



Rethinking How We Invest: Homes, Jobs and Communities in 2017 and Beyond



ndcacademy.org



YOUR SUPPORT IS NEEDED

The NDC Academy's 2017 theme is **Rethinking How We Invest: Homes, Jobs and Communities in 2017 and Beyond**. By October, the new administration will be in place, and Congress will have passed a budget providing insight into the priorities of our government's new leadership. More than ever, our community and investment partners will need the opportunity to meet with one another and to interact with federal policy makers.

The NDC Academy brings local nonprofit and governmental development professionals together to learn how to fully use federal, state and local development finance tools, to share best practices, and to advocate for the preservation and improvement of tools that have proven successful at local and national levels. Nearly 500 community development practitioners from more than 46 states and Puerto Rico attended the 2015 NDC Academy. We plan to grow participation to more than 500 community representatives in 2017. Our participants represent a broad range of professionals, including: nonprofit community development organizations; housing authorities; city, federal and state government agency staff; and development partners from the philanthropic, banking, legal and accounting industries.

One of the unique elements of the NDC Academy is the Academy Awards program, which recognizes excellence in community development finance, affordable housing and small business lending. NDC brings key federal policy makers to the table to interact directly with community leaders, ensuring that their local voice is heard. To further support attendees' success in their Capitol Hill communications, NDC provides a "Capitol Hill Primer" that outlines key players, protocols, policies and programs.

In addition to our training and Capitol Hill programs, the NDC Academy provides several opportunities for sponsors to network among speakers, presenters and attendees. Academy attendees will have the opportunity to create new partnerships, learn about innovative state and local programs, and forge valuable contacts in the industry. Sponsorship opportunities are available as part of our NDC Academy 2017 Awards and Project Showcases, Capitol Hill and evening receptions, and the plenary session and networking lunch.

NDC Academy 2017 features over 100 national experts speaking in educational sessions in four tracks:

- Investing in Small Businesses
- Building Affordable Housing
- Innovating Project Financing
- Rebuilding Our Public Infrastructure

Detailed information on sessions and speakers is available at www.ndcacademy.org

SPONSORSHIP OPPORTUNITIES

NDC is offering sponsorship opportunities that will help to make the NDC Academy 2017 the best it can be while providing you, our sponsor, with a prestigious forum for visibility and the opportunity to highlight your commitment to moving our development professionals, our communities, and our country forward.

Your partnership is extremely important, and we appreciate your consideration of the following sponsorship opportunities.



SPONSORSHIP OPPORTUNITIES



2017 Academy Leadership Circle

\$40,000

✔ LIMITED SPONSORSHIP OPPORTUNITIES STILL AVAILABLE

Current Sponsors:

JPMorgan Chase & Co.
Morgan Stanley
PNC

- Special speaker opportunity during key program event such as a general session or luncheon
- Opportunity to highlight your organization's work with NDC as a speaker in an educational session
- Ten (10) registrations for the Academy to be used by your organization or as scholarships for community development attendees provided in your organization's name
- Listing in Academy 2017 launch materials
- Two-page ad space with premier placement in Academy program book distributed to all attendees
- Exhibit booth with prime placement in the new Academy Exhibit Hall
- Opportunity for private meetings with key community leaders in attendance organized by NDC
- Logo recognition on all event materials, including pre-event marketing
- Logo recognition on prominent on-site signage
- Logo on the NDC Academy 2017 Website
- Advertising (banner ads or splash page) and company listing in the Academy mobile app

2017 Academy Gold Sponsor

\$30,000

✔ LIMITED SPONSORSHIP OPPORTUNITIES STILL AVAILABLE

Current Sponsor:

CohnReznick LLP

- Opportunity to highlight your organization's work with NDC as a speaker in an educational session
- Eight (8) registrations for the Academy to be used by your organization or as scholarships for community development attendees provided in your organization's name
- Listing in Academy 2017 launch materials
- One-page ad space with premier placement in Academy program book distributed to all attendees
- Exhibit booth with prime placement in the new Academy Exhibit Hall
- Logo recognition on all event materials, including pre-event marketing
- Logo recognition on prominent on-site signage
- Logo on the NDC Academy 2017 Website
- Listing in the sponsor section of the Academy mobile app

