



**NOVOGRADAC  
& COMPANY** LLP®  
CERTIFIED PUBLIC ACCOUNTANTS



# 2012

# Sponsorship Opportunities

**Low-Income Housing Tax Credits  
New Markets Tax Credits  
Renewable Energy Tax Credits  
Historic Tax Credits**

# Novogradac & Company welcomes your participation in sponsoring our 2012 conferences, workshops, webinars and industry award ceremonies.

Novogradac & Company LLP has been presenting affordable housing, community development and renewable energy events for the past 19 years. Our events attract professionals from all across the nation and from all sectors of the affordable housing, community development and renewable energy tax credit industries. Industry practitioners include developers, syndicators, investors, lenders, agency staff, attorneys and property managers.

We strive to bring knowledgeable and prominent panelists and keynote speakers to our conferences. Our workshop instructors are chosen based on their know-how and level of expertise. Careful thought and consideration is taken in the planning and execution of our affordable housing, community development and renewable energy events.

Becoming a sponsor of our conferences is a cost-effective and targeted way of reaching the tax credit community within the industry. Sponsorship offers a prime opportunity to raise your company profile and augment your position as a leading market player, as well as to create pre- and post-event exposure.

In addition to the packages listed in this sponsorship prospectus, we welcome your ideas regarding new sponsorship packages and would be happy to develop a package to suit your needs. We may also be able to customize any existing packages to best suit how you would like to brand your organization at the leading industry conferences.

## Novogradac & Company LLP events have:

- Attracted more than **32,000** industry attendees over the past 19 years
- Presented more than **100** conferences and **350** workshops since our inaugural event in 1993
- Featured an average webinar enrollment of **160**
- Provided more than **4,000** speaking opportunities for industry experts over the past decade
- Highlighted keynote speakers
  - California Governor Jerry Brown
  - California State Treasurer Bill Lockyer
- Presented members of the U.S. House of Representatives Ways and Means Committee
  - Xavier Becerra – Calif.
  - Earl Blumenauer – Ore.
  - Pat Tiberi – Ohio
- Featured U. S. Senators
  - Susan Collins – Maine
  - Dean Heller – Nev.
  - Rob Portman – Ohio

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| • <b>Conference Co-Host</b> . . . . .                            | \$9,000            |
| • <b>Networking Reception Sponsor</b> . . . . .                  | \$8,000            |
| • <b>Luncheon Sponsor</b> . . . . .                              | \$7,000            |
| • <b>Break Sponsor</b> . . . . .                                 | \$6,000            |
| • <b>Breakfast Sponsor</b> . . . . .                             | \$6,000            |
| • <b>Conference Program &amp; Social Media Sponsor</b> . . . . . | \$5,500            |
| • <b>Hotel Keycard Sponsor</b> . . . . .                         | \$5,000            |
| • <b>Pre-Conference Workshop Sponsor</b> . . . . .               | \$5,000            |
| • <b>Conference Notepad Sponsor</b> . . . . .                    | \$4,500            |
| • <b>Novogradac “Select” Sponsorship</b> . . . . .               | \$4,000            |
| • <b>Internet Print Kiosk Sponsor</b> . . . . .                  | \$4,000            |
| • <b>Charging Station Sponsor</b> . . . . .                      | \$3,500            |
| • <b>Exhibitor Space</b> . . . . .                               | \$1,500            |
| • <b>Award Ceremony Sponsor</b> . . . . .                        | \$5,000            |
| • <b>Webinar Sponsor</b> . . . . .                               | \$2,000            |
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# Attendee Breakdown - NMTC, LIHTC & RETC Conferences

## Renewable Energy Conference Attendees By Role

**26%**

Banking, Finance,  
Lending, Syndication,  
Investing



**21%**

Accounting,  
Consulting



**21%**

Government,  
Legal



**19%**

Architecture, Planning,  
Construction,  
Manufacturing,  
Technology



**13%**

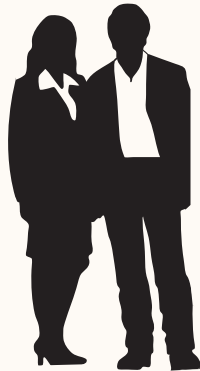
CDE, CDFI, Historic  
Preservation, Housing Agency,  
Property Management,  
Investment, Development,  
Compliance, Other Roles



