

Sponsorship Information

Date: Thursday, June 20, 2024

Venue: 440 East Ave, Rochester, NY 14607

Topic: Affirmatively Furthering Fair Housing

About PathStone Presents: PathStone Presents is a premier event organized by PathStone Corporation, aimed at bringing together industry leaders, innovators, and professionals for an insightful exchange of ideas, networking opportunities, and fostering collaborations. We strive to feature trends, innovations, and policy topics to provoke new ways of thinking about poverty and stimulate partnerships to address the challenges that poverty brings to the creation of a vibrant and healthy community.

About this year's topic: Affirmatively Furthering Fair Housing (AFFH) represents a crucial legislative tool in the fight against housing discrimination and segregation. By convening this panel, we aim to raise awareness and spark meaningful dialogue and tangible solutions to address the systemic inequalities that persist in housing markets across the nation.

Keynote Speaker: Lisa Rice, President & CEO of the National Fair Housing Alliance

Lisa Rice is the President and CEO of the National Fair Housing Alliance (NFHA), the nation's only national civil rights agency solely dedicated to eliminating all forms of housing discrimination and ensuring equitable housing opportunities for all people and communities.



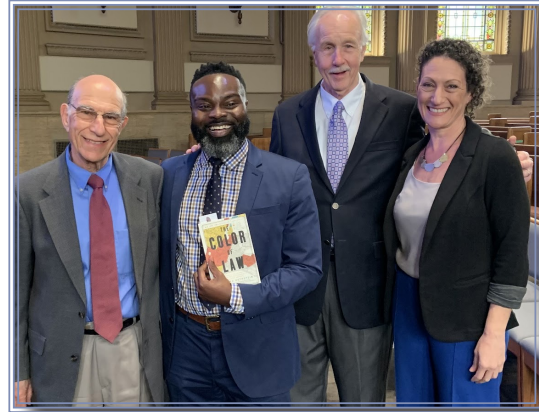
Lisa has led her team in using civil rights principles to bring fairness and equity into technologies used in the housing and lending sectors. She served on the Bipartisan Policy Center's Civil Society Advisory Council on Artificial Intelligence and FinRegLab's Board of Directors. She has received numerous awards including the National Housing Conference's Housing Visionary Award and was selected as one of TIME Magazine's 2024 'Closers.'

Power Panel: Our Power Panel is a pivotal component of our conference dedicated to advancing equity in housing. It brings together luminaries, advocates, policymakers, and industry leaders to dissect, debate, and drive actionable strategies supporting Affirmatively Furthering Fair Housing (AFFH).

Sponsorship Information

Attendee Profile: PathStone Presents attracts a diverse range of 500+ attendees, including but not limited to:

- * *Community Leaders*
- * *Industry Professionals*
- * *Government Officials*
- * *Financial Professionals*
- * *Media Representatives*
- * *General Public*



Social Media & Online Outreach Potential: PathStone Corporation boasts a strong social media presence, with a significant following across various platforms. Here's a glimpse of our social media outreach potential:

- * *PathStone.org Traffic:* Avg. 7,000 users per month
- * *Facebook:* 3.9k followers
- * *LinkedIn:* 4k followers
- * *X:* 651 followers
- * *Instagram:* 373 followers

Why Sponsor PathStone Presents? By sponsoring PathStone Presents, your brand will gain exposure to a highly engaged audience of professionals and decision-makers across industries. Benefits of sponsorship include:

- * *Brand Visibility:* Gain exposure through prominent logo placement on event materials, website, and social media channels.
- * *Networking Opportunities:* During the event, connect with industry leaders, potential clients, and collaborators.
- * *Thought Leadership:* Position your brand as a thought leader by providing a video ad.
- * *Community Engagement:* Demonstrate your commitment to anti-poverty initiatives including affordable housing and closing the racial wealth gap.



Sponsorship Opportunities

Champion: \$10,000

- Support anti-poverty initiatives
- Year-round representation at all of PathStone's community events in 2024
- Logo or name with link included on PathStone Presents and PathStone Corporation website
- Logo at top of event eblasts and social media recognition
- Premier seating for 20 attendees at the in person Provoking Thought event
- Unlimited attendees at virtual Provoking Thought event
- Full slide powerpoint ad broadcasted before event
- 10 second video ad displayed on screen
- Share marketing collateral with attendees

Innovator \$5,000

- Support anti-poverty initiatives
- Year round corporate representation at all of PathStone's community events in 2024
- Logo or name with link included on PathStone Presents and PathStone Corporation websites
- Logo on event eblasts and social media recognition
- Premier seating for 15 attendees at the in person Provoking Thought event
- Unlimited attendees at virtual Provoking Thought event
- Full slide powerpoint ad broadcasted before event
- Share marketing collateral with attendees

PathFinder: \$2500

- Support anti-poverty initiatives
- Logo or name with link included on PathStone Presents and PathStone Corporation websites
- Logo on event eblasts and social media recognition
- Premier seating for 10 attendees at the in person Provoking Thought event
- 20 attendees at virtual Provoking Thought event
- Logo displayed on powerpoint broadcasted before event

Community Partner: \$1500

- Support anti-poverty initiatives
- Logo or Name with link included on PathStone Presents and PathStone Corporation websites
- Logo on event eblasts and social media recognition
- Premier seating for 5 attendees at the in person Provoking Thought event
- 10 attendees at virtual Provoking Thought event
- Logo displayed on powerpoint broadcasted before event

Committed Supporter \$500

- Support anti-poverty initiatives
- Premier seating for 5 attendees at the in person Provoking Thought event
- Logo on event eblasts and social media recognition

Learn more at PathStonePresents.org or email events@pathstone.org.

2024 PathStone Presents: Action and Accountability: Unpacking Affirmatively Furthering Fair Housing

June 20, 2024 | 1:00-3:30pm | 440 East Ave, Rochester, NY



Sponsorship Form

Thank you for supporting our annual *PathStone Presents: Provoking Thought* Community Presentation and Panel Discussion. Please complete this form and email to events@pathstone.org or by mail to PathStone Foundation, 400 East Avenue, Rochester, NY 14607.

Go Paperless: Sponsor, register and pay online at www.pathstonepresents.org.

Sponsorship Level

- Champion: \$10,000 Innovator: \$5,000 PathFinder: \$2,500
 Community Partner: \$1,500 Committed Supporter: \$500 Other Donation: \$ _____

Sponsor Logo: For promotional purposes please email 1 full color logo and 1 black and white logo to events@pathstone.org.

I can not sponsor at this time but please register me for the event:

Event Ticket Only _____ + _____ x \$10 = _____
in-person # virtual Total Cost

Contact Information

Contact Name: _____ Title: _____

Organization: _____ Web Address: _____

Email Address: _____ Phone Number: _____

Mailing Address: _____

City, State, Zip: _____

Payment Information

Check made payable to *PathStone Foundation* Please invoice me

Credit Card: VISA MC Discover AmEx

Credit Card #: _____ Exp Date: _____ CSV: _____

Authorized Signature: _____

Please direct all event inquiries to Isha Torres at events@pathstone.org or 585-340-3381.