



## **2026 NMHC Sponsorship Opportunities**

### **Yearly Sponsorship Packages**

#### **Chair's Circle and Friends of the Council**

NMHC offers a range of sponsorship opportunities designed to elevate your brand, connect with industry leaders, and support the rental housing community. Whether you're looking for year-round visibility or targeted event exposure, there's a sponsorship tier to meet your goals.

Top-tier options like Chair's Circle and Friends of the Council provide premium recognition year-round, including logo recognition on the NMHC website and events, priority access for meeting spaces, and complimentary registrations. Sponsors can further enhance their Chair's Circle or Friends of the Council package by choosing event-specific sponsorships that offer focused engagement and branding at key NMHC gatherings.

#### **Chair's Circle**

**Cost:** \$60,000

This tier offers companies the highest level of visibility, access, and influence across NMHC's programs and events. As a Chair Circle Sponsor, your organization will receive prominent recognition year-round, including access to exclusive sponsorship opportunities, networking engagements and events. Designed for organizations seeking to lead the conversation and maximize their impact, the Chair's Circle sponsorship positions your brand as a strategic partner and leader within the NMHC community.

#### **Friends of the Council**

**Cost:** \$30,000

This tier offers companies strong year-round visibility and engagement opportunities for organizations looking to elevate their presence within the NMHC community. Sponsors at this level receive high-profile recognition across NMHC programs and events.

A full list of benefits for each tier is included on the next page.

2026 Yearly Sponsorship Tiers and Benefits	Chair's Circle \$60,000	Friends of the Council \$30,000
<b>General Benefits</b>		
Logo published on Chair's Circle recognition graphic on NMHC homepage	Y	
Logo & hyperlink published on the NMHC sponsor recognition webpage	Y	Y
Complimentary registrations to NMHC events (see "Complimentary Registration Inclusions" chart below)	Y	Y
Logo included in sponsor signage at NMHC Events	Y	Y
Logo included in the general session walk-in slides at NMHC Events	Y	Y
Choose from a variety of NMHC event sponsorship packages at a discounted rate	Up to \$60,000 included	Up to \$30,000 included
Access to exclusive event sponsorship tiers and items + first right of refusal on items previously sponsored by company	Y	Y
Discount on additional event sponsorship item purchases	10% Discount	5% Discount
Exhibitor Priority Points earned for 2026 OPTECH Booth Selection (exhibiting supplier sponsors only; must be RETTC Members)	4	2
<b>Annual Meeting Benefits</b>		
Logo included in print agenda	Y	Y
Eligible to reserve hotel suites (Suite Guidelines to be published)	Y	Y
Eligible to host subgroup events (Subgroup Event Guidelines to be published)	Y	Y
Eligibility to rent a meeting room (Meeting Room Guidelines to be published)	Y	Y
Eligible to attend Chair's Reception	Y	Y
<b>Complimentary Registration Inclusions</b>		
Apartment Strategies Conference	8	5
Annual Meeting*	8 comp. + 5 at \$995 each*	5 comp. + 3 at \$995 each*
Research & Data Analytics Forum	8	5
Spring Meeting	8	5
Fall Board of Directors Meeting	8	5
Student Housing Conference	8	5
OPTECH**	8**	5**

\*Price increases to \$1,195 on Jan. 13, 2026.

\*\*Complimentary OPTECH registrations are assigned to Owner/Manager/Developer sponsor firms only. Supplier sponsor firms will receive complimentary registrations only through their OPTECH-specific sponsorship package, if one is selected. All participating firms must be current RETTC members to attend or sponsor OPTECH.

## Event Sponsorships

Once you have decided on your primary sponsorship tier (Chair's Circle or Friends of the Council), you can select the event sponsorship packages you wish to include in your package to meet the minimum threshold requirement for your primary sponsorship tier. You will be able to add these selections to your sponsorship application. Any selections made beyond the minimum threshold will be added to your final invoice as an additional charge.

