

**NAHRO** **WASH** **CON 26**  
Washington Conference 2026



# Sponsorship Prospectus

Washington, DC  
March 9-11, 2026



# Powering Advocacy. Advancing Communities.

The NAHRO Washington Conference is the premier policy and advocacy event for housing and community development professionals. The event brings together policymakers, practitioners, and advocates to meet with their elected officials and to learn about the latest policy and regulatory changes that affect their work.

Sponsorship offers unparalleled opportunities to connect with industry leaders, enhance brand visibility, and demonstrate your commitment to supporting affordable housing and community development.



## WHY NAHRO

**Proven Excellence:** For more than 90 years, NAHRO has been the leader in helping its members create strong, stable communities. With over 26,000 members, our reach is vast, and our impact is unmatched.

**A Thriving Audience:** Our attendees represent top decision-makers, executive directors, housing authority leaders, policy experts, and community innovators. 2025 Success: Last year's Washington Conference brought together more than 850 advocates and experts, with more than 80% of the attendees indicating they will return.

## WHY SPONSOR THE 2026 WASHINGTON CONFERENCE

### » Visibility & Policy Leadership

Elevate your brand among national housing leaders, policymakers, and advocates shaping the future of affordable housing and community development.

### » Strategic Connections

Build relationships with top decision-makers and innovators driving programs, funding, and regulatory change.

### » Alignment with Impact

Be part of keynotes, briefings, and workshops where ideas become action—advancing equitable, sustainable housing policy.

Learn More: [www.nahro.org/washcon](http://www.nahro.org/washcon)

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## JOIN US TODAY!

Your sponsorship advances the policies and partnerships that build strong, stable communities. Don't miss the chance to be part of the nation's foremost advocacy gathering for housing and community development leaders.

### Reserve Your Spot Now:

Contact [Lisa Kirch, lkirch@nahro.org](mailto:lkirch@nahro.org)



## SPONSORSHIP TIERS

### Presenting Sponsor

**\$50,000**

As our exclusive Presenting Sponsor, your organization will stand at the forefront of NAHRO's Washington Conference. Gain high-level recognition as we bring our collective voice to Capitol Hill, advocating for the programs and policies that strengthen the communities we serve.

- » Recognition as high-impact conference sponsor in all materials
- » Opportunity to speak (2-minute slot) at the Day 2 Morning Plenary session\*
- » Logo recognition on opening plenary session walk-in screen
- » Top-tier logo placement on the conference webpage, conference social media, conference signage, and conference app
- » Four (4) complimentary registrations
- » Visibility on the conference app
- » Sponsorship recognition in the NAHRO Monitor, a monthly email newsletter with more than 20,000 subscribers.

*\*This session kicks off day 2 of the conference*



### Impact Sponsor

**\$25,000**

As an Impact Sponsor, your organization will be recognized as a key leader in shaping solutions for affordable housing and community development. Gain prominent visibility as NAHRO members unite in Washington to engage with federal policymakers and advocate for our communities. By partnering with NAHRO, you accelerate the work that drives stronger policies, smarter practices, and better outcomes for the communities we serve.

- » Second-tier logo placement on the conference webpage, conference social media, conference signage, and conference app
- » Three (3) complimentary registrations
- » Visibility on the conference app

### Collaborator Sponsor

**\$20,000**

As a Collaborator Sponsor, your organization will be recognized as a catalyst for connection, helping bring housing and community development professionals together to exchange ideas, share best practices, and strengthen their collective voice in Washington.

- » Third-tier logo placement on the conference webpage, conference social media, conference signage, and conference app
- » Two (2) complimentary registrations
- » Visibility on the conference app



### Ally Sponsor

**\$10,000**

As an Ally Sponsor, your organization will be recognized for standing with NAHRO in advancing affordable housing and community development. Your support strengthens our mission and empowers housing professionals across the country to build stronger, more equitable communities.

- » Fourth-tier logo placement on the conference webpage, conference social media, conference signage, and conference app
- » One (1) complimentary registration
- » Visibility on the conference app

## ADD-ON SPONSORSHIP OPPORTUNITIES



### President's Leadership Reception \$30,000

Align your brand with NAHRO's most exclusive gathering—the President's Leadership Reception—an invitation-only event bringing together approximately 300 executive directors, CEOs, and national leaders shaping the future of affordable housing and community development.

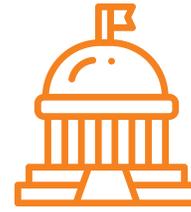
- » Special recognition during opening remarks
- » Logo recognition on event signage and conference app
- » Exclusive cross-channel social media post recognizing your contribution
- » One (1) push notification in the conference app
- » Branding on the daily schedule hand out
- » The option to feature a branded photo backdrop that captures lasting moments with NAHRO's top leadership.



