

2025 NMHC Sponsorship Opportunities (NMHC Member Companies Only)

Yearly Sponsorships

Chair’s Circle and Friends of the Council Sponsors receive exclusive benefits and prominent recognition throughout the year, and at every major NMHC meeting (as listed below.) Chair’s Circle and Friends of the Council Sponsors may build their own custom sponsorship package, by choosing event sponsorship packages to achieve their desired yearly sponsorship level.

How to Become a Yearly Sponsor

Review the yearly sponsorship benefits below, then email Melissa Rowan, Associate Vice President, Sponsorships & Exhibits, at mrowan@nmhc.org to request a 2025 NMHC Sponsorship Contract.

- **Chair’s Circle Sponsor: \$60,000/year:** Select up to \$60,000 (or more) in event sponsorship packages to achieve Chair’s Circle Sponsor status and earn additional benefits at the events selected to sponsor.
- **Friends of the Council: \$30,000/year:** Select up to \$30,000 (or more) in event sponsorship packages to achieve Friends of the Council Sponsor status and earn additional benefits at the events selected to sponsor.

Event sponsorships may be added to the sponsorship application. **The deadline to become a Chair’s Circle Sponsor is November 8, 2024.**

| 2025 Yearly Sponsorship Levels | Chair’s Circle | Friends of the Council |
|--|--------------------|------------------------|
| General Benefits | | |
| Choice of event sponsorship packages (listed below. Sponsors achieving these minimums will receive the following benefits (based on sponsorship level earned): | \$60,000 (minimum) | \$30,000 (minimum) |
| Logo published on the NMHC homepage | x | |
| Logo and hyperlink published on NMHC Sponsor Recognition webpage | x | x |
| Complimentary registrations to NMHC events* | 8 | 5 |
| Logo on sponsor recognition signage during NMHC events* | x | x |
| Logo included on scrolling slides, displayed before general sessions at NMHC events* | x | x |
| Logo included on scrolling slides, displayed before general sessions at NMHC events* | x | x |
| Eligible to place literature in designated literature area at NMHC events* | x | x |
| 2025 NMHC Annual Meeting Benefits | | |
| Additional Full Registration(s) at \$995 each (\$1,195 each after Jan. 14, 2025) | 6 | 3 |
| Access to early registration/housing requests (sponsorship contract due by July 9, 2024 to qualify) | x | x |

| | | |
|--|--|-----------------|
| Eligible to request Hotel Suites (Suite Requests due by July 26, 2024; View Sponsor Suite Request Information.) | x | x |
| Meeting Room Lottery Priority Order (with selection of an Annual Meeting sponsorship package) | 1 st (plus first right of refusal over previously reserved meeting rooms) | 2 nd |
| Logo recognition at yearly sponsorship level in print agenda and mobile app | x | x |
| Invitations to Chair’s Reception | 4 | 2 |
| Meeting Room Rentals and Reserved Meeting Tables: Please see the 2025 NMHC Annual Meeting Sponsorship Packages to select the package that best suits your needs for this meeting. | | |

***Benefits apply to the following 2025 Events:** NMHC Annual Meeting, NMHC Apartment Strategies Conference, NMHC Research & Data Analytics Forum, NMHC Spring Meeting, NMHC Fall Board of Directors Meeting (registration benefits excluded for Advisory Committee members), NMHC Student Housing Conference, and OPTECH. Upcoming event dates can be found on the [NMHC website](#).

NMHC reserves the right to close any sponsorship level, package, or benefit at any time should interest exceed availability. Benefits and availability subject to change.

Event Sponsorship Selections

Choose from the list of 2025 event sponsorship packages below to achieve your desired yearly sponsorship level. Sponsors will receive the benefits included with each event sponsorship selected, in addition to the benefits received through their yearly sponsorship level.

Event sponsorships may be added to the sponsorship application. **Selections should total \$60,000 to achieve Chair’s Circle Sponsor status or \$30,000 to achieve Friends of the Council status.** Selections totaling over these amounts will be added as additional sponsorship fees to the sponsorship invoice.

Discounted rates where offered will expire on November 8, 2024, and only apply if a sponsor achieves the minimum sponsor total for a yearly sponsorship package. After November 8, 2024, sponsors may purchase additional event sponsorship packages separately, in accordance with the individual event sponsorship deadline and regular pricing.

Event Sponsorship Packages are listed on the next page. Events include:

- 2025 NMHC Annual Meeting
- 2025 NMHC Apartment Strategies Conference
- 2025 NMHC Women’s Event
- 2025 NMHC Research & Data Analytics Forum
- 2025 NMHC Spring Meeting
- 2025 NMHC Fall Board of Directors Meeting
- 2025 NMHC Student Housing Conference
- OPTECH

2025 Event Sponsorship Packages

NOTE: Chair’s Circle and Friends of the Council Sponsors will receive the registration benefits allocated to them through those sponsorship levels. The registrations listed at the event sponsorship level apply only to companies reserving event-only sponsorships.