- **Chair's Circle Sponsor:** Total selections of **\$60,000 or more**
- **Friends of the Council:** Total selections of **\$30,000 or more**
- Any amount **above** these thresholds will be added as **additional sponsorship fees** on your invoice.

Each event sponsorship includes its own benefits, which are assigned in addition to those provided by your primary sponsorship. Event packages and benefits are detailed in the following pages.

Go to the [NMHC Upcoming Meetings & Events Calendar](#) to view a list of 2026 event dates, locations, and links to the event websites.

*Benefits are subject to change*

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## **2026 NMHC Annual Meeting**

**January 27-29, 2026, Las Vegas, NV**

The NMHC Annual Meeting is the multifamily industry's premier event, bringing together leaders and decision-makers. Sponsorship provides unparalleled visibility and access to key stakeholders. Exclusive to NMHC Members only, the NMHC Annual Meeting attracts over 8,000 people from across the multifamily industry. Sponsors gain exposure to a highly targeted and influential audience.

**Deadline to Sponsor:** November 7, 2025

### **Sponsorship Opportunities**

**Chair's Circle (CC) and Friends of the Council (FOC) Sponsors have exclusive access to the Platinum tier.** All CC and FOC sponsors, and NMHC members, are eligible to sponsor at Gold or Silver tiers. Selections may be made on your sponsor agreement.

Benefits for each level are detailed on the next page.

### **Meeting Rooms, Events, and Suites**

All events and meeting room requests must be approved by NMHC. Requests made directly through the event host hotel will be declined and turned over to NMHC for review and approval. **Space will only be assigned to sponsoring companies.**

Guidelines, pricing, and request information for **Subgroup Events, Meeting Rooms, and Hotel Suites** will be published before attendee registration opens in July. Space is limited and is not guaranteed to any company. Space assignments will begin in August 2025.

**To sponsor, please email Melissa Rowan at [mrowan@nmhc.org](mailto:mrowan@nmhc.org).**

2026 NMHC Annual Meeting Sponsorship Tiers and Benefits	Platinum <i>Tier available only to CC/FOC Sponsors</i> \$30,000	Gold CC/FOC Rate: \$20,000 Member Rate: \$25,000	Silver CC/FOC Rate: \$10,000 Member Rate: \$15,000
<b>General Benefits</b>			
Complimentary Registrations*	4 complimentary + 2 at \$995 each*	2 complimentary + 1 at \$995*	1 complimentary +1 at \$995*
Logo published on event webpage	Y	Y	—
Logo included on sponsor recognition signage at event	Y	Y	Y
Logo included in the general session walk-in slides	Y	Y	Y
Logo + company profile included in mobile app	Y	Y	Y
Logo included in print agenda	Y	Y	Y
Eligible to place literature in designated area at event	Y	Y	Y
Recognition on NMHC's social media channels (at NMHC's discretion)	Y	—	—
Event sponsorship selections included	2 items included + discount on additional item purchases	1 item included + discount on additional item purchases	—
**Eligible to reserve hotel suites	Y	Y	Y
**Eligible to host Subgroup Events at host hotel	Y	Y	Y
**Eligible for meeting room rentals	Y	Y	Y
Eligible to reserve meeting tables	2 tables included	1 table included	1 table included
Eligible to attend Chair's Reception	Y	Y	Y

\*Price increases to \$1,195 on Jan. 13, 2026.

\*\*The cost of hotel suites, meeting rooms, and event space are additional fees. Assignments will be made in order of priority based on yearly sponsorship level, event sponsor level, and NMHC membership level. Guidelines and request information for suites, meeting rooms, subgroup events to be published.

