

Hosted by Housing Opportunities Made Easier

Celebrating a Quarter Century of Bringing Ventura County Together

HEART OF HOME 
25 Years of Connection, Community, & Change

Ventura County Housing Conference

Thursday, October 1, 2026
The Serra Center, Camarillo



JOIN HOME IN SUPPORT OF:

OUR VISION

A community where everyone has the opportunity for a healthy and secure home.

OUR MISSION

To promote a diversity of housing opportunities which are essential for a healthy and sustainable quality of life in Ventura County.



CONFERENCE GOALS (since 2001)

Provide a practical symposium that results in:

- New and improved programs, tools and solutions for housing creation at all levels, especially at lower income levels;
- Greater understanding of issues surrounding housing in the region;
- Enriched partnerships, cooperation, and collaboration.



Did you know ... 95% of HOME's year-round outreach, Forums and advocacy are funded by the Conference.



HEART OF HOME

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280+ attendees, 45+ exhibitors from all industry sectors

- Builders - Contractors - Finance - Housing Providers**
- Labor - Municipalities - Nonprofits - Planning**
- Real Estate Professionals - Service Providers**



Be a part of this conference to:

Gain knowledge

Exchange ideas

Connect with others

- Multi-disciplinary “Future of Housing” panel with interactive, small- and large-group discussions
- Lunchtime keynote speaker offering policy insights at the state level
- 25-year timeline display about regional housing, projects, policy, stats, and people
- Expanded space with generous room for exhibits and networking
- Project or policy spotlight
- Numerous occasions for sponsor recognition
- 2026 Carmen Ramirez Housing Advocacy Award





KEYNOTE
William "Bill" Fulton, FAICP



SPOTLIGHT
**Ventura County
Farmworker Housing
Study & Action Plan**

PANEL
Future of Housing

details coming soon

Developer:
Market-rate,
Nonprofit affordable
Architect
Planner
Municipal leader
Realtor

CONFERENCE OUTCOMES

Influence local housing development.

- New methods which make housing more affordable (e.g., small footprint, missing middle, live/work, modular build, land trust)
- Zoning and design to maximize site efficiency and facilitate flexibility in the use of space and people-centered communities.
- Streamlined processes for planning and project approvals.
- Insight into new and changed funding sources and policies, with ways to utilize them to address housing needs in the region



Foster synergy & collaboration to drive positive change

- Greater coordination between housing and service providers working with at-risk and very-low-income individuals.
- Improved coordination and collaboration between the municipality, the development sector, and community organizations.
- Growth in grassroots housing efforts and support between groups.

CONFERENCE OUTCOMES

Community Transformation

- Families with affordable housing options have improved health, education, and financial stability.
- The most vulnerable residents have their basic needs met and receive the care and services they need.
- Businesses can recruit and retain a stable workforce promoting a vibrant local economy
- Traffic is reduced as residents live near their work, shops, and services; Vertically integrated neighborhood design encourages walkability and alternate forms of transit.
- Jobs expand in the construction, housing services, real estate, and support industries
- Resources are used more efficiently as new technologies in energy, water and materials are implemented



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“Loved it! Wonderful, insightful speakers and presentations!”

“Refreshing perspectives from key housing leaders.”

“This event is truly the who's who in housing! Each year I have learned valuable takeaways and connected with new individuals and organizations.”

“Well organized, well orchestrated, great information and atmosphere.”

“Best conference in VC that I've attended - most substantive!”

“It was an incredible day for us! Met several very impactful folks who we are already starting to meet with in person.”

“I appreciate the involvement of a wide range of professionals. The conference helps build networking and allies so we can all tackle the housing crisis better prepared/informed.”

“This is the most important housing conference of the year in the County & it delivered again! Keep up the good work.”

