

Advocate.
Convene.
Equip.
Innovate.
Sustain.



COMMUNITY DEVELOPMENT WEEK

SPONSORSHIP PACKAGE



CNHED

Coalition for Nonprofit Housing & Economic Development

Coalition for Nonprofit Housing and Economic Development
727 15th Street NW, Suite 600
Washington, DC 20005



Welcome to CNHED's Largest Event of the Year

Our success starts with you.



Introduction

The Coalition for Nonprofit Housing and Economic Development (CNHED) is pleased to announce our annual **DC Community Development Week spanning September 25 through September 29, 2023.** For the second time, our Community Development Week will feature the Equitable Communities Conference and Community of Leaders Reception. This year, we're focusing our annual Community Development Week on racial equity.

While partnering members and organizations may choose to host virtual engagements throughout the week, all CNHED-organized events will be in-person with appropriate health safety protocols. In the case this plan needs to be modified for public health considerations, a contingency plan has been developed.

Content

ABOUT US	Page 4
ABOUT CD WEEK	Page 5
OUR LEGACY	Page 6
OUR IMPACT	Page 7
EVENT SCOPE	Page 9
SCHEDULE OF EVENTS	Page 10
CONFERENCE	Page 11
RECEPTION	Page 12
SPONSOR PACKAGES	Page 14
REACH	Page 20
INTEREST FORM	Page 21
AD SPECS	Page 22



About Us

CNHED advances community development solutions that address the inequity of under-resourced communities in the District of Columbia.

Our holistic systems-change approach encompasses community-informed budget and policy advocacy, data-driven thought leadership, and needs-based programmatic initiatives in the areas of Housing and Homelessness, Workforce Development, and Small and Minority-owned Business Ecosystem Building.

Since its inception in 2000, CNHED has grown from 55 organizations to nearly 180 today. CNHED's strength is in its convening power, highly successful advocacy, robust communications, and information sharing, and equipping its members with tools and resources for their work. CNHED's organizational members include nonprofit and for-profit affordable housing developers, housing counseling and service agencies, community economic development organizations, workforce and business development entities, lenders, intermediaries, and government agencies.

180+

Members

6

High-Impact
Initiatives

24

Years in
Operation



About Community Development Week

Celebrating advancement of the community economic development landscape in DC.

The District has a rich spectrum of community development entities that have made tremendous contributions to providing resources to low-moderate income communities and increasing the economic vitality of the District. From affordable housing developers, human service agencies, and workforce development providers, to small business technical assistance providers, community lenders, and government agencies, Washington, D.C. has one of the most robust community

economic development landscapes in the Nation.

CNHED represents this robust infrastructure of community development and we are honored to set aside one week each fall as Community Development Week to not only recognize and celebrate the accomplishments of the field but also provide a platform for further learning, networking, and capacity building.

The week's activities span the spectrum of community

economic development topics and will illuminate the community development field's role in developing innovative solutions to some of the District's most pervasive issues. Including, but not limited to; creating and preserving affordable housing; assisting the creation, health, and expansion of small businesses; creating and financing community economic development projects; energizing commercial corridors; and creating opportunities to reap increased income and improved quality of life.

Community Development week is designed as a series of coordinated activities across the District, featuring events from CNHED members as well as with our government partners and supporters. The two flagship events: the Equitable Communities Conference and the Community of Leaders Reception, are hosted exclusively by CNHED in recognition and service to our members.



Our Legacy

Implementing an inclusive, cross-sector approach to community economic development

CNHED sees the District of Columbia as a model for inclusive and equitable community economic development that is supported by both public and private resources. Formed as the result of the merger of two organizations -- the Coalition of Nonprofit Housing Developers and Coalition of Economic Development Organizations -- CNHED believes in an integrated, cross-sector approach to stable and vibrant communities.

Affordable housing is a critical piece of inclusive small business ecosystem building and other economic development spaces, while small businesses, workforce programs, and other community programs ensure individuals and families can support their living costs.

CNHED focuses its activities through this integrated lens.

Affordable Housing

A safe and stable home is the foundation for health, well-being, and prosperity.

Economic Development

Economic prosperity means investments in job creation, small business support, and racial equity

Testimonial

“ Thank you for your interest in assisting small minority businesses with stabilizing in the post-COVID landscape. The interest in making sure we were emotionally sound and balanced in order to be strong business owners was a unique component that I haven't seen with other programs and was very much appreciated. ”

Our Impact

As an association, CNHED has achieved successes that would be impossible for a single organization. In support of and through the hard work of our members.

CNHED's members represent a broad spectrum of nonprofits, forprofits, and government agencies that build, preserve ,and manage affordable housing; protect tenants' rights and provide housing counseling; create opportunities for first-time homebuyers; deliver critical family services; connect residents to career pathways; lend necessary capital to small businesses and community projects; assist small businesses--specifically minority-owned --to start, grow and thrive; and generally engage, represent, and benefit underresourced residents of the District of Columbia.

