



# REBUILDING COMMON GROUND

(20 years later)

Join us for the 23<sup>rd</sup> annual  
**Ventura County Housing Conference**

**Thursday, October 24, 2024**  
VCOE Conference Center, Camarillo

*Advancing housing solutions in Ventura County*

**HOME**  
Housing Opportunities Made Easier

## 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.

### OUR CONFERENCE

Igniting dynamic conversation and pursuing collaboration to expand housing opportunities in Ventura County.



*Since 2001*

## CONFERENCE GOALS

Provide a practical, action-oriented 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 and cooperation between organizations and individuals.

*Did you know: "Building Common Ground" was the theme for the 2004 Ventura County Housing Conference.*

## **A look at housing changes and trends over the last 20 years and visions for the next 20 years.**

- Participate in two breakout discussion group sessions
- Review past, current, proposed and future Legislation
- Hear results from the CSUCI housing study; What kind of homes ... do we have? ... are we building? ... do we need?
- Learn about innovative local projects
- Applaud the 2024 Carmen Ramirez Housing Advocacy Award recipient
- Network with professionals in the exhibit hall
- Enjoy breakfast and lunch selections





250+ attendees & 45+ exhibitors representing all housing industry sectors

builders • contractors • finance • housing providers • labor • municipalities  
• nonprofits • planning • real estate professionals • service providers

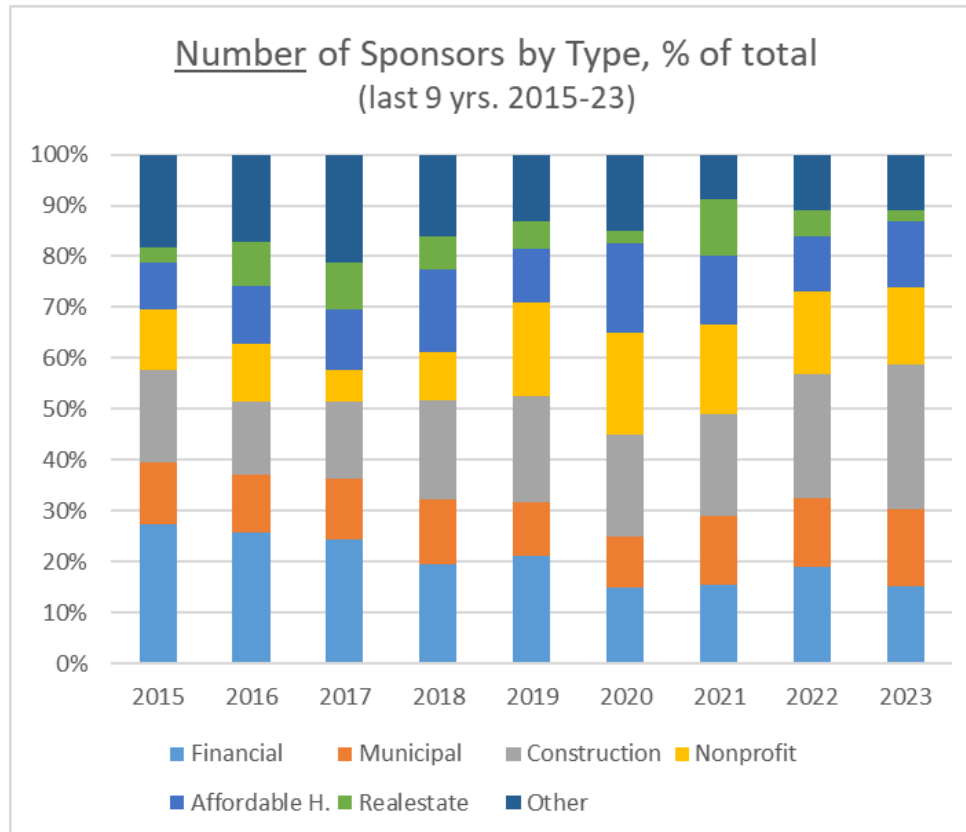


## YOU'RE IN GREAT COMPANY

We've had the honor of working with many great organizations over the past 22 years.



## PROMOTE YOUR BRAND



### 2020-23 sponsors include:

- 24** new partner organizations
- 15** increased sponsorship level
- 13** returning after a 5+ year absence
- 42** average # of sponsor partners