## Affordable Housing, New Markets & Historic Conference Attendees By Role

**53%**

CDE, CDFI, Historic  
Preservation, Housing  
Agency, Property  
Management,  
Development, Property  
Owner, Compliance,  
Architecture, Planning,  
Construction, Contracting,  
Manufacturing,  
Technology



**13%**

Accounting,  
Consulting



**19%**

Banking, Finance,  
Lending, Syndication,  
Investing



**15%**

Government,  
Legal



Chart Data: Novogradac and Company LLP's marketing database; based on 4,891 conference attendees from 2008 to 2010 that identified their specific industry role.

# Events Series 2012

## 2012 Conference and Workshop Calendar

| Date       | Workshop/Conference   | Subject           | Location  |
|------------|---|-------------------|---|
| Jan. 11    | <i>Pre-Conference Workshop: LIHTC Basics</i>  | LIHTC             | Miami Beach, Fla.<br>Ritz Carlton South Beach,      |
| Jan. 12-13 | <i>18th Annual Tax Credit Developers Conference</i>   |                   |   |
| Jan. 25    | <i>Pre-Conference Workshop: NMTC Basics</i>   | NMTC              | San Diego, Calif.<br>Hard Rock Hotel                |
| Jan. 26-27 | <i>New Markets Tax Credit Conference</i>  |                   |   |
| May 2      | <i>Pre-Conference Workshop: RETC Basics</i>   | RETC              | San Francisco, Calif.<br>Hyatt at Fisherman's Wharf |
| May 3-4    | <i>Financing Renewable Energy Conference</i>  |                   |   |
| May 16     | <i>Pre-Conference Workshops: LIHTC Basics; LIHTC Financing</i>                                      | LIHTC             | New Orleans, La.<br>Ritz Carlton                    |
| May 17-18  | <i>Affordable Housing Conference: Creating Homes in the New Economy</i>                             |                   |   |
| June 6     | <i>Pre-Conference Workshops: NMTC Basics; NMTC Compliance; NMTC Application Workshop or Webinar</i> | NMTC              | Washington, D.C.<br>Omni Shoreham Hotel             |
| June 7-8   | <i>Spring New Markets Tax Credit Conference</i>   |                   |   |
| Sep. 5-7   | <i>Historic Tax Credit Conference</i>   | Historic and NMTC | Louisville, Ken.<br>The Brown Hotel                 |
| Sep. 19    | <i>Pre-Conference Workshops: LIHTC Basics; LIHTC Investor Basics</i>                                | LIHTC             | San Francisco, Calif.<br>Westin St. Francis         |
| Sep. 20-21 | <i>19th Annual Affordable Housing Tax Credit Conference</i>   |                   |   |
| Oct. 17    | <i>Pre-Conference Workshop: NMTC Basics</i>   | NMTC              | New Orleans, La.<br>The Roosevelt<br>New Orleans    |
| Oct. 18-19 | <i>New Markets Tax Credit Investors Conference</i>  |                   |   |
| Nov. 7     | <i>Pre-Conference Workshop: RETC Basics</i>   | RETC              | Washington, D.C.<br>The Park Hyatt                  |
| Nov. 8-9   | <i>Financing Renewable Energy Conference</i>  |                   |   |
| Nov. 28    | <i>Pre-Conference Workshops: LIHTC Basics; LIHTC Financing</i>                                      | LIHTC and Bonds   | Las Vegas, Nev.<br>Four Seasons Hotel               |
| Nov. 29-30 | <i>Tax Credit Housing Finance Conference</i>  |                   |   |

