



Sponsorship Package



COMMUNITY DEVELOPMENT WEEK

September 28 - October 2, 2026

Washington, DC

Who Are We?

We Listen. We Interpret. We Innovate.

The Coalition (formerly CNHED) is the District of Columbia's most influential community quarterback uniting practitioners, residents, and local leaders around innovative solutions that address the needs of under-resourced communities in the areas of affordable housing, workforce development, and Small Business Ecosystem Building.

Our holistic systems-change approach harnesses the collective power of people, convening, and partnerships. Through community-informed public advocacy, data-driven thought leadership, research, capacity building, and needs-based programmatic initiatives, we work to build a District where economic mobility, vibrancy, and sustainability are at the forefront.



The Impact We've Made



What makes up The Coalition?

166

Members

8

High-Impact
Initiatives

10

Full-time staff
members

5.5K

contacts through our
expanded network

And that's just an overview. If we go deeper...

Through our DC
Community Anchor
Partnership, we've
directed more than

\$1.5B

to District Small
Businesses, enabling
them to support
their communities.

We've saved District
senior homeowners
more than

\$1.9M

in critical repairs to
their home, enabling
them to age safely in
place.

We partner with an
active and informed
base of more than

170

District residents
with lived experience
in the areas of
housing insecurity or
job insecurity

Our ELEVATE
Alumni Businesses
have generated
more than

\$72.8M

in cumulative
economic revenue
since the program's
launch in 2020

What is Community Development Week?

Real change doesn't happen in silos. Real change happens when people doing the work, organizers, service providers, policymakers, advocates, funders, and community leaders, come together with a shared purpose. That's what Community Development Week is all about: The Coalition's District-wide convening that celebrates the people and organizations advancing community development across the District, while also creating structured space to surface system-level barriers, alignment gaps, and opportunities to strengthen housing, workforce, procurement, and economic mobility outcomes.

CD Week Pillars



Convening: Summits and Celebration

Structured convenings that surface system barriers and opportunities, alongside recognition of the people and organizations driving community development outcomes.



Aligning: Ecosystem Activation

Reinforcing how members, partners, and stakeholders function together as an interconnected system that enables outcomes across housing, workforce, procurement, and community development.



Connecting: Behind-the-Scenes Work

Visibility into the cross-sector coordination, problem-solving, and systems navigation work that aligns stakeholders and strengthens execution across the ecosystem.



A Focus on Cross-Sector Interventions

Community Development Week 2026 will center on cross-sector collaboration, examining how affordable housing, small businesses, and workforce development connect with not only each other, but also broader systems that shape economic mobility.

Examples Include:



Affordable Housing x Health

How housing stability and quality shape health outcomes and how cross-sector partnerships can improve both.

Small Business x Workforce Development

How small businesses can serve as engines for local job creation when aligned with job development pipelines and adult learning supports.

Workforce x Technology

How digital skills, technology access, and innovation are transforming workforce training and job access, as well as excluding entire communities from opportunity and economic mobility.

Community Development x Climate Resilience

Looks at how sustainability and climate strategies intersect with housing, workforce, and small business to drive more coordinated community solutions.

Affordable Housing x Workforce x Small Business

Integrated, place-based approaches that align housing stability, local employment, and small business growth to advance economic mobility wholistically.



A Community of Leaders Award Reception

The Community of Leaders Awards Reception is dedicated to recognizing the exceptional contributions of local leaders, government officials, community development organizations, and small businesses throughout the District's community economic development landscape.

Key Recognitions



Bob Pohlman Lifetime Achievement Award

Honors a community economic development professional with more than 20 years of impact in the field..



Community Champion Award

Honors a DC resident who has made a significant impact through advocacy, organizing, or grassroots leadership.



Special Guest Honorees

The Coalition also takes this time to recognize other public officials, leaders, and champions making a significant impact on the communities we serve.

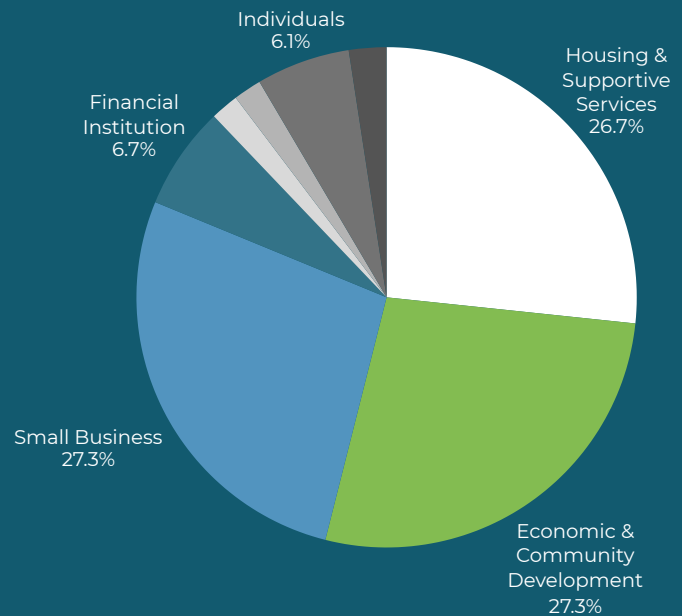


Audience Overview

Community Development Week reaches a diverse set of stakeholders, all with meaningful experiences, knowledge, and perspectives to lend to the field. With each event curated for a specific audience, The Coalition is able to meet attendees where their interests align and facilitate new partnerships.

