



# CAEH21

VIRTUAL NOV 03-04 VIRTUEL

NATIONAL CONFERENCE ON ENDING HOMELESSNESS  
CONFÉRENCE NATIONALE POUR METTRE FIN À L'ITINÉRANCE

# You are beginning the end of homelessness

The National Conference on Ending Homelessness is the annual gathering of a growing national movement of individuals, organizations, communities and governments working together to end homelessness in Canada.

For decades homelessness in our country followed a relentless and lethal trajectory, increasing steadily year after year. There are about 235,000 Canadians experiencing homelessness each year, and 35,000 experiencing homelessness on any given night.

That is until recently, when a small but growing number of Canadian cities like Edmonton, Guelph, Chatham Kent, Dufferin and Medicine Hat began reversing this trend, showing that with a focused effort, homelessness can be reduced.

While major challenges remain, this success and a new era of federal leadership on housing places Canada on the verge of a national breakthrough on the road to ending homelessness. You can be a part of this breakthrough.

**CAEH21 is going virtual to accelerate progress toward ending homelessness by making this year's conference more accessible and safer.**

You can help to arm policy makers, funders, researchers, advocates, community leaders and front-line workers with the inspiration, information, tools and training they need to end homelessness. Our program will include 56 concurrent sessions and six plenaries delivered by over 300 national and international experts to over 1,400 participants from across Canada. Our ambitious program includes Reconciliation and Indigenous homelessness, chronic homelessness, youth homelessness, as well as homelessness for women and the latest in Canadian and international research.

## The conference will include 56, 60-minute sessions organized into 14 streams:

1. Building Equitable Homeless Systems – DEI
2. A Way Home – Youth Homelessness Prevention - AWH
3. Canadian Observatory on Homelessness – Research and Policy - COH
4. Canadian Observatory on Homelessness - Prevention - P
5. Coordinated Access - CA
6. Health Care and Homelessness - HCH
7. Housing First - HF
8. Indigenous Homelessness - IH
9. Lived Experience - LE
10. Leadership, Improvement and Change Management - LCM
11. Pandemic Response & Recovery - PRR
12. Rural and Remote Homelessness - RRH
13. Women's Homelessness – WH
14. Unique Populations - UP

**You can help end homelessness through your sponsorship!**

# The Canadian Alliance to End Homelessness

CAEH is a non-profit organization leading a national movement of individuals, organizations and communities working together to end homelessness in Canada. We're catalysts and conveners, bringing individuals, organizations, communities and governments together around a shared vision while supporting them to apply proven approaches to transform homelessness systems, programs and policies toward the goal of ending homelessness

## OUR WORK INCLUDES:



### National Conference on Ending Homelessness

Our annual national conference arms policy makers, funders, researchers, advocates, community leaders and front line workers with the inspiration, information, tools and training they need to end homelessness.

[conference.caeh.ca](http://conference.caeh.ca)



### Supporting Allied Networks

The CAEH supports several allied networks working toward our shared mission of ending homelessness.

[caeh.ca](http://caeh.ca)



### Built for Zero Canada

Built for Zero Canada is an ambitious national change effort helping a core group of leading communities end chronic homelessness and veteran homelessness - a first step on the path to eliminating all homelessness in Canada.

[www.bfzcanada.ca](http://www.bfzcanada.ca)



### Training and Technical Assistance

TTA deliver on the ground training and support to communities and front line workers through a mission based, non-profit training and technical assistance consultancy.

[training.caeh.ca](http://training.caeh.ca)

# 8th Annual National Conference on Ending Homelessness

The National Conference on Ending Homelessness has become the venue for community leaders, agency representatives, researchers, funders and policy makers to gather with common cause to end homelessness.

This year is the first time the National Conference on Ending Homelessness is going virtual, making it more accessible than ever!

## A Must Attend Event

The National Conference on Ending Homelessness is Canada's biggest must-attend event to network and learn in the homelessness sector.

