



# Building Partnerships 2020

The 8th Annual  
MNPFA Conference



## CONFERENCE SPONSORSHIP GUIDE



Inspiration. Training. Networking.



## Conference: A New Format

In sponsoring the MNPFA Conference, in addition to building brand awareness, you are helping create a thriving community and unlock the knowledge of non-profit groups. In 2020, the Building Partnerships conference will be held in a new format, consisting of:

- 1** Virtual, four-series education sessions in the span of October 2020 to March 2021;
- 2** A virtual Trade Show in conjunction to the education sessions;
- 3** An in-person networking event in February or March 2021\*

We will not be hosting the Spirit of Housing Awards this year.

\*Depending on public health requirements regarding distancing and group size.

*We bring together a diverse range of organizations and individuals providing services and information to the affordable housing sector.*

## Sponsorship: New This Year!

Conference sponsorship opportunities have changed to reflect the new virtual format of this event. Sponsorship is designed to meet various sponsors' goals related to sharing information about services and programs with attendees, and demonstrating their support for the non-profit housing sector. There are three conference sponsorship opportunities:

Sponsor Type	Number of Sponsors	Amount
Conference Sponsor	Unlimited	\$2,500
Series Sponsor	4 (max. 1 per series)	\$1,500
Education Session Sponsor	16 (max. 2 per session)	\$300-500

In addition to three sponsorship categories, we also have the in-person networking event sponsorship and fundraising sponsorship – sector transformation fund available.

For more details please inquire at [execdir@mnpha.com](mailto:execdir@mnpha.com).

### Why Sponsor?

- 1** Sponsorship is a tangible way to show your commitment to affordable housing in Manitoba, and building the capacity of the non-profit housing sector.
- 2** Sponsorship is an effective way to promote your brand, organization, services, or programs, with a wide range of attendees.
- 3** Sponsorship allows you to build contacts faster with senior executives, Board Members, maintenance managers, direct service staff of non-profit and cooperative housing providers, government representatives, and private sector partners.
- 4** Sponsorship provides complementary registration for your staff team or board members, to gain insights and understanding of the future of the community housing sector in Manitoba.

To make this the best experience possible for your organization, with lasting results, we've shaped packages that will give you sustained visibility and create connections during the event. All packages have been enhanced with digital marketing benefits that promote your brand and services to the registered attendees, MNPHA's 100+ members and the community of housing professionals in the non-profit sector.



***Connect to knowledgeable housing professionals  
across Manitoba***



## Virtual Trade Show and Resource Fair

We will be hosting a virtual Trade Show and Resource Fair in conjunction with the four-part virtual series of educational sessions. Every sponsor will have space on the virtual Trade Show page to share contact information, a description of your services and programs, and embed a video. You may also add an appointment booking feature so that attendees contact you immediately - indicate your preference on the Registration Form at the end of this document.

*Online exposure to senior leaders in housing  
across Manitoba*

## Sector Transformation Fund

MNPFA has launched a Sector Transformation Fund, seeded with \$25,000. Over the next 5 years, Manitoba Housing will be selling assets to the non-profit sector where it makes financial sense to do so. A major fund is necessary because:

- 1** It will provide the equity that is necessary to purchase housing assets.
- 2** Purchasing a major asset requires due diligence and consultant expertise that small organizations may not have internally. The fund will cover purchasing costs necessary to ensure long-term sustainability.
- 3** Funding programs, such as the National Co-Investment Fund, often require resources from other sources. The Fund could therefore leverage significant additional dollars towards affordable housing repair and renovations in Manitoba.

In addition to Building Partnerships sponsorship, we are asking partners to consider donating to the Sector Transformation Fund.

Over the next year, MNPFA will be seeking partners, investors, and advisors to grow the Sector Transformation Fund with the capacity to preserve the historic investment and assets in social housing in Manitoba, renew those assets, and create once-in-a-generation opportunities for new development to meet housing need

*You are not just sponsoring MNPFA.  
You are contributing to  
the future of the community housing sector.*





## Education Sessions: 4 Series

Revolving around the topic of **Social Housing Transformation** in Manitoba, we will present one panel discussion and one skill-building workshop under four key themes\*:

*\*Titles and Descriptions are draft and subject to change.*

### Series One: Funding and Financing

Title	Summary	Format
<b>Funding Social Housing</b>	Panelists will discuss the ways that governments around the world and within Canada fund social housing programs. They will discuss the challenges related to aging infrastructure, addressing operating costs, and creating a diverse housing system that meets the needs of the population.	Panel
<b>Developing Sustainable Budgets for Non-profit Housing</b>	This workshop will provide examples, tools, and case studies to support organizations in creating operating budgets that are sustainable and align with the vision and mission of the organization. It will also discuss how to action capital plans on an annual basis.	Workshop