*Benefits subject to change. NMHC reserves the right to close any sponsorship tier, or benefit should demand exceed availability.*



## **2026 NMHC Women's Event**

**January 26, 2026, Las Vegas, NV**

The NMHC Women's Event is a vibrant gathering of women leaders who are shaping the future of the rental housing industry. Whether you're a seasoned executive or new to NMHC, this event serves as a gateway for attendees to expand their networks, gain insights and find inspiration from top women in our field. This networking event is open exclusively to NMHC members who identify as women and are registered for the Annual Meeting and/or the Apartment Strategies Conference. Visit the [NMHC Women's Event website](#) for more information, and to stay on top of the latest updates for the upcoming event (NMHC login required to view the event website.)

**Deadline to Sponsor:** November 7, 2025

### **Sponsorship Opportunities**

#### **Event Sponsor**

- **CC/FOC Sponsor Rate:** \$10,000
- **Event-Only Sponsor Rate:** \$15,000

Sponsors will receive recognition as an overall sponsor of the event, and the following benefits:

- Logo included on event website
- Logo included on pre-event marketing materials
- Logo included in on-site event sponsor signage
- Logo included in the general session walk-in slides
- 1 event sponsorship included + discount on additional item purchases
- Sponsor recognition on NMHC social media channels (at NMHC's discretion)
- Sponsor recognition during opening remarks at the event

**To sponsor, please email Melissa Rowan at [mrowan@nmhc.org](mailto:mrowan@nmhc.org).**

*Benefits subject to change. NMHC reserves the right to close any sponsorship tier, or benefit should demand exceed availability.*



## **2026 NMHC Apartment Strategies Conference**

**January 27, 2026 | Las Vegas, NV**

The Apartment Strategies Conference brings together top industry executives, investors, and analysts to examine what lies ahead for the apartment sector. The conference includes a full day of sharp market insights, economic trend analysis, and candid executive discussion. This conference is open to both NMHC members and non-members.

Visit the [NMHC Apartment Strategies Conference website](#) for more information, and to stay on top of the latest updates for the upcoming event.

**Deadline to Sponsor:** November 7, 2025

### **Sponsorship Opportunities**

#### **Event Sponsor**

- **CC/FOC Sponsor Rate:** \$10,000
- **Event-Only Sponsor Rate:** \$15,000

Sponsors will receive recognition as an overall conference sponsor, and the following benefits:

- 1 complimentary conference registration
- Logo included on conference website
- Logo included on pre-conference marketing materials
- Logo included in on-site conference sponsor signage
- Logo included in the general session walk-in slides
- 1 event sponsorship included + discount on additional item purchases

To sponsor, please email Melissa Rowan at [mrowan@nmhc.org](mailto:mrowan@nmhc.org).



## **NMHC Spring Meeting**

**April 20-22, 2026, Chicago, IL**

Open to all NMHC membership levels, this exclusive, members-only event is designed for industry professionals to exchange innovative strategies and practical solutions in workforce housing finance.

Participants, including multifamily developers, investors, and financial strategists, engage in dialogue focused on the intersection of capital markets and workforce housing development and preservation. This event offers a platform for critical financial discussions and facilitates a rich exchange of ideas and best practices among leaders in the field, and invaluable networking opportunities.

## **Sponsorship Opportunities**

### **Event Sponsor**

- **CC/FOC Sponsor Rate:** \$10,000
- **Event-Only Sponsor Rate:** \$15,000

Sponsors will receive recognition as an overall sponsor of the Forum and the following benefits:

- 1 complimentary meeting registration
- Logo included on meeting website
- Logo included on pre-event meeting materials
- Logo included in on-site sponsor signage
- Logo included in the general session walk-in slides
- 1 event sponsorship included + discount on additional item purchases
- Sponsor recognition during opening remarks at the event

*Benefits subject to change. NMHC reserves the right to close any sponsorship tier, or benefit should demand exceed availability.*





## **NMHC Research & Data Analytics Forum**

### **2026 Dates and Location TBA**

Open exclusively to NMHC members, the NMHC Research & Data Analytics Forum is targeted to the nation's leading apartment researchers, in-house and third-party, and is designed to address critical issues facing the industry.