Through our committees and working groups, CNHED brings together residents, practitioners, and government officials to collaborate and develop impactful, equitable solutions to some of DC's biggest economic development problems. We are the hub for innovative research, policies and programs specifically

aimed at systems change and improving the resources and programs for underresourced residents in DC. In addition, we pride ourselves as a capacity building resource for our members, working to provide them with the tools, resources, and partnerships needed to support their work, ultimately ensuring the District's underresourced residents are well supported and resourced from a variety of angles and approaches.

Not only will your contribution enable CNHED to coordinate an excellent DC Community Development Week, Community Engagement for Equitable Development Conference, and A Community of Leaders Reception; but ultimately, you enable CNHED to continue our notable impact.



By the Numbers

CNHED's advocacy and policy efforts lead to the District investing millions in additional local funding for key affordable housing programs.

Housing Production Trust Fund & other affordable housing programs

↑ **\$597.3m**

For the Fiscal Year 2023 Budget, CNHED helped achieve increases in programs that assist small businesses throughout the District.

Programs assisting small businesses

↑ **\$30.2m**

For the Fiscal Year 2023 Budget, CNHED helped achieve increases in key community economic development programs.

Workforce Development programs and Support

↑ **\$6.6m**

CNHED helped 776 landlords lease to families or individuals exiting homelessness through rental arrears and unit damage support.

Through our DC Landlord Partnership Fund

↑ **2,429** Families or individuals

CNHED recorded \$186M in spending with local, minority-owned companies by its anchor institutions.

Through our DC Community Anchor Partnership Initiative

↑ **\$186m**

Join us as we advance community development solutions that address the inequity of under-resourced communities in the District of Columbia.

Event Scope

Community Development Week 2022 was our return to in-person convening.

CNHED distinguishes itself by harnessing the differences across our diverse membership and with our allies to create collaboration that results in real solutions for under-resourced residents of the District.

Below is the range of issues and initiatives in which CNHED engages. Each of these are approached from a lens of social, economic, and racial justice.

AFFORDABLE HOUSING

Development, preservation, and policy engagement

SMALL BUSINESS

Creation, management, and expansion

COMMERCIAL CORRIDORS

Energizing and engaging small businesses and customers

MBE SUPPLIERS

Increasing competitiveness with large institutional buyers

WORKFORCE DEVELOPMENT

Providing resources and education for the unemployed and underemployed

RESOURCES

Research and training for practitioners



200+

Participants

44

Special Speakers

6

Training Sessions

10+

Hours of Programming

Schedule of Events



CNHED represents the District's expansive infrastructure of community development initiatives, programs, and organizations. We are honored to organize two flagship events during Community Development Week each year to draw attention to their efforts and accomplishments.

09.26 Equitable Communities Conference

WELCOME

Keynote Speaker
Opening Panel

AM SESSION

Concurrent Breakouts

LUNCH

Keynote Speaker

PM SESSION

Concurrent Breakouts

CLOSING

Conference Debrief

09.28 Community of Leaders Reception

COCKTAIL HOUR

Networking

PROGRAM

Guest Speakers
Bob Pohlman Award

Testimonial

“ I have found CNHED's trainings and workshops extremely useful in my position as President and CEO of Habitat for Humanity of Washington, DC. CNHED has made an invaluable contribution to those of us lucky enough to participate in their courses! ”

Susanne Slater | President & CEO
Habitat for Humanity of Washington, DC

Equitable Communities Conference

2023 Theme: Racial Equity

For the past several years, local organizations, government entities, advocacy groups, and even philanthropy have made deliberate steps toward increasing community voice and perspective in their policies and programming. CNHED's 2023 Equitable Communities Conference will focus on uplifting effective approaches to racial equity and inclusiveness as well as bringing allies and organizations together to workshop new models for achieving social, economic, and racial justice through our work.



A Community of Leaders Reception

Honoring the past, present, and future.

The Community of Leaders Reception celebrates the local leaders, government officials, community development organizations, and small businesses who are actively working toward including resident and community voices in their programming, policies, and decision-making.

The Community of Leaders Reception will platform how we can continue to build a more inclusive and equitable future through community economic development and celebrate the industry's accomplishments thus far. During the reception, we will also announce the Bob Pohlman Lifetime Achievement Award Winner.



Your support is critical.

We have numerous sponsorship packages available for
Community Development week at several levels.