### Welcome Reception \$25,000

Kick off the conference by welcoming attendees from across the country to NAHRO's signature opening event. This reception offers a chance to network and mingle with industry peers and partners. As the exclusive Welcome Reception sponsor, your brand will be prominently featured, setting the stage for a memorable start to the conference.

- » Logo recognition on event signage and conference app
- » Table placard branding
- » Option to feature bar branded signage
- » Exclusive cross-channel social media post recognizing your contribution
- » Branding on the daily schedule hand out
- » One (1) push notification in the conference app



### Washington Reception \$20,000

Celebrate the conclusion of NAHRO's Washington Conference as the exclusive sponsor of the Washington Reception, held immediately following Capitol Hill visits. After a day of advocacy, this elegant event allows conference attendees to debrief and relax with colleagues while mingling with invited HUD and congressional contacts.

- » Special recognition during closing remarks
- » Logo recognition on event signage and conference app
- » Exclusive cross-channel social media post recognizing your contribution
- » Branding on the daily schedule hand out
- » One (1) app push notification





## Hotel Key Cards \$20,000

Make your brand the first thing attendees see when they arrive and the last thing they touch before heading home. As the exclusive Hotel Key Card Sponsor, your logo will appear on every attendee key card—ensuring hundreds of daily impressions as participants access their rooms throughout the conference. This is a simple, high-visibility way to leave a lasting impression long after check-out.



## Morning Coffee and Breakfast \$15,000 each

**Monday, March 9**  
8 – 9:30 am

**Tuesday, March 10**  
8 – 9:30 am

**Wednesday, March 11**  
8 – 9:30 am

Kickstart the day as the organization that fuels the morning! When you sponsor NAHRO's morning coffee and continental breakfast, your logo will greet every attendee as they grab their first cup and prepare for the day's sessions, offering exceptional visibility and a lasting association with hospitality and connection.

- » Two (2) conference registrations
- » Logo recognition on placards during your chosen slot
- » Logo recognition on the signage for your chosen slot
- » Recognition on NAHRO's social media platforms
- » Branding on the appropriate daily schedule handout



## Wi-Fi Sponsorship \$15,000

Keep attendees connected throughout the event as NAHRO's exclusive Wi-Fi Sponsor. Your brand will be front and center every time participants log on, with a custom network name (SSID) and branded landing page. You'll also receive logo recognition on event signage and within the conference app, ensuring continuous visibility from start to finish.





## Shuttle Service to and from Capitol Hill on Hill Day

**\$15,000**

On Wednesday, March 11, gain unmatched visibility as the exclusive Shuttle Sponsor, with your brand front-and-center as NAHRO members travel to Capitol Hill to champion affordable housing and community development. Your logo will travel with attendees on custom side panel decals featured on the shuttle bus. You'll also receive recognition as the shuttle sponsor on conference materials, in the conference app, and in an exclusive cross-channel social media post.



## Afternoon Plenary \$15,000 [SOLD]

This high-profile plenary session takes place on the second day of the conference and attracts our full audience of housing and community development professionals. This is an exciting opportunity to get your name and logo in front of all attendees.

- » One (1) conference registration
- » 2-minute speaking opportunity during the session, inclusive of a speaker introduction
- » Verbal recognition at the session
- » Logo recognition on plenary session walk-in screen
- » Recognition on NAHRO's social media platforms
- » Branding on the March 10 daily schedule handout



## Refreshment Breaks \$5,000 each

**Monday, March 9**  
3:45 – 4 pm

**Tuesday, March 10**  
3 – 3:15 pm

Keep the conversation flowing, and your organization front and center. Refreshment breaks draw all conference attendees to one lively networking hub.

- » Logo recognition on table placards at break tables
- » One (1) push notification in the conference app





**NEW!**  
**Tabletop Exhibits**  
**\$2,500**

Showcase your products and services directly to housing and community development leaders from around the nation.

Located in the heart of the conference registration area, these tabletop exhibits provide prime visibility and engagement with attendees.

Each package includes:

- » 2 full days of visibility and networking opportunities
- » A 6-ft draped table with one chair
- » General company signage
- » One (1) complimentary conference registration
- » Logo placement on conference signage
- » Listing in the conference mobile app



**For more information or to reserve your tabletop contact Amanda Frederick at [afrederick@nahro.org](mailto:afrederick@nahro.org).**



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**National Association of Housing and  
Redevelopment Officials**

630 Eye Street, NW, Washington DC 20001  
Phone (US Only): 877-866-2476

