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Mark Hendrickson
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January 30, 2018

Angela Abbott, Administrator & Counsel
Housing Finance Authority of Manatee County
435 12th Street West, Suite 117
Bradenton, Florida 34205

RE: Florida ALHFA 2018 Education Conference July 11-14, 2018

Dear Ms. Abbott:

The HFA of Manatee County Housing Finance Authority was a Gold Sponsor for last year's Florida ALHFA Education conference. As we approach the 2018 Conference, we are asking you to again be a sponsor. I have attached the sponsorship information to review. The Sponsorship levels remain the same as last year.

The 2017 conference success was a reflection of the commitment that HFA of Manatee County HFA has shown to Florida ALHFA by your past participation. You are an important member of our organization and we hope for your continued support in 2018 through a financial commitment as a Conference Sponsor at the same level or higher.

There is an added benefit to sponsoring at a higher level. For local HFA's, if there is a contribution of \$2500 or more (Gold Level), registered Board members from that HFA may bring one guest that will be able to attend the dinner and reception without a guest fee.

Based on your participation, your HFA logo has been seen by all those that have logged on to the Florida ALHFA website this past year and will continue to be seen until May of 2018 as a 2017 sponsor, representing your commitment to our organization.



It has been an exciting year for Florida ALHFA. This past year Florida ALHFA has been able to make substantive changes to our role in important housing policy and program implementation issues for the state. These changes have had a direct benefit to our members and your participation in Florida ALHFA has been one of the keys to that success.

The Florida ALHFA Education Conference will be in St. Petersburg at the Renaissance Vinoy. This conference is the one time during the year that members have an opportunity to gather, network, and learn of new programs and successes that have occurred statewide. Your visibility during this conference is valuable brand and your participation and shared knowledge is critical to the overall success of this learning experience.

Florida ALHFA would like you to have the opportunity to participate as a sponsor at this year's 2018 Florida ALHFA Educational Conference.

If you are planning to participate, it would be helpful if you could indicate the level of sponsorship that you will be considering while the paperwork is processing. If you would like me to send this email to someone else in your organization, just direct me to the right person and I will take care of it.

We are looking forward to an educational and well-attended conference and to your participation. Registration and Reservation information will be available in the next 30 days and will be found on the Florida ALHFA website.

I look forward to hearing from you soon, and feel free to call or email with any questions.

Sincerely,



Susan Leigh
Director
Florida ALHFA

Attached: Sponsorship Levels and Benefits
Sponsorship Commitment Form

2018 FLORIDA ALHFA EDUCATIONAL CONFERENCE
St. Petersburg, Florida
JULY 11 – 14, 2018
SPONSORSHIP COMMITMENT FORM

Sponsorship Level:

_____ Platinum (\$5,000)
_____ Gold (\$2,500)
_____ Silver (\$1,000)
_____ Bronze (\$ 500)

Other Sponsorship Opportunities

_____ Breakfast Sponsor (Thursday) (\$1,500)
_____ Breakfast Sponsor (Friday) (\$1,500)
_____ Breakfast Sponsor (Saturday) (\$1,500)
_____ Reception Sponsor (\$1,000)

Exhibit Space at Conference*

_____ Free for Platinum Sponsors- please check if you will be using space
_____ \$300 for Gold Sponsors- please check if you will be using space
_____ \$500 for Silver Sponsors- please check if you will be using space
_____ \$700 for Bronze Sponsors- please check if you will be using space
_____ \$800 for non-sponsors

***Subject to availability of space. All advertising and exhibit space will be allocated on a first-come first-served basis.
Exhibit space will be in a separate room near the meeting space**

You must register for the conference to participate as an exhibitor.

**ALL SPONSORS MUST REMIT A CHECK WITHIN 30 DAYS OF VERBAL COMMITMENT
INFORMATION NEEDED FROM ALL SPONSORS:**

1. Official name to be used for Signage or printed materials:

2. Contact to be used on Event Based Interactive Website:
 - a. Name: _____
 - b. Address: _____
 - c. Telephone: _____
 - d. Email: _____
 - e. Website: _____
3. Contact for Graphics/Logo or Standardized Ad:

4. Prepare to provide the following no later than May 1, 2018 via email:
 - a. Logo print ready in the following format (JPG or PDF)
 - b. After the agenda is finalized, If speaking, Photo of person to be used on Event Based Interactive Website (JPG)
5. Authorized Signatory: _____

Return all forms and graphics to:
Susan Leigh
susan@flalhfa.com

Checks should be mailed to:
Florida ALHFA
1404 Alban Avenue
Tallahassee, Florida 32301

2018 FLORIDA ALHFA EDUCATIONAL CONFERENCE

St. Petersburg, Florida

JULY 11 – 14, 2018

SPONSORSHIP COMMITMENT FORM

SPONSORSHIP LEVELS AND BENEFITS

PLATINUM

\$5,000 Contribution

Full-page ad in Conference Brochure (first contributor gets choice of inside location or back cover)

Speaker on Panel

Free Exhibit Space

Signage Recognition at all events

Firm Logo on Florida ALHFA Website for 1 Year

1 free conference registration (does not include dine around costs)

GOLD

\$2,500 Contribution

Exhibit Space \$300

Speaker on Panel

Advertising Space in Conference Brochure

Signage Recognition

Firm Logo on Florida ALHFA Website for 1 Year

SILVER

\$1,000 Contribution

Exhibit Space \$500

Advertising Space in Conference Brochure

Signage Recognition

Firm Logo on Florida ALHFA Website for 1 Year

BRONZE

\$500 Contribution

Exhibit Space \$700

Signage Recognition

Firm Logo on Florida ALHFA Website for 1 Year

SPECIFIC EVENT SPONSORS:

\$1,000 for Reception

\$1,500 for Breakfast

Signage Recognition

Firm Logo on Florida ALHFA Website for 1 Year

SPECIAL HFA SPONSORSHIP BENEFIT

Any HFA that sponsors at the Gold or Platinum level or above (total of sponsorships \$2,500 or greater) will be allowed one free guest registrations for every one of your HFA's Board Members who register and attend the conference.

This is limited to on-time registrations for both Board members and guests.