### Attendees include:

- Not-for-profit service and advocacy groups
- People with Lived Experience
- Government officials
- Academics, researchers and front line workers
- Social workers
- Funders and fundraisers
- Faith groups
- Directors, managers and team leads
- Healthcare professionals
- Elected officials
- Board members

### The conference provides:

#### Tools & Training

Providing community leaders, agencies, researchers, funders, and policy makers the research, tools, and training they need to develop and implement plans to end homelessness and Housing First programs.

#### Networks

Providing community leaders, agencies, researchers, and policy makers an opportunity to develop local, regional, and national networks.

## Sponsorship is Essential

The conference's impact lies in its accessibility for the people doing the hard work of ending homelessness. Our participants work in the public and non-profit sectors and / or have lived experience of homelessness and have limited budgets for conferences. That's why we made the conscious decision to set registration fees as low as possible and to offer discounted early bird registration, group discounts and Lived Experience Scholarships as well as reduced conference rates for people with lived experience of homelessness. Sponsorship is essential for us to deliver a world class but affordable conference for the people doing the critical work of ending homelessness in Canada.

# Highlights from the last National Conference on Ending Homelessness

CAEH20 was postponed because of COVID-19, but we still remember how special it was when we came together in Edmonton two years ago.

Partner with us at Canada's largest national homelessness conference and join our mission to end homelessness. You will help bring together a diverse group of organizations, individuals, service providers, and experts to network, share solutions and best practices and accelerate an end to homelessness in Canada.



## 1,400+ ATTENDEES

CAEH19 was Canada's largest homelessness conference with over 1,400 people attending.



## MEDIA COVERAGE

Over a dozen positive articles, radio hits and TV stories across Canada specifically about the conference and Edmonton's success in reducing homelessness.



## SOCIAL MEDIA

#CAEH19 trended nationally propelled by our more than 20,000 followers and subscribers.



## INDIGENOUS INFLUENCE

Major participation in Indigenous, First Nation, Métis and Inuit cultural ceremonies, events and sacred spaces.



## LIVED EXPERIENCE

CAEH19 saw the largest participation of People with Lived Experience supported by our inclusion fee and sponsorships.



## PROGRAM STREAMS

10 program streams delivered by our expert presenters featuring the latest and best information on ending homelessness for organizations, communities, researchers and more!



## KEYNOTES

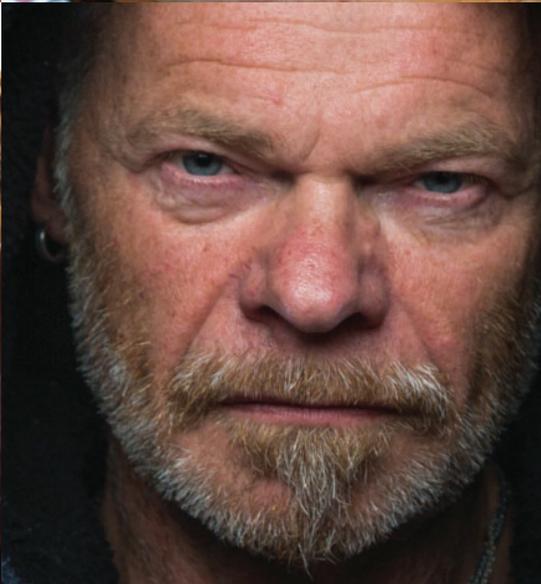
Our six keynote speakers featured leaders in the field, a Nobel Peace Prize nominee and experts from various walks of life.



## NETWORKING

CAEH19 made space for networking between sessions, at inclusive events and an award-winning documentary screening.

CANADA'S SPORTS HALL OF FAME  
PANTHÉON DES SPORTS CANADIENS  
HONORED MEMBER  
MEMBRE HONORÉ



# You can be a part of history in the making

By partnering with the CAEH to sponsor the 2021 National Conference on Ending Homelessness, you are not only signaling that you support a sustainable end to homelessness, but you will be a part of the historic work to make it happen. You will have the opportunity to network with a national audience of funders and agency leaders with access to federal, provincial and municipal policy makers in housing, homelessness, health, mental health, addiction and justice. Your support will be showcased to media and participants. You will receive recognition for participating in a growing national movement to better the lives of Canadians.