### Series Two: Partnerships and Collaborations

Title	Summary	Format
<b>Social Housing Sector Collaboration</b>	Panelists will share the unique history/ background and models of delivering sector-wide resources for non-profit housing in their region - BC, ON and Ottawa.	Panel
<b>Partnerships to Enhance the Tenant Experience</b>	We will learn about four partnerships between service organizations and housing providers that have enhanced the Tenant Experience.	Case Studies

***Four series, eight innovative education sessions.  
Connect to knowledgeable housing professionals  
across Manitoba***

### Series Three: Leadership and Governance

Title	Summary	Format
<b>Small and Successful to Big and Successful: How Boards Have Guided Organizations through Major Growth</b>	Panelists will unpack the core governance needs for the non-profit housing sector when they intend to increase in scale, by discussing the stages of growth, how the board develops succession plans and uses strategic plans, as well as go over several case studies of organizations from BC and Quebec.	Panel
<b>Strategic Conversations that End in Decisions</b>	Why do so many boards focus on operations? Because strategic conversations are hard! This workshop will provide tools and tips for how to think and talk through strategic decisions as a board.	Workshop

### Series Four: Tenant Health and Well-Being

Title	Summary	Format
<b>How COVID-19 Impacts Mental Health and Wellness</b>	Panelists will share their insights on isolation and its impacts on tenants during the pandemic, and how service providers have adjusted models of support to connect with tenants (e.g. phone, online).	Panel
<b>Accessing Mental Health Supports for Tenants</b>	This session will discuss mental health resources in Manitoba, the landlord's role in connecting to resources, and models of supports in housing.	Workshop



## Sponsorship at a Glance

Sponsor Type	Conference Sponsor	Series Sponsor	Education Session Sponsor
Cost	\$2,500	\$1,500	\$300 for MNPBA member, \$500 for non-member
Sponsorships	Unlimited	4 (max. 1 per series)	16 (max. 2 per session)
Five (5) Complimentary Access to Virtual Sessions	Full pass (\$500 value)	Sponsored series only (\$250 value)	Sponsored session only (\$150 value)
Virtual Trade Show Booth	Included	Included	Included
Complimentary Pass for In-person Networking Event*	4	2	0
<b>During Educational Sessions</b>			
Logo Recognition during pre-event waiting time	Yes	Yes	Yes
Logo Recognition during Presentation (embedded in the presentation file and periodically appears on screen; also captured in the on-demand recording)	No	No	Yes
Speaking Opportunities (delivered live or by video recording)	Opening remarks in 2 sessions of your choice (up to 2 mins)	Closing remarks in 1 session of your choice (up to 1 min)	No
Host Acknowledgment	All 8 sessions	Sponsored series only	Sponsored session only
Meeting Password Branding (your company name can be used as the Zoom password)	No	Yes	No
Opportunity to Poll 1 Survey Question during Presentation	All 8 sessions	Sponsored series only	Sponsored session only
Opportunity to Provide Raffle Prize	Yes	Yes	Yes
<b>Pre-conference</b>			
Official Conference Program Advertisement (digital only)	Full Page	1/4 Page	Logo only

Sponsor Type	Conference Sponsor	Series Sponsor	Education Session Sponsor
MNPHA e-Newsletter Ad	Customized (up to 200 words)	Logo only	No
Recognition on Conference Website	Company's description, with link to your website	Logo with link to your website	Logo with link to your website
Recognition via MNPHA Social Media Platforms (Facebook; Instagram)	Yes	Yes	Yes
Post-conference			
One-time Opportunity to Send e-mail to Attendees through MNPHA	Yes	Yes	Yes
Logo Recognition in the Print Conference Highlight	Yes	Yes	Yes
Conference Data Insights (number of attendees, organizations, and communities)	Yes	Yes	Yes

*\*Subject to public health advisory*





*The only place where people address the pressing questions related to Manitoba Housing's Transformation*

## Key Sponsor Features

### Conference Sponsor \$2,500

Conference sponsors are important stakeholders in the sector and close partners of MNPFA. You are vital to the success of the Building Partnerships conference.

**Sponsor Features:** Exclusive speaking opportunity to provide welcoming remarks to all attendees in 2 sessions of your choice. You can record a video ad or welcome remarks (2-min), to be played at the start of the session; prominent visibility as the conference sponsor on all marketing materials.