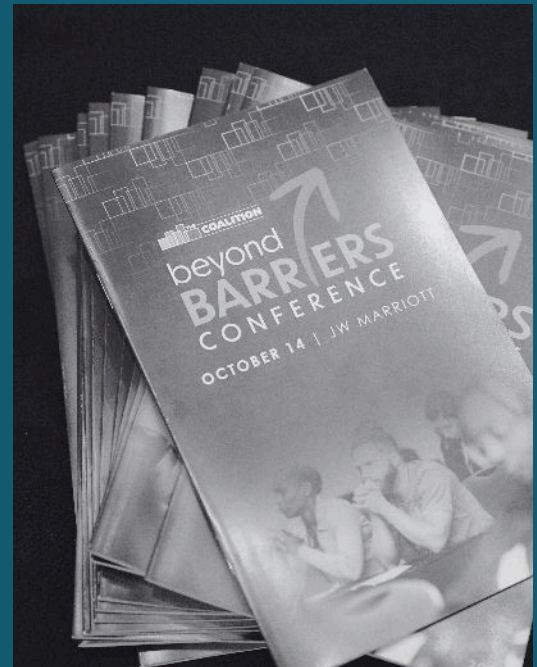
- 50-150 Attendees per event
- DC Metropolitan Area Professionals
- From Entry-level to C-Suite
- Expanded reach up to 10,000 individuals

Key Industries:



Why Sponsor?

Investing in the Coalition means supporting a broad, multi-sector network that is dedicated to resident-informed sustainable community development solutions and has a proven track record of making high-impact, systems-level differences in under-resourced communities.



1

Help scale community development solutions nationwide

3

Brand visibility to a diverse audience-base

2

Connect with thought leaders and decision makers shaping the field

4

Demonstrate your support for holistic, community-grounded solutions

Sponsorship Packages - Levels

Benefit	Champion (\$35k+)	Leader (\$25K)	Innovator (\$15K)	Builder (\$10K)	Ally (<\$10K)
Main Speaking Role	✓				
Introductory or Award Remarks		✓			
Verbal Acknowledgement	✓	✓	✓	✓	
Program Advertisement	Full Page	Half Page	¼ Page	Logo Only	Name Only
Logo on Program Cover	✓				
Logo on Social Media Graphics	✓				
Logo on Event Emails	✓	✓	✓		
Logo on Event Website	✓	✓	✓	✓	✓
Reserved Reception Table	✓	✓			
Complimentary 1 Year Membership	✓	✓	✓	✓	✓
Complimentary Tickets	8	8	6	4	2



Sponsorship Packages: Awards

\$30,000

The Community of Leaders Award Reception honors the local leaders, government officials, community development organizations, and small businesses making a meaningful impact in the lives of District residents. The Official Awards Luncheon Sponsor will enjoy the below exclusive benefits for their contribution:

Introductory or Award Remarks



Special privileges to provide either the either introductory or acknowledgement remarks for one of our awards.

Enhanced Exclusive Brand Visibility



All references to the awards program will state: "A Community of Leaders Award Reception: Presented by [Your Company Name]"

Additionally, your company or organization logo on the reception presentation, meal cards, table tents, event program, event website, and all luncheon marketing.

Reserved Reception Table



Preferential reserved seating for the entire awards program and 8 complimentary event tickets

Other Benefits



Enjoy all the other benefits listed under the **Leader** sponsor package level



Awards Sponsorship

Sponsorship Packages: Convening

\$20,000

This sponsorship includes exclusive naming recognition for a convening during Community Development Week and the opportunity to help shape the session topic in partnership with the Coalition. Sponsors may suggest speakers and discussion angles that reflect their strategic priorities and expertise, with final content curated to align with the overall conference agenda and audience needs.

Convening Design



Special privileges to collaborate with Coalition leadership to help shape the convening. This includes assigning or suggesting speakers, format, and/or discussion angles that align with the conference goals and audience.

Enhanced Exclusive Brand Visibility



The sponsor will be recognized as the presenting sponsor for this convening and will be listed as such for all appearances in print, digital, and live announcements. The sponsor's logo will be used throughout the sessions' visual elements (PowerPoint, handouts, etc.).

Reserved Table



Reserved seating for the entire awards program and 8 complimentary event tickets

Other Benefits



Enjoy all the other benefits listed under the **Innovator** sponsor package level



Panel/Session Sponsorship

Sponsorship Packages: Media

\$12,000

The Media Sponsor supports the digital and print media that power the community development week experience, including professional photography, Wi-Fi connectivity, and printed program materials. These resources ensure participants can stay informed, connected, and fully engaged throughout the week, while enabling the Coalition to document and share the week's experiences.

Photo Backdrop



The sponsor will have the opportunity to include their branding and logo in our photo backdrop area. This includes props, marketing materials, or even an expo table if desired.

Enhanced Exclusive Brand Visibility



The media sponsor will be prominently recognized on all print materials, emails, and in post-event image circulation. The media sponsor will receive a half-page ad in the event program.

Reserved Table



Reserved seating for the entire awards program and 8 complimentary event tickets

Other Benefits



Enjoy all the other benefits listed under the **builder** sponsor package level



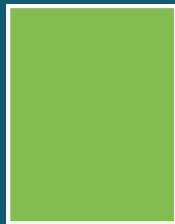
Media Sponsorship

Advertisement Specifications

Mechanical Requirements

All ads must be built at 100% of the actual size. The minimum resolution is 300dpi. Please make sure the color settings are CMYK or grayscale.

Ads should be submitted in EPS or other Vector format. Please include crop marks. All fonts must be rasterized, embedded, or outlined.



Full
Page

- Vertical
- 8"w x 10.5"h



1/2
Page

- Horizontal
- 8"w x 5.25"h



1/4
Page

- Vertical
- 4"w x 5.25"h

Please email completed ads to Halley Holmes at
hholmes@cnhed.org



Interested?

Contact Us:



sglaude@cnhed.org



202-745-0209



727 15th Street NW, Suite 600



www.thecoalitiondc.org



THE
COALITION

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