BENEFITS	Castle \$10,000	Chateau \$7,500	Villa \$5,000	Cottage \$2,500	Cabin \$1,500	Condo \$500	ADU* \$250
PRE and POST CONFERENCE							
HOME Membership	at the Community Champion level (an \$800 value)						
Dinner with Keynote	Member exclusive on Sept. 30, location tbd						
Promotional Article	published in email blast or on LinkedIn						
Email Marketing	Logo and name in marketing emails (1,800 distribution)						
Social Media	Recognition with logo in social media posts				Shout out on social media		
Website	Logo & Link on www.vchome.org for 1 year						
AT THE CONFERENCE							
Exclusivity	Address the group (1)						
Podium Recognition	Standing Introduction			Shout-out			
Program Ad (color)	Full page 8x10½		Half-pg 8x5¼	Quarter 4x5¼	Card 3x4		
Logo in Program	Logo with size and placement commensurate with sponsorship level						
Banner	Display your banner						
Signage	Logo on welcome poster				Name on welcome poster		
Slideshow	Logo with custom ad			Logo, group page			Name
Exhibit table	Own table (6 ft') - premium placement			Shared 8 ft'		Shared 6 ft'	
Tickets	10	8	6	4	3	2	1

* ADU rate is available exclusively to small local nonprofit and community organizations with less than 5 employees.
For customized sponsorship packages, in-kind donations, and reciprocal trades, contact Karen@vcHOME.org.

HEART OF HOME

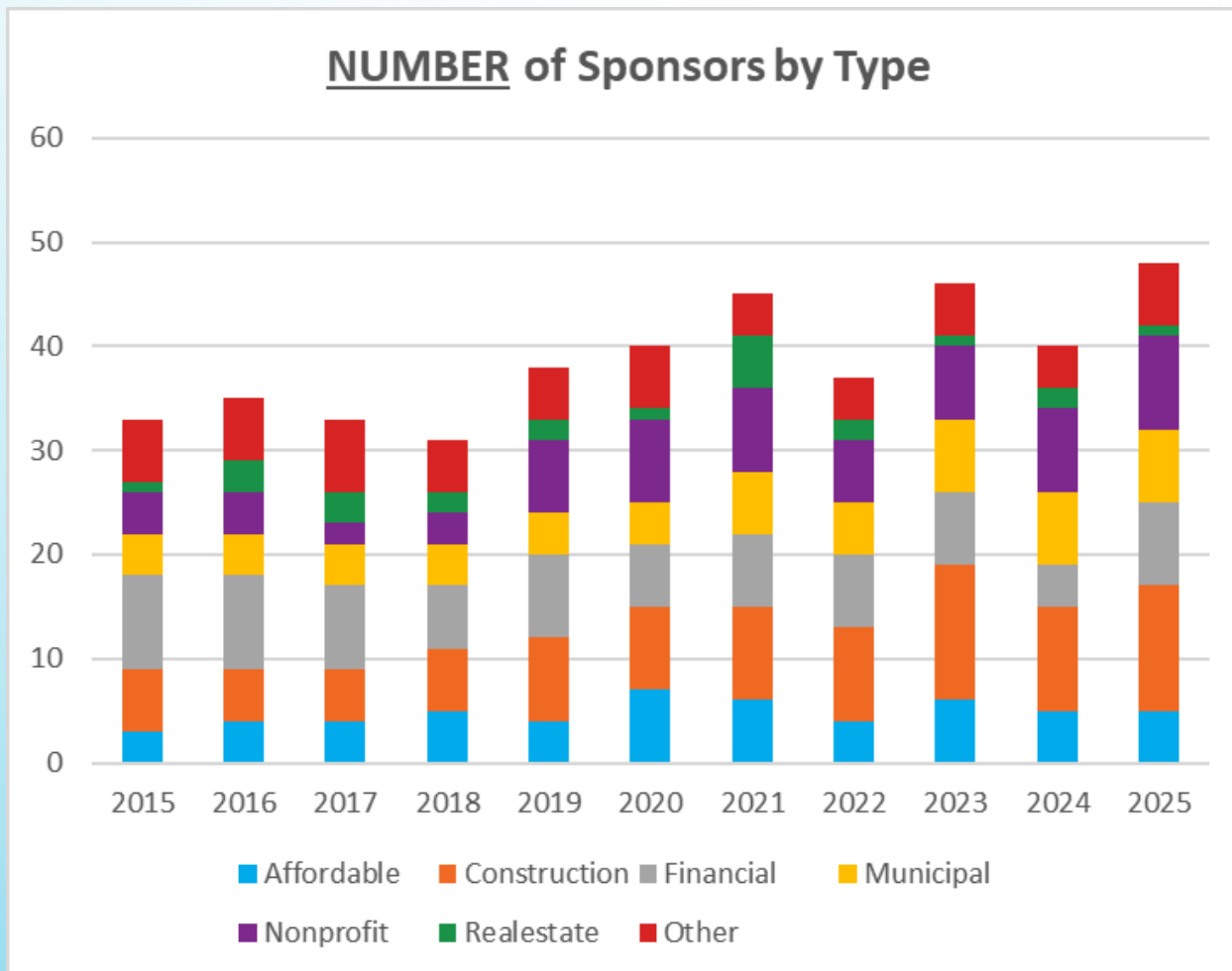
25 Years of Connection, Community, & Change