### Series Sponsor \$1,500

Series sponsors are an integral part for the series: Funding and Financing; Partnerships and Collaborations; Relationships with Government; Supporting Tenant Needs. Maximum 1 sponsor per series.

**Sponsor Features:** Exclusive meeting password branding (can use your company name as the Zoom password to access the two meetings); speaking opportunity to provide ending speech in 1 session of your choice.

### Education Session Sponsor MNPHA members: \$300; Non-Member: \$500

There is prime real estate available during live or on-demand sessions. You as an Education Session Sponsor can choose a session to be associated with, and share content. Maximum 2 sponsors per session.

**Sponsor Features:** Complimentary booth during virtual trade show and resource fair; exclusive logo recognition during presentation of the sponsored session, which will be embedded in the presentation file and periodically appear on screen).

## Sponsorship Registration - Info

### Deadline and Payment

To inquire further, contact 204.797.6746. To confirm your sponsorship, please fill the form on page 13-14 and return to Christina Maes Nino at [execdir@mnpha.com](mailto:execdir@mnpha.com) no later than **September 17, 2020**. Payment can be made by cheque or electronic transfer. Please submit payment before **October 1, 2020**.

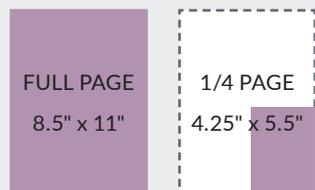
Make your cheque payable to **Manitoba Non-Profit Housing Association** and mail to:

Manitoba Non-Profit Housing Association (MNPHA)  
PO Box 70003 RPO Kenaston Blvd.  
Winnipeg, MB R3P 0X6

## Marketing Collateral Submission

Please send the following items to [execdir@mnpha.com](mailto:execdir@mnpha.com) before **September 24, 2020**:

- 1 Logo**  
.png format with transparent background.
- 2 Service/Program/Company description**  
Max. 200 words.
- 3 Video recording or link for virtual trade show**
- 4 Video recording of advertisement or opening/ending remarks**  
.mp4 format;  
Conference Sponsor – up to 2 minutes;  
Series Sponsor – up to 1 minute.
- 5 Digital advertisement**  
high resolution RGB color format;  
.jpeg or .pdf file format;  
Conference Sponsor – full page;  
Series Sponsor – 1/4 page.





## About MNPCHA

The Manitoba Non-Profit Housing Association represents almost 100 non-profit housing providers who collectively own and manage over 25,000 affordable homes across 23 communities in Manitoba.

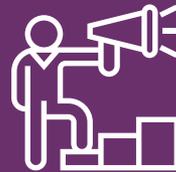
Our mission is to support members to build a thriving, sustainable non-profit housing sector in Manitoba, by providing:

**"We see a future where non-profit housing in Manitoba is secure, sustainable, and affordable for all who need it."**



1

Professional Development,  
Networking, and Knowledge  
Exchanges



2

Advocacy on behalf of members,  
and Information and Updates  
about affordable and non-profit  
housing



3

Programs, Resources, and Services  
- to support members to provide  
better housing



4

Partnership Building- to support  
resilience, relevance, and  
innovation



## Sponsorship Registration Form

To confirm your sponsorship, please complete the fillable online form, or fill the form on page 13-14 and return to **Christina Maes Nino** at [exccdir@mnpfa.com](mailto:exccdir@mnpfa.com) no later than **September 17, 2020**.

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PO Box 70003 RPO Kenaston Blvd.  
Winnipeg, MB R3P 0X6

### Sponsorship Type

Conference Sponsor (\$2,500)

Series Sponsor (\$1,500)

Education Session Sponsor—Non-member (\$500)

Education Session Sponsor—MNPFA Member (\$300)

### Donate to the Sector Transformation Fund \$

### Contact Information

Company Name

Address

Contact Name

E-Mail

Phone

### Virtual Trade Show

Do you want direct meeting booking function via the Trade Show?

Yes

No

Contact Name

E-mail

Trade Show Description

## Fillable Online Form

<https://conta.cc/30uunoN>

## Five Complimentary Passes

Please provide the contact information of five individuals receiving complimentary access to virtual education sessions. The passes are not transferrable to other organizations.

Name (Print)
Position/Job Title
Phone
Email
Name (Print)
Position/Job Title
Phone
Email
Name (Print)
Position/Job Title
Phone
Email
Name (Print)
Position/Job Title
Phone
Email
Name (Print)
Position/Job Title
Phone
Email