## 2012 Webinar Calendar

| Date             | Webinar                      | Subject |
|------------------|------------------------------|---------|
| Feb., Jun., Oct. | <i>LIHTC 101: The Basics</i> | LIHTC   |
| May, Aug., Dec.  | <i>NMTC 101: The Basics</i>  | NMTC    |
| Jun.             | <i>RETC 101: The Basics</i>  | RETC    |
| Aug.             | <i>HTC 101: The Basics</i>   | HTC     |

## 2012 Award Ceremonies

| Date    | Award Ceremony  | Location                                    |
|---------|---|---|
| Jan. 12 | <i>Development of Distinction Awards</i>                  | Ritz Carlton South Beach, Miami Beach, Fla. |
| Oct. 25 | <i>Novogradac Community Development Foundation Awards</i> | Hyatt McCormick Place – Chicago, Ill.       |

|  |  |  |  |
|--|--|--|--|
|  LIHTC |  NMTC |  RETC |  HTC |
|--|--|--|--|

# Conference Co-Host — \$9,000 per event

## Level-Specific Benefits

- Optional promotional video spot on LCD Screens
- Co-Host highlighted at Welcome Panel
- Post-conference attendee list with direct mailing address
- Three complimentary subscriptions to the Novogradac Journal of Tax Credits

## Acknowledgements

- Recognition at the Welcome as a Co-Host
- Recognition in the Conference Program as a Co-Host
- Recognition on event e-mails and website as a Co-Host
- Recognition on event postcards as a Co-Host
- Recognition on press releases as a Co-Host

## Panelists & Registration

- One guaranteed speaker on conference panels with complimentary registration
- Five discounted conference registrations @ \$375 each for clients or employees
- Two complimentary registrations for clients or associates

## Marketing

- Co-Host logo displayed at the conference on LCD Screens
- Co-Host provided giveaway distributed in conference bag
- Pre-conference Excel spreadsheet of conference attendees
- Co-Host provided exhibit
- Full-page, B&W Advertisement in Conference Program

## Networking

- Optional exclusive opportunities available. Please contact us for availability.



## Networking Reception Sponsor — \$8,000 per event

### Level-Specific Benefits

- Napkins with sponsor logo
- Prominent sponsor logo displayed at Networking Reception
- Post-conference attendee list with direct mailing address
- Two complimentary subscriptions to Novogradac Journal of Tax Credits

### Acknowledgements

- Recognition at the Welcome Panel as a sponsor
- Recognition in the Conference Program as a sponsor
- Recognition on event e-mails and website as a sponsor
- Recognition on press releases as a sponsor

### Panelists & Registration

- One sponsor representative as speakers on conference panels with complimentary registration
- Three discounted conference registrations @ \$375 each for clients or employees
- One complimentary registration for clients or associates

### Marketing

- Sponsor logo displayed at the conference on LCD Screens
- Sponsor-provided giveaway distributed in conference bag
- Pre-conference Excel spreadsheet of conference attendees
- Sponsor-provided Exhibit
- Full-page, B&W advertisement in Conference Program
- Sponsor logo on napkins

## Luncheon Sponsor — \$7,000 per event

### Level-Specific Benefits

- Opportunity to welcome attendees at Luncheon
- Table-top tent card with sponsor advertisement at Luncheon
- Post-conference attendee list with direct mailing address
- Two complimentary subscriptions to the Novogradac Journal of Tax Credits

### Acknowledgements

- Recognition at the Welcome Panel as a sponsor
- Recognition in the Conference Program as a sponsor
- Recognition on event e-mails and website as a sponsor
- Recognition on press releases as a sponsor

### Panelists & Registration

- One sponsor representative as a speaker on conference panels; includes complimentary registration for speaker
- Three discounted conference registrations @ \$375 each for clients or employees

### Marketing

- Sponsor logo displayed at the conference on LCD Screens
- Sponsor-provided giveaway distributed in conference bag
- Pre-conference Excel spreadsheet of conference attendees
- Sponsor-provided Exhibit
- Full-page, B&W advertisement in Conference Program
- Recognition Tent Cards

## Break Sponsor — \$6,000 per event

### Acknowledgements

- Recognition at the Welcome Panel as a sponsor
- Recognition in the Conference Program as a sponsor
- Recognition on event e-mails and website as a sponsor
- Recognition on press releases as a sponsor