DIAMOND PACKAGE

\$25,000
TWENTY-FIVE THOUSAND

Speaking Role

DESIGNATED SPEAKER
Speaking role during conference or reception

VERBAL RECOGNITION
Verbal recognition during conference main sessions

Digital Promotion

PROFILE
Featured profile on all CNHED digital channels

WEBSITE
Logo and hyperlink on event page top banner

EMAIL
Logo and hyperlink on all CD week emails

Event Ad Placement

CONFERENCE PROGRAM
1/2 page ad in conference program

CONFERENCE SIGNAGE & PRESENTATIONS
Logo on conference signage and presentations

Tickets & Discounts

COMPLIMENTARY
8 complimentary conference and reception tickets

DISCOUNT
50% off all other tickets

MEMBERSHIP
One year CNHED Membership

Have something else in mind? We gratefully accept contributions of any level and will work with your group or organization to provide adequate recognition. Contact accounting@cnhed.org to discuss more options.

PLATINUM PACKAGE

\$20,000

TWENTY THOUSAND DOLLARS

CHAMPION PACKAGE

\$15,000

FIFTEEN THOUSAND DOLLARS

Speaking Role

VERBAL RECOGNITION
Verbal recognition during conference main sessions

Event Ad Placement

CONFERENCE PROGRAM
1/2 page ad in conference program

CONFERENCE SIGNAGE
Logo on conference signage

Digital Promotion

PROFILE
Featured profile on all CNHED digital channels

WEBSITE
Logo and hyperlink on event page banner

EMAIL
Logo and hyperlink on all CD week emails

Tickets & Discounts

COMPLIMENTARY
6 complimentary conference and reception tickets

DISCOUNT
50% off all other tickets

MEMBERSHIP
One year CNHED Membership

Have something else in mind? We gratefully accept contributions of any level and will work with your group or organization to provide adequate recognition. Contact accounting@cnhed.org to discuss more options.

Speaking Role

N/A

Event Ad Placement

CONFERENCE PROGRAM
1/2 page ad in conference program

Digital Promotion

WEBSITE
Name and hyperlink on event info page

EMAIL
Logo and hyperlink on all CD week emails

Tickets & Discounts

COMPLIMENTARY
4 complimentary conference and reception tickets

DISCOUNT
50% off all other tickets

MEMBERSHIP
One year CNHED Membership

Have something else in mind? We gratefully accept contributions of any level and will work with your group or organization to provide adequate recognition. Contact accounting@cnhed.org to discuss more options.

LEADER PACKAGE

\$10,000
TEN THOUSAND DOLLARS

BUILDER PACKAGE

\$5,000
FIVE THOUSAND DOLLARS

Speaking Role

N/A

Event Ad Placement

CONFERENCE PROGRAM
1/4 page ad in conference program

Digital Promotion

WEBSITE
Logo and hyperlink on event info page

Tickets & Discounts

COMPLIMENTARY
2 complimentary conference and reception tickets

DISCOUNT
50% off all other tickets

Have something else in mind? We gratefully accept contributions of any level and will work with your group or organization to provide adequate recognition. Contact accounting@cnhed.org to discuss more options.

Speaking Role

N/A

Event Ad Placement

CONFERENCE PROGRAM
Name on conference program

Digital Promotion

WEBSITE
Name and hyperlink on event info page

Tickets & Discounts

COMPLIMENTARY
1 complimentary conference and reception ticket

DISCOUNT
50% off all other tickets

Have something else in mind? We gratefully accept contributions of any level and will work with your group or organization to provide adequate recognition. Contact accounting@cnhed.org to discuss more options.

PARTNER PACKAGE

\$2,500

TWENTY-FIVE HUNDRED DOLLARS

Speaking Role

N/A

Event Ad Placement

CONFERENCE PROGRAM
Name on conference program

Digital Promotion

N/A

Tickets & Discounts

DISCOUNT
50% off tickets

Have something else in mind? We gratefully accept contributions of any level and will work with your group or organization to provide adequate recognition. Contact accounting@cnhed.org to discuss more options.

Digital Reach

CNHED has a collective reach of more than 11,000 contacts

Email Marketing

Our email newsletter contact list has more than 5,700 contacts in the affordable housing, small business, workforce development, and supportive service industries.

Website

CNHED's website has 4.5k views on average

Social Media

Through LinkedIn, Twitter, and Facebook, CNHED can reach more than 5,400 followers



I would like to support CNHED by sponsoring Community Development Week, including the Equitable Communities Conference and the Community of Leaders Reception at the following level (please select one):

Package Type:

- Diamond Platinum Champion
 Leader Builder Partner

Contact Name:

.....

Contact Title:

.....

Contact Email:

.....

Mailing Address:

.....

.....

Company Name:

.....

Company Website:

.....

Contact Phone:

.....

Sponsor Interest Form

Please submit this form or visit our website to contribute.

Ad Specs

Please use this guidance to submit your ads

MECHANICAL SPECIFICATIONS

- All ads must be built at 100% of actual size
- Minimum resolution: 300dpi
- Color: CMYK or grayscale
- Ads should be submitted in PDF, EPS, or JPG.
- Please include crop marks
- All fonts must be rasterized, embedded, or outlined.