### **Sponsorship Opportunities**

#### **Event Sponsor**

- **CC/FOC Sponsor Rate:** \$10,000
- **Event-Only Sponsor Rate:** \$15,000

Sponsors will receive recognition as an overall sponsor of the Forum and the following benefits:

- 1 complimentary event registration
- Logo included on Forum website
- Logo included on pre-event marketing materials
- Logo included in on-site event sponsor signage
- Logo included in the general session walk-in slides
- 1 event sponsorship included + discount on additional item purchases
- Sponsor recognition during opening remarks at the event

*Benefits subject to change. NMHC reserves the right to close any sponsorship tier, or benefit should demand exceed availability.*



**NMHC Fall Board of Directors Meeting**  
**September 16-18, 2026, Washington, D.C.**

This Event is Open to NMHC Executive Committee and Board of Directors Members Only. This meeting continues to be one of our most popular events, attracting NMHC members who are interested in legislative and regulatory issues that impact our ability to deliver much-needed housing in communities nationwide.

During the Fall meeting, attendees will hear directly from political insiders, members of Congress and officials from the Administration who are responsible for housing policy. There will also be opportunities to discuss pivotal issues and network with industry peers.

**Sponsorship Opportunities**

**Event Sponsor**

- **CC/FOC Sponsor Rate:** \$10,000
- **Event-Only Sponsor Rate:** \$15,000

Sponsors will receive recognition as an overall sponsor of the Forum and the following benefits:

- 1 complimentary meeting registration
- Logo included on meeting website
- Logo included on pre-event meeting materials
- Logo included in on-site sponsor signage
- Logo included in the general session walk-in slides
- 1 event sponsorship included + discount on additional item purchases
- Sponsor recognition during opening remarks at the event

*Benefits subject to change. NMHC reserves the right to close any sponsorship tier, or benefit should demand exceed availability.*



## 2026 NMHC Student Housing Conference

**October 19- 21, 2026, Scottsdale, AZ**

This is the premier event for Student Housing professionals bringing together leaders from all facets of the sector including owners, operators, investors, lenders, and university partners. The conference provides the knowledge, tools, programs and connections necessary for leaders to shape their future success and the future of our industry. Open to NMHC members and non-members, this is a must-attend event whether you are an industry veteran, new to the sector, or seek exposure and access to industry decision makers. *Benefits subject to change. NMHC reserves the right to close any sponsorship tier, or benefit should demand exceed availability.*

2026 Student Housing Conf. Sponsorship Tiers and Benefits	Platinum CC/FOC Rate: \$30,000 Member Rate: \$35,000	Gold CC/FOC Rate: \$20,000 Member Rate: \$25,000	Silver CC/FOC Rate: \$10,000 Member Rate: \$15,000
<b>General Benefits</b>			
Complimentary Registrations	3	2	1
Logo included on conference website	Y	Y	Y
Logo included in pre-conference marketing emails	Y	Y	Y
Logo included in on-site sponsor signage	Y	Y	Y
Logo included in the general session walk-in slides	Y	Y	Y
Logo included in print agenda	Y	Y	Y
Eligibility to place company literature in a designated area at the conference	Y	Y	Y
Eligibility to host subgroup events (guidelines to be published)	Y	Y	Y
Eligible to reserve meeting rooms (guidelines to be published)	Y	Y	Y
Choice of event sponsorship item(s) + discount on additional item purchases	2 items incl.+ discount on additional item purchases	1 item incl. + discount on additional item purchases	—
Recognition on NMHC's social media channels (at NMHC's discretion)	Y	—	—
Featured ad in "Platinum Sponsor Spotlight" email to attendees	Y	—	—