2025 NMHC Annual Meeting

| Sponsorship Levels | Platinum | Gold | Silver |
|---|---|--|--|
| Rates | \$50,000 (Member Rate) \$40,000 (Chair’s Circle Rate until Nov. 8, 2024) | \$25,000 (Member Rate) \$20,000 (Chair’s Circle/Friends of the Council Rate until Nov. 8, 2024) | \$15,000 (Member Rate) \$10,000 (Chair’s Circle/Friends of the Council Rate until Nov. 8, 2024) |
| Benefits | | | |
| Complimentary Full Registrations | 4 (applies to Platinum level only) | 3 (applies to Gold level only) | 1 (applies to Silver level only) |
| Additional Full Registration(s) at \$995 each (\$1,195 each after Jan. 14, 2025) | 4 (applies to Platinum level only) | 2 (applies to Gold level only) | 1 (applies to Silver level only) |
| Eligible to request Hotel Suites (Submit suite requests by July 26, 2024; View Sponsor Suite Request Information.) | x | x | x |
| Eligible to participate in Meeting Room Rental Lottery (Lottery held according to sponsorship level; Chair’s Circle Sponsors receive priority. Meeting Room Requests due by July 26, 2024; Meeting Room Guidelines & Request Process to be published on July 1) | x | x | x |
| Complimentary, reserved meeting table (seat 10) | 2 tables | 1 table | 1 table |
| Logo included in print agenda | x | x | x |
| Logo & company description in mobile app | x | x | x |
| Logo on sponsor recognition signage at meeting (organized by sponsor level) | x | x | x |
| Logo included on scrolling slides, displayed before general sessions | x | x | x |
| Eligible to place literature in designated literature area at meeting | x | x | x |

| | | | |
|---|------------------------------------|--|--|
| Eligible to request Subgroup Event Space (Subject to Availability; Subgroup Event Guidelines Request Process to be published on July 1) | x | x | x |
| Invitation(s) to Chair’s Reception | 2 (Platinum) 4 (Chair’s Circle) | 2 (Gold) 4 (Chair’s Circle) 2 (Friends of the Council) | 1 (Silver) 4 (Chair’s Circle) 2 (Friends of the Council) |
| Invitation to VIP Keynote Lunch/Photo Opp (pending availability) | x | x | x |
| Choice of event sponsorship item(s) (additional fees may apply; additional items may be purchased; sponsorship items provided in Fall 2024) | 2 items included | 1 item included | |

2025 NMHC Apartment Strategies Conference: \$10,000

- 2 complimentary registrations (conference sponsor level only)
- Logo published on event webpages
- Logo included in pre-event marketing emails
- Logo included on print signage at event
- Logo included in scrolling General Session walk-in slides
- 1 complimentary sponsorship item selection

2025 NMHC Women’s Event: \$10,000

- Logo published on event webpages
- Logo included in pre-event marketing emails
- Logo included on print signage at event
- Logo included in scrolling General Session walk-in slides
- 1 complimentary sponsorship item selection

Sponsorship Benefits Packages for the Meetings Listed Below to be published July 1.

2025 NMHC Research & Data Analytics Forum: \$10,000

2025 NMHC Spring Meeting: \$10,000

2025 NMHC Fall Board of Directors Meeting: \$10,000

2025 NMHC Student Housing Conference

- **Platinum:** \$30,000 (Chair’s Circle Sponsor Rate) | \$35,000 (Member Rate)
- **Gold:** \$20,000 (Chair’s Circle/Friends of the Council Rate) | \$25,000 (Member Rate)
- **Silver:** \$15,000

OPTECH

- **Platinum:** \$30,000 (Chair’s Circle Sponsor Rate) | \$35,000 (Member Rate)
- **Gold:** \$20,000 (Chair’s Circle/Friends of the Council Rate) | \$25,000 (Member Rate)
- **Silver:** \$10,000 (Chair’s Circle/Friends of the Council Rate) | \$15,000 (Member Rate)

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Additional NMHC Sponsorship Opportunities

Diversity, Equity, and Inclusion (DEI) Sponsorship Program (NMHC Member Companies Only)

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.

Demonstrate your support for this important Initiative by becoming an NMHC DEI Sponsor!

How to Become an NMHC DEI Sponsor

Review the benefits below, then email Melissa Rowan, Associate Vice President, Sponsorships & Exhibits, at mrowan@nmhc.org to request a 2025 NMHC Sponsorship Contract and select your desired sponsorship level on the contract. **The deadline to become a DEI Sponsor (any level) is November 8, 2024.**

| DEI Sponsorship Levels | FOUNDER: \$35,000/yr Limited to 5 Sponsors | INVESTOR: \$25,000/yr | SUPPORTER \$15,000/yr |
|--|---|--------------------------|--------------------------|
| GENERAL BENEFITS | | | |
| Logo and hyperlink published on the NMHC DEI Sponsor Recognition webpage | x | x | x |
| Logo published on the NMHC Member Development Webpage | x | x | x |
| Complimentary registrations to NMHC events* | 4 | 2 | 1 |
| Logo on DEI sponsor recognition signage during NMHC events* | x | x | x |
| Logo included on scrolling slides, displayed before general sessions at NMHC events* | x | x | x |
| 2025 NMHC Women’s Event Sponsorship (click to view benefits) | Plus choice of 1 event sponsorship item | x | x |
| Invitations to Chair’s Reception at NMHC Annual Meeting* | 4 | 2 | 1 |

***Benefits apply to the following 2025 events:** NMHC Annual Meeting, NMHC Apartment Strategies Conference, NMHC Research & Data Analytics Forum, NMHC Spring Meeting, NMHC Fall Board of Directors Meeting (registration benefits excluded for Advisory Committee members), NMHC Student Housing Conference, and OPTECH.