2017 Academy Silver Sponsor

\$20,000

- Opportunity to highlight your organization's work with NDC as a speaker in an educational session
- Six (6) registrations for the Academy to be used by your organization or as scholarships for community development attendees provided in your organization's name
- Listing in Academy 2017 launch materials
- One-page ad space with premier placement in Academy program book distributed to all attendees
- Exhibit booth in the new Academy Exhibit Hall
- Logo recognition on all event materials, including pre-event marketing
- Logo recognition on prominent on-site signage
- Logo on the NDC Academy 2017 Website
- Listing in the sponsor section of the Academy mobile app

2017 Academy Capitol Hill Reception Sponsor

\$15,000

- Special speaker "welcome remarks" opportunity during the reception
- Unlimited attendance at the reception by representatives of your organization
- Four (4) registrations for the Academy to be used by your organization or as scholarships for community development attendees provided in your organization's name
- Half-page ad space with premier placement in Academy program book distributed to all attendees
- Exhibit booth in the new Academy Exhibit Hall
- Signage at the reception with your organization's logo and description
- Logo recognition on all event materials, including pre-event marketing
- Logo on the NDC Academy 2017 Website
- Listing in the sponsor section of the Academy mobile app

SPONSORSHIP OPPORTUNITIES



2017 Academy Awards Breakfast Sponsor

\$12,500

- Special speaker “welcome remarks” opportunity during the breakfast
- Three (3) registrations for the Academy to be used by your organization or as scholarships for community development attendees provided in your organization’s name
- Half-page ad space with premier placement in Academy program book distributed to all attendees
- Exhibit booth in the new Academy Exhibit Hall
- Signage at the breakfast with your organization’s logo and description
- Logo recognition on all event materials, including pre-event marketing
- Logo on the NDC Academy 2017 Website
- Listing in the sponsor section of the Academy mobile app

2017 Academy Lunch Sponsor

\$12,500

US Bank

- Special speaker “welcome remarks” opportunity during the lunch
- Three (3) registrations for the Academy to be used by your organization or as scholarships for community development attendees provided in your organization’s name
- Half-page ad space with premier placement in Academy program book distributed to all attendees
- Exhibit booth in the new Academy Exhibit Hall
- Signage at the lunch with your organization’s logo and description
- Logo recognition on all event materials, including pre-event marketing
- Logo on the NDC Academy 2017 Website
- Listing in the sponsor section of the Academy mobile app

2017 Academy Networking Reception Sponsor

\$10,000

Law Office of Mark D. Foster

- Special speaker “welcome remarks” opportunity during the reception
- Three (3) registrations for the Academy to be used by your organization or as scholarships for community development attendees provided in your organization’s name
- Half-page ad space with premier placement in Academy program book distributed to all attendees
- Exhibit booth in the new Academy Exhibit Hall
- Signage at the reception with your organization’s logo and description
- Logo recognition on all event materials, including pre-event marketing
- Logo on the NDC Academy 2017 Website
- Listing in the sponsor section of the Academy mobile app

2017 Academy Training Track Sponsor

\$10,000

- Opportunity to sponsor one of four educational tracks at the 2017 Academy:
 - Investing in Small Businesses
 - Building Affordable Housing
 - Innovating Project Financing
 - Rebuilding Our Public Infrastructure
- Three (3) registrations for the Academy to be used by your organization or as scholarships for community development attendees provided in your organization’s name
- Half-page ad space with premier placement in Academy program book distributed to all attendees
- Exhibit booth in the new Academy Exhibit Hall
- Opportunity to work with NDC to shape track sessions and participate as a speaker
- Logo recognition on all event materials, including pre-event marketing
- Logo on the NDC Academy 2017 Website
- Listing in the sponsor section of the Academy mobile app