### Panelists & Registration

- One sponsor representative as a speaker on conference panels; includes complimentary registration for speaker
- Three discounted conference registrations @ \$375 each for clients or employees

### Marketing

- Sponsor logo displayed at the conference on LCD Screens
- Sponsor-provided giveaway distributed in conference bag
- Post-conference Excel spreadsheet of conference attendees
- Sponsor-provided exhibit
- Full-page, B&W advertisement in Conference Program

## Breakfast Sponsor — \$6,000 per event

### Level-Specific Benefits

- Sponsor logo displayed on paper cups and/or cup sleeves.
- Sponsor logo displayed on conference LCD screens
- One complimentary subscription to the Novogradac Journal of Tax Credits

### Acknowledgements

- Recognition at the Welcome Panel as a sponsor
- Recognition in the Conference Program as a sponsor
- Recognition on event e-mails and website as a sponsor
- Recognition on press releases as a sponsor

### Panelists & Registration

- One sponsor representative as a speaker on conference panels; includes complimentary registration for speaker
- Three discounted conference registrations @ \$375 each for clients or employees

### Marketing

- Sponsor logo displayed at the conference on LCD screens
- Sponsor-provided giveaway distributed in conference bag
- Post-conference Excel spreadsheet of conference attendees
- Sponsor-provided exhibit
- Full-page, B&W advertisement in Conference Program
- Sponsor logo on napkins
- Sponsor logo on coffee cups

## Conference Program + Social Media Sponsor — \$5,500 per event

### Level-Specific Benefits

- Sponsor logo on front cover of Conference Program with “Conference Program Sponsored by...”
- Sponsor logo on Online Program webpage with “Online Program Sponsored by...”

### Acknowledgements

- Recognition at the Welcome Panel as a sponsor
- Recognition in the Conference Program as a sponsor
- Recognition on event e-mails and website as a sponsor
- Recognition on press releases as a sponsor

### Panelists & Registration

- One sponsor representative as a speaker on conference panels; includes complimentary registration for speaker
- Three discounted conference registrations @ \$375 each for clients or employees

### Marketing

- Sponsor logo displayed at the conference on LCD Screens
- Sponsor-provided giveaway distributed in conference bag
- Post-conference Excel spreadsheet of conference attendees
- Sponsor-provided exhibit
- Full-page, B&W advertisement in Conference Program

## Hotel Keycard Sponsor — \$5,000 per event

### Level-Specific Benefits

- Sponsor logo displayed on conference attendee hotel keycard

### Acknowledgements

- Recognition at the Welcome Panel as a sponsor
- Recognition in the Conference Program as a sponsor
- Recognition on event e-mails and website as a sponsor
- Recognition on press releases as a sponsor

### Panelists & Registration

- One sponsor representative as a speaker on conference panels; includes complimentary registration for speaker
- Three discounted conference registrations @ \$375 each for clients or employees

### Marketing

- Sponsor logo displayed at the conference on LCD Screens
- Sponsor-provided giveaway distributed in conference bag
- Post-conference Excel spreadsheet of conference attendees
- Sponsor-provided exhibit
- Full-page, B&W advertisement in Conference Program

## Pre-Conference Workshop Sponsor — \$5,000 per event

Be at the forefront by supporting the Basics Panel and helping to educate interest by investors and professionals on the basics of LIHTC's, NMTC's, RETC's, and Historic Tax Credits.

### Acknowledgements

- Recognition at the Welcome Panel as a sponsor
- Recognition in the Conference Program as a sponsor
- Recognition on event e-mails and website as a sponsor
- Recognition on press releases as a sponsor

### Panelists & Registration

- One sponsor representative as a speaker on workshop panel; includes complimentary registration for speaker
- Three discounted conference registrations @ \$375 each for clients or employees

### Marketing

- Sponsor logo displayed at the conference on LCD Screens
- Sponsor-provided giveaway distributed in conference bag
- Post-conference Excel spreadsheet of conference attendees
- Sponsor-provided exhibit
- Full-page, B&W advertisement in Conference Program