## 2026 OPTECH

November 16-18, 2026, Las Vegas, NV

OPTECH is the Real Estate Technology and Transformation Center's largest annual conference and expo. [RETTTC](#) is a community committed to moving rental housing forward through continual innovation. OPTECH is where RETTTC community members set the agenda for real estate digital transformation, share best practices and resources and network with other leaders. The OPTECH Expo has been the hub of innovation for over two decades and continues to drive the real estate industry forward. **Sponsors must be RETTTC members to sponsor, attend, or exhibit at OPTECH.** *Benefits subject to change. NMHC reserves the right to close any sponsorship tier, or benefit should demand exceed availability.*

OPTECH 2026 Sponsorship Tiers and Benefits <i>Benefits subject to change.</i>	Platinum CC/FOC Rate: \$30,000 Member Rate: \$35,000	Gold CC/FOC Rate: \$20,000 Member Rate: \$25,000	Silver CC/FOC Rate: \$10,000 Member Rate: \$15,000
<b>General Benefits</b>			
Complimentary Registrations	3	2	1
Logo included on conference website	Y	Y	Y
Logo included in pre-conference marketing emails	Y	Y	Y
Logo included in on-site sponsor signage	Y	Y	Y
Logo included in the general session walk-in slides	Y	Y	Y
Logo included in print agenda	Y	Y	Y
Eligibility to place company literature on-site in a designated area at event	Y	Y	Y
Eligibility to host subgroup events	Y	Y	Y
Choice of event sponsorship item(s) + discount on additional item purchases	2 items incl.+ discount on additional item purchases	1 item incl. + discount on additional item purchases	—
Eligible to reserve meeting rooms	Y	Y	Y
Recognition on RETTTC's social media channels (at RETTTC's discretion)	Y	Y	Y
Featured ad in "Platinum Sponsor Spotlight" email to attendees	Y	Y	Y
Exhibitor Priority Points towards 2026 booth selection (supplier sponsors only; benefit expires Apr. 3, 2026)	2	2	1



## Membership Development & Community Engagement Sponsorship

At NMHC, our mission is to provide leadership and advocacy that promotes thriving rental housing communities for all. We envision meeting America's housing needs by creating inclusive and resilient communities where people build their lives. A dedicated, engaged community, with high member satisfaction, is key to our mission.

We believe that a diverse membership creates a productive market that benefits rental housing and the communities we serve. The [NMHC Membership Development Program](#) is an important component of our market-driven approach.

Your sponsorship will support the continued growth of this initiative, particularly through the [New Member Ambassador Program](#), which is a vital component to fostering an inclusive community. The New Member Ambassador Program is designed to create a welcoming environment for new members by providing guidance to navigate the membership journey. Ambassadors play a vital role in fostering connections, sharing insights, and enhancing the overall experience for NMHC's new members.

For more information on the [New Membership Development Program](#), or the [Ambassador Program](#), contact Latoya Lovick at [llovick@nmhc.org](mailto:llovick@nmhc.org).

**Deadline to Sponsor:** November 7, 2025 | **Cost:** \$15,000

As a Membership Development and Community Engagement Sponsor, your organization will be recognized as a key partner in welcoming, onboarding, and engaging new members. **Benefits include:**

- Logo placement on the Member Development webpage
- Logo in marketing emails for the 2026 Member Development Program and related communications
- Recognition at New Member Events, including:
  - New Member Reception at the 2026 Annual Meeting
  - New Member & Ambassador Networking Lunch at the 2026 Annual Meeting
- Logo on intro slides during New Member Orientation Webinars (held ~3 times/year)
- Logo in the Ambassador Program & New Member Welcome Guide
- Invitation to in-person DEI and Membership Engagement Committee Meetings
- Logo on the New Member Ambassador Program webpage
- Eligibility to host or co-host local meetups or member receptions

Sponsors may also participate directly in the Ambassador Program. Ambassadors can be paired with key member audiences or Owner/Developer/Manager (ODM) contacts to build deeper relationships and foster long-term engagement. **To become a sponsor, contact Melissa Rowan at [mrowan@nmhc.org](mailto:mrowan@nmhc.org)**