2017 Academy Attendee Bag/Folder Sponsor

\$7,500

- Exclusive co-branded (with NDC) attendee bag or folder distributed to all Academy attendees
- Two (2) registrations for the Academy to be used by your organization or as scholarships for community development attendees provided in your organization’s name
- Exhibit booth in the new Academy Exhibit Hall
- Logo recognition on all event materials, including pre-event marketing
- Logo on the NDC Academy 2017 Website
- Listing in the sponsor section of the Academy mobile app

SPONSORSHIP OPPORTUNITIES



2017 Academy Wifi Sponsor

\$5,000

Miller Valentine Residential Development

- Logo displayed on signage that provides wifi instructions on-site
- Logo displayed near wifi login instructions in Academy program book distributed to all attendees
- Two (2) registrations for the Academy to be used by your organization or as scholarships for community development attendees provided in your organization's name
- Exhibit booth in the new Academy Exhibit Hall
- Logo recognition on all event materials, including pre-event marketing
- Logo on the NDC Academy 2017 Website
- Listing in the sponsor section of the Academy mobile app

2017 Academy Lanyard Sponsor

\$3,500

RSM

- Exclusive co-branded (with NDC) lanyard that will be provided to all attendees
- One (1) registration for the Academy to be used by your organization or as scholarships for community development attendees provided in your organization's name
- Option to exhibit with a 25% discount on an exhibit booth in the Academy Exhibit Hall
- Logo recognition on all event materials, including pre-event marketing
- Logo on the NDC Academy 2017 Website
- Listing in the sponsor section of the Academy mobile app

2017 Academy Networking Breakfast Sponsor

\$5,000

Shallo, Galluscio, & Bianchi, CPAs, P.C.

- Signage at the breakfast with your organization's logo and description
- Two (2) registrations for the Academy to be used by your organization or as scholarships for community development attendees provided in your organization's name
- Exhibit booth in the new Academy Exhibit Hall
- Logo recognition on all event materials, including pre-event marketing
- Logo on the NDC Academy 2017 Website
- Listing in the sponsor section of the Academy mobile app

2017 Academy Networking Break Sponsor

\$1,500

☑ LIMITED SPONSORSHIP OPPORTUNITIES STILL AVAILABLE

Current Sponsors:

Black & Veatch
Citizens Bank
Novogradac & Company LLP
PRM Consulting Group
Steele Properties
TWG Development
Vogt Strategic Insights

- Logo on signage displayed during networking break
- 30% off on up to three (3) registrations
- Logo recognition on all event materials, including pre-event marketing
- Logo on the NDC Academy 2017 Website
- Listing in the sponsor section of the Academy mobile app

2017 Academy Room Key Sponsor

\$5,000

SunTrust Bank

- Logo displayed on customized room keys for all Academy attendees staying at the host hotel
- Two (2) registrations for the Academy to be used by your organization or as scholarships for community development attendees provided in your organization's name
- Exhibit booth in the new Academy Exhibit Hall
- Logo recognition on all event materials, including pre-event marketing
- Logo on the NDC Academy 2017 Website
- Listing in the sponsor section of the Academy mobile app



WASHINGTON, D.C
OCTOBER 23-25, 2017

Please note the sponsorship level name: _____

Name: _____

Title: _____

Company Name: _____

(Company Name as it should appear in all NDC Academy 2017 marketing materials)

Company Contact to coordinate all sponsorship benefits (only if different from person above):

Email: _____

Company Address: _____

City: _____

State: _____

Zip: _____

Telephone: _____

Fax: _____

NOTE: Please fax or scan and email this sponsorship commitment form with your committed level to Wendy Castro at wcastro@ndconline.org or EFax: 212-504-8027. All checks should be made payable to:
National Development Council
Wendy Castro, 24 Whitehall Street, Suite 710, New York, NY 10004.

For any questions, please contact Jane Campbell at jcampbell@ndconline.org or (202) 400-3680.

NDC Academy 2017 Location:
Hyatt Regency Washington on Capitol Hill
400 New Jersey Ave NW
Washington, DC 20001
(202) 737-1234

* NDC is a 501(c)(3) non-profit organization. Consult your tax advisor regarding tax deductibility.

** Events/items for sponsorship are on a first-come, first-served basis.
Contact Jane Campbell (202) 400-3680 for availability.

