcoming remarks/introduction at beginning of event

Tier C Opportunities: Available to all DEI Sponsor levels

NEW – Racial Equity Event – Virtual During Winter 2021 – General Event Sponsorship (unlimited)

A virtual experience presenting notable expert speakers on advancing racial equity in our organizations and communities. Sponsor benefits include:

- Logo recognition as event sponsor in event promotional and marketing materials (including emails and event website)
- Logo recognition on PPT slide during event
- Verbal recognition during event

NMHC Women’s Event at Annual Meeting – General Event Sponsorship (unlimited)

Delivers a valuable experience to industry and those who are newer to the industry. The event is anchored by an iconic keynote speaker, with discussion on industry issues and facilitated networking.

- Logo recognition as event sponsor in event promotional and marketing materials (including emails and event website)
- Logo recognition on event signage *(If virtual, sponsors will be recognized on a PPT slide)*

Leadership Forum on DEI – General Event Sponsorship (available only to BOD and Executive Committee members) **(unlimited)**

An annual event for executives and senior-level multifamily professionals to learn from experts and exchange strategic and practical resources that strengthen DEI within organizations and the industry.

- Logo recognition as event sponsor in event promotional and marketing materials (including emails and event website)
- Logo recognition on event signage (*If virtual, sponsors will be recognized on a PPT slide*)

NEW – Women in Multifamily Virtual Meetup Series – General Event Sponsorship
(3 sponsors per event)

Building on the initial success of the 2020 Women in Tech and Marketing Meetup Series, these two virtual events will provide scheduled time for NMHC members to connect, network and engage with one another, sharing insights, strategies, and tips to guide their success.

Three (3) events will be held in this series – sponsor may select which event they'd like to sponsor (dates to be announced):

- Women in Multifamily: Property Management & Operations
- Women in Multifamily: Finance & Capital Markets
- Women in Multifamily: Construction & Development

Sponsor benefits include:

- Logo recognition as sponsor in event promotional and marketing materials for sponsored event (including emails and event webpage)
- Logo recognition on introductory slides for sponsored event
- Verbal recognition during sponsored event or opportunity to give introductory remarks