## This year our conference is going virtual!

Conferences have been going virtual since the onset of COVID-19, which has made participation much more accessible—attracting more participants who may not have been able to attend. It has also created a lot more digital opportunities for sponsorship.

## Help us make it an unforgettable virtual experience!

CAEH21 needs sponsors like you to partner with who can help support our effort to live-stream and provide recordings after the conference. The streamed and recorded sessions will be part of the new virtual experience and for future use in training.

We are creating a multimedia virtual experience to celebrate how much has been achieved since the pandemic began.

## Promote, Network, Connect and Gain Valuable Insights



Be on the cutting edge of social change



Connect and make new contacts with like-minded organizations, individuals and government officials



Get the inside scoop on trends and themes in the homelessness sector



Be one of our exhibitors to engage with stakeholders, increase your visibility and promote your work



Boost your brand by being included in all our marketing, communications and promotional materials for CAEH21



Support our work in making our conference an accessible space for our diverse participants, including people with lived experience



Showcase your support and commitment to see an end to homelessness in Canada

# Sponsorship Opportunities

The National Conference on Ending Homelessness seeks to make participation in the conference open to as many supporters as possible. CAEH has developed a sponsorship plan that provides benefit options for your consideration, but we want to build a custom sponsorship experience that fits your needs, so please talk with us about what fits for your organization.

The sponsorship program has several distinct levels of support, as well as specialty sponsors (with corresponding levels of benefits). CAEH believes in recognizing the support of funders in ways that meet their financial and marketing needs and expectations. Virtual Platform benefits subject to change pending development of the platform.



## PRESENTING SPONSOR

(\$80,000)

The Presenting Sponsor is the National Conference on Ending Homelessness exclusive support opportunity.

The Presenting Sponsor would be noted as such for the 2021 National Conference on Ending Homelessness (“Sponsored by «Your Name Here»”)

- 16 complimentary registrations
- Logo placement on: event website, virtual platform login page and virtual lobby (once logged in), and virtual stage
- Video pre-roll infomercial (supplied by sponsor) and opportunity to provide brief remarks to registrants during Wednesday keynote
- Organization logo on Conference website sponsorship page, with priority positioning, associated with Conference Name
- Social media recognition
- Platform banner ad
- Push announcements inside virtual platform (4 per day)
- Download sponsor info (PDF) on resource page

## 1 LEVEL I SPONSOR

(\$60,000)

- 12 complimentary registrations
- Logo placement on: event website, virtual platform login page and virtual lobby (once logged in), and virtual stage
- Video pre-roll infomercial (supplied by sponsor) and opportunity to provide brief remarks to registrants during Thursday keynote
- Social media recognition
- Platform banner ad
- Push announcements inside virtual platform (3 per day)
- Download sponsor info (PDF) on resource page

## 2 LEVEL II SPONSOR

(\$40,000)

- 8 complimentary registrations
- Logo placement on: event website, virtual lobby (once logged in), and virtual stage
- Video pre-roll infomercial (supplied by sponsor) and opportunity to provide brief remarks to registrants during opening plenary
- Social media recognition
- Platform banner ad
- Push announcements inside virtual platform (2 per day)
- Download sponsor info (PDF) on resource page

## 3 LEVEL III SPONSOR

(\$20,000)

- 4 complimentary registrations
- Logo placement on: event website, and virtual stage
- Video pre-roll infomercial (supplied by sponsor) during 4 concurrent sessions in a track
- Opportunity to provide brief remarks to registrants during a plenary other than a keynote or the Opening Plenary
- Social media recognition
- Push announcements inside virtual platform (1 per day)
- Download sponsor info (PDF) on resource page

## 4 LEVEL IV SPONSOR

(\$10,000)

- 2 complimentary registrations
- Logo placement on virtual stage
- Social media recognition
- Download sponsor info (PDF) on resource page

## 5 LEVEL V SPONSOR

(\$5,000)

- 1 complimentary registration
- Social media recognition
- Download sponsor info (PDF) on resource page



## Contact Us

### Be a part of this work that will change lives

Please contact us to learn more about the opportunities or to receive a standard sponsorship package.