## Conference Notepad Sponsor — \$4,500 per event

### Acknowledgements

- Recognition at the Welcome Panel as a sponsor
- Recognition in the Conference Program as a sponsor
- Recognition on event e-mails and website as a sponsor
- Recognition on press releases as a sponsor

### Panelists & Registration

- One sponsor representative as a speaker on conference panels; includes complimentary registration for speaker
- Three discounted conference registrations @ \$375 each for clients or employees

### Marketing

- Sponsor logo displayed at the conference on LCD Screens
- Sponsor-provided giveaway distributed in conference bag
- Post-conference Excel spreadsheet of conference attendees
- Sponsor-provided exhibit
- Full-page, B&W advertisement in Conference Program

## Novogradac “Select” Sponsorship — \$4,000 per event

“Select” a choice of attendee options!

### Acknowledgements

- Recognition at the Welcome Panel as a sponsor
- Recognition in the Conference Program as a sponsor
- Recognition on event e-mails and website as a sponsor
- Recognition on press releases as a sponsor

### Panelists & Registration

- One sponsor representative as a speaker on conference panels; includes complimentary registration for speaker
- Sponsor may select from ONE of the following attendee packages to customize their attendance at the conference
  - \* 6 Discounted Registrations @ \$375
  - \* 4 Discounted Pre-conference Registrations @ \$295
  - \* 2 Complimentary Conference Registrations

### Marketing

- Sponsor logo displayed at the conference on LCD Screens
- Sponsor-provided giveaway distributed in conference bag
- Post-conference Excel spreadsheet of conference attendees
- Sponsor-provided exhibit
- Full-page, B&W advertisement in Conference Program

## Internet Print Kiosk Sponsor — \$4,000 per event

### Level-Specific Benefits

- Sponsor logo displayed on desktop of Internet Access kiosk with “Internet Access Sponsored By...”
- Internet Access kiosk web browser set to sponsor’s website

### Acknowledgements

- Recognition at the Welcome Panel as a sponsor
- Recognition in the Conference Program as a sponsor
- Recognition on event e-mails and website as a sponsor
- Recognition on press releases as a sponsor

### Panelists & Registration

- One sponsor representative as a speaker on conference panels; includes complimentary registration for speaker
- Three discounted conference registrations @ \$375 each for clients or employees

### Marketing

- Sponsor logo displayed at the conference on LCD Screens
- Sponsor-provided giveaway distributed in conference bag
- Post-conference Excel spreadsheet of conference attendees
- Sponsor-provided exhibit
- Full-page, B&W advertisement in Conference Program

## Charging Station Sponsor — \$3,500 per event

### Level-Specific Benefits

- Sponsor logo displayed during network breaks
- Sponsor logo displayed at Charging Station

### Acknowledgements

- Recognition at the Welcome Panel as a sponsor
- Recognition in the Conference Program as a sponsor
- Recognition on event e-mails and website as a sponsor
- Recognition on press releases as a sponsor

### Panelists & Registration

- One sponsor representative as a speaker on conference panels; includes complimentary registration for speaker
- Three discounted conference registrations @ \$375 each for clients or employees

### Marketing

- Sponsor logo displayed at the conference on LCD Screens
- Sponsor-provided giveaway distributed in conference bag
- Post-conference Excel spreadsheet of conference attendees
- Sponsor-provided exhibit
- Full-page, B&W advertisement in Conference Program

## Exhibitor Space — \$1,500

### Acknowledgements

- Recognition in the Conference Program as an exhibitor (sponsor logo)
- Recognition on event website as an exhibitor

### Registration

- One complimentary conference registration

### Marketing

- Sponsor-provided exhibit

## **Award Ceremony Sponsor** — \$5,000 per event

### **Benefits**

- Sponsor logo displayed during awards ceremony
- Award website to recognize sponsor as the presenter
- Conference website to recognize sponsor as a presenter of awards
- Sponsor logo included on actual award as the presenter
- Sponsor to be recognized on conference manual as presenter
- Sponsor to present awards at the awards ceremony
- Sponsor to be recognized on any emails related to the awards as the presenter

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## **Webinar Sponsor** — \$2,000 per event

### **Benefits**

- Sponsor logo included in all email marketing
- Sponsor logo included in all print advertising
- Sponsor logo included on the opening and closing webinar slides
- Post-conference Excel spreadsheet of webinar attendees
- Two minute welcome/introduction at the commencement of the webinar
- Sponsor representative as an instructor
- Two complimentary registrations

# Sponsorship Sign-Up Information

For your reference, we've listed general information and steps below detailing the sponsorship sign-up process.