DIMENSIONS

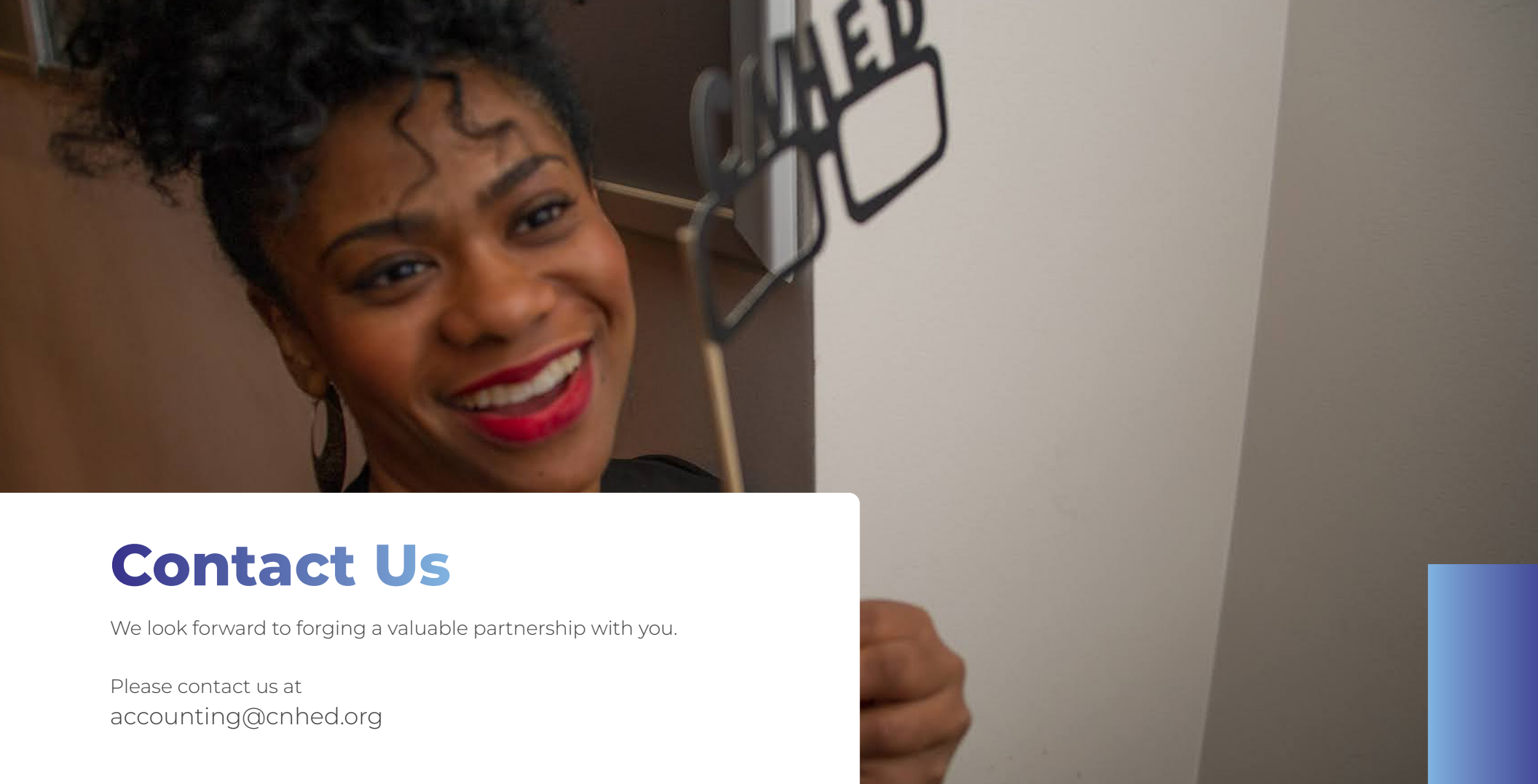
- Half-Page (no bleeds): 8" w x 5.25" h
- Quarter Page (no bleeds): 4" w x 5.25" h

SUBMISSION

- Deadline: **September 1, 2023**
- Email to: hholmes@cnhed.org

Half Page 8" x 5 1/4"
(horizontal)

Quarter Page
4" x 5 1/4"
(vertical)



Contact Us

We look forward to forging a valuable partnership with you.

Please contact us at
accounting@cnhed.org



CNHED

Coalition for Nonprofit Housing & Economic Development

Coalition for Nonprofit Housing and Economic Development
727 15th Street NW, Suite 600, Washington, D.C. 20005

Phone:
202.745.0902

Email:
info@cnhed.org

Website:
www.cnhed.org