**Tim Richter**  
President & CEO  
Canadian Alliance to  
End Homelessness  
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587.216.5615

**Phil Ecclestone**  
Conference Manager  
Golden Planners Inc.  
ecclestone@goldenplanners.ca  
613.241.9333

I am pleased to confirm that \_\_\_\_\_ wishes to partner with the Canadian Alliance to End Homelessness for the 2021 National Conference on Ending Homelessness.

The details of our support commitment are as follows:

**CONFERENCE PARTNERSHIP** *(Please check the appropriate sponsor level box)*

- |   |  |
|---|--|
| <input type="checkbox"/> <b>Presenting Sponsor</b> \$80,000 | <input type="checkbox"/> <b>Level III Sponsor</b> \$20,000 |
| <input type="checkbox"/> <b>Level I Sponsor</b> \$60,000    | <input type="checkbox"/> <b>Level IV Sponsor</b> \$10,000  |
| <input type="checkbox"/> <b>Level II Sponsor</b> \$40,000   | <input type="checkbox"/> <b>Level V Sponsor</b> \$5,000    |

TOTAL CONFERENCE SUPPORT

\$

**CONTACT INFORMATION**

ORGANIZATION NAME \_\_\_\_\_  
(Please list name as it should appear on promotional materials. Do not use CAPITAL LETTERS unless your official name is all capitals.)

FULFILMENT CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

**AUTHORIZATION**

I am the authorized representative of the above-mentioned organization with the full power and authority to sign and deliver this application. The organization agrees to comply with all policies governing the sponsorship.

This agreement will not be processed unless accompanied by full payment. Sponsorship commitments will be negotiated on a “first-come, first-served” basis. A statement of account will be issued with confirmation of your support commitment. Full payment, plus applicable taxes, is due and payable to “Canadian Alliance to End Homelessness”

NAME OF AUTHORIZED OFFICER \_\_\_\_\_ TITLE \_\_\_\_\_

SIGNATURE OF AUTHORIZED OFFICER \_\_\_\_\_ CITY \_\_\_\_\_ DATE \_\_\_\_\_

**PAYMENT METHOD**

CHEQUE PAYABLE TO \_\_\_\_\_  PLEASE INVOICE MY ORGANIZATION  ELECTRONIC FUNDS TRANSFER  
*Canadian Alliance to End Homelessness*

VISA     MASTERCARD     AMEX

CARD HOLDER \_\_\_\_\_ CARD NUMBER \_\_\_\_\_

SIGNATURE \_\_\_\_\_ EXPIRES \_\_\_\_\_ CSC \_\_\_\_\_

**\*\* Payment Terms: All monies are due upon submitting the Sponsorship Agreement. \*\***

# Thank you to our CAEH19 sponsors!

<p>LEVEL 1</p>   <p><b>The Orange Door Project</b> Housing and hope for homeless youth</p>	<p>Level 2</p> 	<p>INCLUSION SPONSOR</p>  <p><b>homeward trust</b> edmonton</p>
<p>LEVEL 3</p>   <p>Veterans Affairs Canada</p>  <p>Anciens Combattants Canada</p>		
<p>LEVEL 4</p>  		
<p>LEVEL 5</p>   <p>Associated Engineering</p> <p>GLOBAL PERSPECT LOCAL FOCUS.</p>  <p>downtown business association</p>  <p>EDMONTON CONVENTION CENTRE</p>    		
<p>CONFERENCE PARTNERS</p>  <p><b>A WAY HOME</b> VERS UN CHEZ-SOI CANADA</p>  <p><b>Canadian Network</b> for the <b>Health and Housing</b> of the <b>Homeless</b></p>  <p>canadian observatory on homelessness</p>  <p>National Alliance to <b>End Rural and Remote</b> <b>Homelessness</b></p>  <p><b>ORG CODE</b></p>		



The 2019 National Conference on Ending Homelessness is funded in part by the Government of Canada through the Community Capacity and Innovation funding stream of Reaching Home: Canada's Homelessness Strategy.

VISIT  
[conference.caeh.ca](http://conference.caeh.ca)



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