If you have a question that is not addressed or need additional information, please call us at (415) 356-8037 and we'll be glad to assist you.

## Letter of Agreement:

Once you have decided on and notified us of which event(s) you would like to sponsor, we will generate a letter of agreement. Please return a copy of the Letter of Agreement bearing an authorized signature to Novogradac & Company LLP's marketing department for our records.

## Sponsor's Logos:

For Print: .PDF, .AI, or .EPS minimum resolution 300dpi with fonts converted to outlines and optimized

For Online: JPEG, GIF or PNG

Please provide us with the URL of your company website. If you are promoting a specific practice or line of business within your company, please provide us with the specific URL path to that line of business webpage or microsite, etc.

Please send your logos directly to Emil Bagalso. Alternately, logos can be sent to Carol Hough or Jennifer Payne.

**Invoicing/Payment Terms** – Invoices are due thirty days from the date on the original letter of agreement unless otherwise arranged. Please remit sponsorship payments via check or electronic transfer (ACH).

**Panel Suggestions** – We welcome panel suggestions. We recommend that you contact Jennifer Payne a minimum of four months prior to a conference to put forth a suggestion for a panel topic.

**Speaking Panel Choices/Confirmation** – Jennifer Payne will coordinate speaking details, the confirmation of speaking panel choices and the availability of panels with your designated speaker. After you have reviewed the conference agenda, please provide Jennifer with your primary and secondary panel choices (panel choices will be available once the agenda for the conference has been approved by the Conference Chairperson). Jennifer can be contacted via e-mail at [Jennifer.Payne@novoco.com](mailto:Jennifer.Payne@novoco.com)

**Conference Registration** – Registration for panelists is complimentary and is handled by Jennifer Payne. Additional Complimentary/Discounted/Regular Registrations are handled through Teri Baker.

**Hotel Information** – All attendees and speakers are responsible for handling their own hotel reservation. Please call the hotel to reserve your discounted rate prior to the cut-off date. Please provide hotel with the appropriate Novogradac & Company LLP discount code (if applicable). After the cut-off date, hotels cannot guarantee room block or rate availability.

**Exhibits** – Please confirm with Jennifer Payne regarding exhibit space at the conference and if you have power requirements. Jennifer will provide shipment details for the event. Co-Hosts, Sponsors, and Exhibitors are all responsible for ensuring set-up and break down of their display on-site at each event. Jennifer Payne will provide details regarding set-up and break down times.

Novogradac & Company LLP can offer limited assistance in some cases, however, Novogradac & Company will NOT be held liable for, nor incur any charges for shipping delay, or loss, pilferage, or theft of display equipment.

**Conference Manual Advertisements** – Please email your conference manual advertisement to Jennifer Payne. Conference Manual Advertisements are usually due 3-4 weeks prior to the conference date.

**File Specifications:** B&W 5.5” horizontal width x 8.5” vertical height; Adobe AI, EPS, or PDF with fonts converted to outlines and optimized. The orientation for the conference manual is portrait.

**Contacts:**

Carol Hough

Director of Advertising & Conference Sales                      Carol.Hough@novoco.com                      (415) 356-8040

Emil Bagalso

Sales & Marketing Associate    Emil.Bagalso@novoco.com                      (415) 356-8037

Jennifer Payne

Events Project Manager/Conference Logistics                      Jennifer.Payne@novoco.com                      (415) 356-7977

Teri Baker

Marketing Department Administration                                      events@novoco.com                      (415) 356-7970