## REACH PROFESSIONALS IN YOUR TARGET AREA

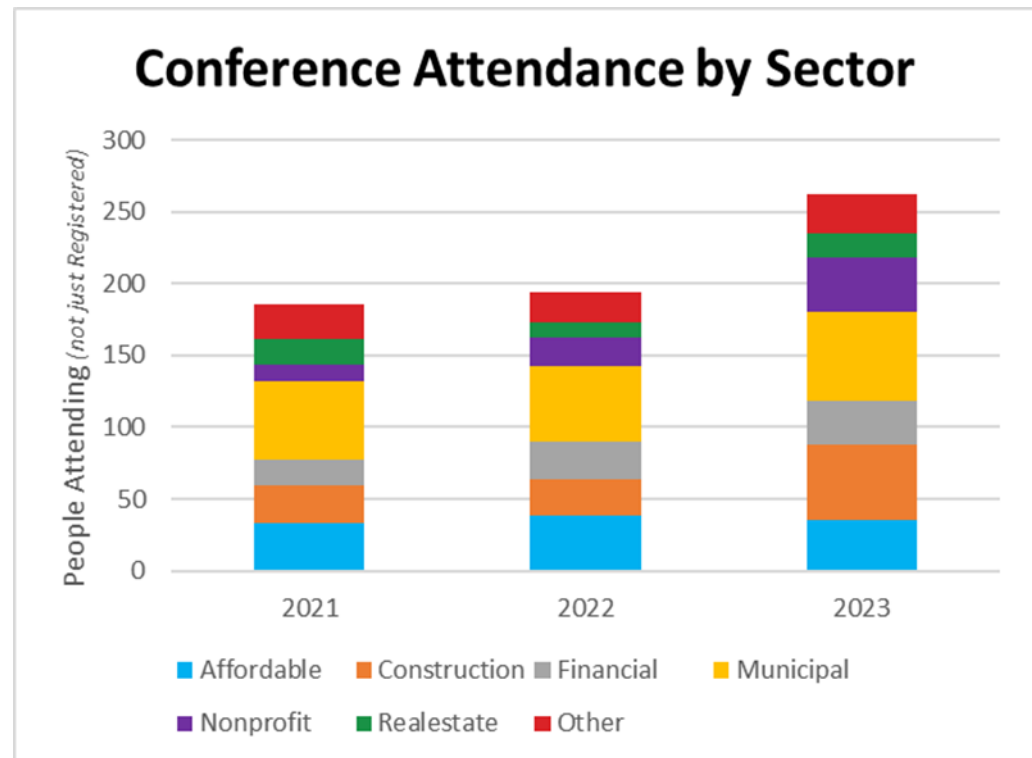
**1,700** people reached by email

**10** pre-conference targeted emails

**37%** open and click rate

**291** people registered for the 2023

Conference with **262** confirmed attending



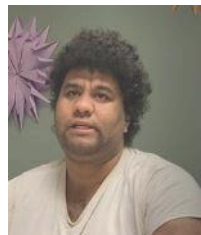
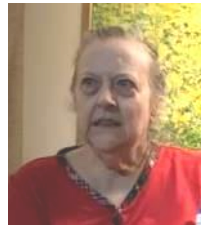
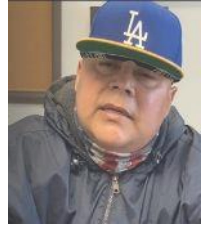


## HOW DOES YOUR SPONSORSHIP HELP?

### Conference outcomes

*Information, dialogue, relationships, and advocacy from this conference ...*

- Influence local housing development
  - New projects serving at-risk and very-low-income individuals
  - Methods to make housing more accessible and affordable
  - Zoning and design that provides use-of-space flexibility and people-centered communities
  - Ways to improve the financing, approval and build processes
  - Greater coordination between advocacy/support groups
  - Improved coordination between municipalities, the building industry, and the community



## WHO DOES YOUR SPONSORSHIP HELP?

### Conference outcomes

*Information, dialogue, relationships, and advocacy from this conference ...*

- Provide transformative impacts on other parts of the community
  - Residents with affordable housing options have resources for improved health, education, and financial stability
  - Businesses have a stable and local workforce
  - Traffic is reduced as more employees live locally and neighborhood design encourages walking, biking, etc.
  - Jobs expand in the construction, housing services, and support industries
  - Resources are used more efficiently as new technologies in energy, water and materials are implemented



## PARTNERSHIP BENEFITS

BENEFITS	Castle \$10,000	Chateau \$7,500	Villa \$5,000	Cottage \$2,500	Cabin \$1,500	Condo \$500	ADU * \$250
Exclusivity	Co-host	Exclusive area or session sponsor					
Press & Ads	Interview	Featured	Mention				
Podium Recognition	Speaking Opportunity	Standing Introduction		Shout-out			
Email and Social Media Marketing	Logo and name in marketing emails (1,700 distribution) Recognition with logo in social media post(s)			Name listing in emails Shout out on social media			
Program Ad (color)	Full page (8x10½)		Half-page	Quarter-page	3x4	Listing	
Onsite Slideshow	Custom ad with logo			Logo, group page			Name
Onsite Signage	Display your company banner		Logo on poster		Name on poster		
Exhibit table	Own table - premium placement			Own table	Shared table		
Website	Logo & Link on <a href="http://www.vchome.org">www.vchome.org</a> for 1 year <i>(look for the new HOME website in mid-2024!)</i>						
Tickets	10	8	7	6	4	2	1

Contact us to **CUSTOMIZE** a sponsorship package, including in-kind donations (catering, printing, marketing, web-design, etc.)

*\* ADU rate is available exclusively to small local nonprofit and community organizations with less than 5 employees.*



“ 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. ”



**Thursday, October 24, 2024**  
8:00 am – 1:30 pm  
VCOE Conference Center, Camarillo

**For sponsor reply form, donation link and tickets:**

[www.vchome.org/2024-conference](http://www.vchome.org/2024-conference)

Contact: Karen Fraser, Executive Director

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