We've had the honor of working with so many great organizations over the past 24 years.

YOU ARE IN GREAT COMPANY



PROMOTE YOUR BRAND



2021-25 sponsors include:

- 25** new partner organizations
- 11** returning after a 5+ year absence
- 12** increased sponsorship level
- 43** average # of sponsor partners

REACH PROFESSIONALS IN YOUR TARGET AREA

1,651

subscribed to HOME email newsletters

10

pre-conference targeted emails

37%

open and click rate

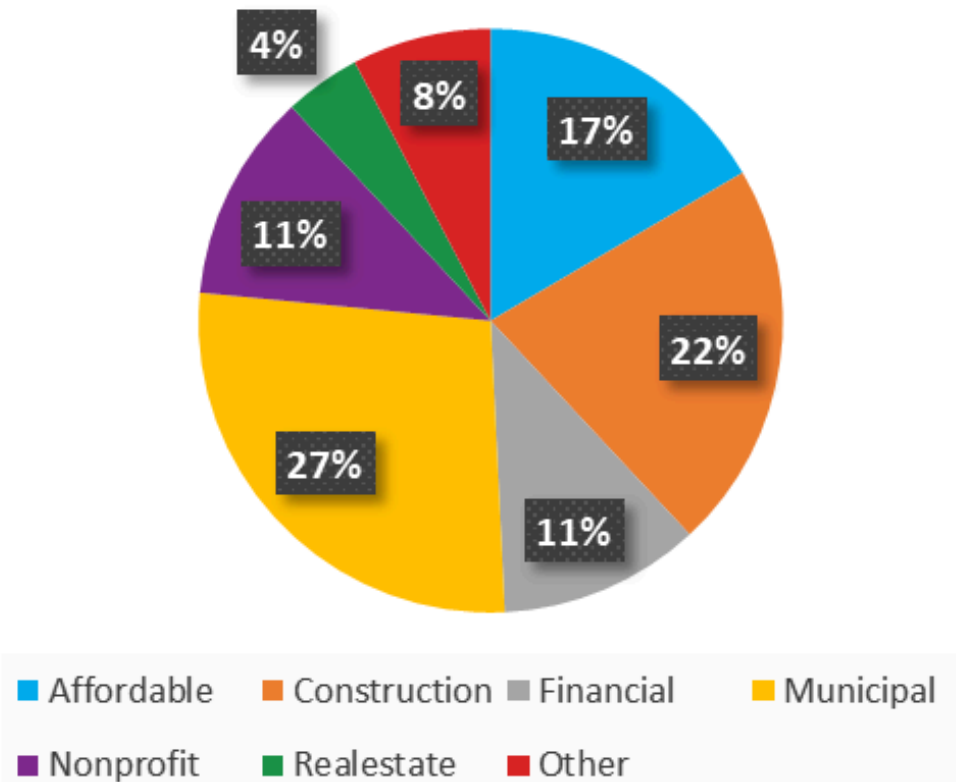
Confirmed Attendance

2025 Conference - **260 Attendees**

2024 Conference - **281 Attendees**

2023 Conference - **262 Attendees**

2025 Attendance % by Sector





**Thursday, October 1, 2026
8:00 am – 2:30 pm
The Serra Center, Camarillo**

For sponsor reply form, donation link and tickets:

www.vchome.org/2026-conference

Contact: Karen Fraser, Executive Director

karen@vchome.org | 805-353-6534

PO Box 191, Camarillo, CA 93011

