



**FLORIDA HOUSING
COALITION**

Partners for Better Housing

Strengthening Florida's Housing Ecosystem, Together

***A Strategic
Partnership Prospectus***

A statewide network of 3,000+
housing professionals across all sectors

A LETTER FROM THE CEO



Housing systems are only as strong as the connections between the people, policies, capital, and practices that shape them.

When these elements operate in isolation, impact is limited. When they are aligned, housing ecosystems become more capable of delivering lasting, meaningful results.

The Florida Housing Coalition convenes and connects more than 3,000 professionals across Florida's housing ecosystem — including local government leaders, housing providers, financial institutions, developers, legal and policy experts, advocates, community organizations, and industry partners. Supporting communities in all 67 Florida counties, we work at the intersection of policy, practice, and partnership to strengthen the systems that make housing solutions possible.

Through this work, we advance REPAIR — a framework grounded in the belief that well-coordinated housing systems produce housing that is Reachable, Equitable, Permanently Affordable, Available, Innovative, and Resilient. Durable housing solutions require shared language, coordinated action, and sustained commitment.

Our annual REPAIR Conference brings this ecosystem together at scale, convening more than 1,300 housing leaders each year for cross-sector collaboration and strategic alignment. But the Conference is only one expression of a broader mission — strengthening Florida's housing systems through training, technical assistance, research, and policy leadership.

Partnership with the Coalition is not transactional. It is an opportunity to align expertise, expand relationships, and co-invest in the systems that shape housing opportunity across Florida.

We invite you to join us in strengthening Florida's housing ecosystem — together.

A handwritten signature in black ink that reads "Ashon". The signature is fluid and cursive, written in a professional style.

Ashon J. Nesbitt
Chief Executive Officer
Florida Housing Coalition

Our Impact

Strengthening Florida's Housing Infrastructure at Scale

The Florida Housing Coalition operates as Florida's statewide housing intermediary – strengthening the systems that enable housing solutions to move from policy to production.

Our work reaches all 67 Florida counties, engaging more than 3,000 housing professionals, annually delivering over 10,000 hours of technical assistance and training that supports the deployment of nearly \$200 million in federal and state housing funding statewide.

Implementing Housing Strategies

From planning to production.

We deliver hands-on technical assistance and strategic guidance that helps communities design, finance, and implement housing solutions tailored to local needs.

Increasing Housing Stability

Expanding access to stable, permanently affordable housing.

We equip professionals and local leaders with training and evidence-based strategies that reinforce long-term affordability and improve housing outcomes.

Strengthening Housing Ecosystems

Building capacity and connection across sectors.

We convene and connect the professionals who shape housing outcomes – from local government and nonprofit providers to financial institutions, developers, advocates, and policy leaders.

Shaping Housing Policy

Reinforcing the policy infrastructure that sustains housing systems.

We provide research, analysis, and policy guidance that strengthens housing systems at both state and local levels.

2024 IMPACT SNAPSHOT

67 Florida Counties Served

3,200+ Housing Professionals Engaged

10,000+ Hours of Technical Assistance

\$200M Housing Funding Supported

1,800 Housing Units in Pipeline

The REPAIR Conference

Florida's Largest Affordable Housing Convening



Each year, more than 1,300 housing leaders gather at the REPAIR Conference — Florida's largest and most comprehensive affordable housing conference.

The Conference is intentionally designed as a systems-level convening, bringing together professionals from across Florida's housing ecosystem — including local government, developers, nonprofit providers, financial institutions, legal experts, housing counselors, advocates, and industry partners.

Unlike sector-specific events, REPAIR creates space for cross-sector collaboration. Decision-makers who rarely share the same room engage in shared learning, strategic dialogue, and coordinated problem-solving.

This is where statewide policy conversations meet local implementation — and where relationships begin that extend far beyond a single event.



Where Visibility Meets Impact



For many organizations, partnership begins at the REPAIR Conference

The Housing Expo provides meaningful opportunities for visibility, relationship-building, and business development within Florida's housing sector. Sponsors and exhibitors engage directly with leaders shaping housing strategies across the state.

But the Conference is more than a marketplace.

It is the central convening point of Florida's housing ecosystem – where alignment occurs, initiatives are launched, and partnerships take shape.

When you support the REPAIR Conference, you are investing in the infrastructure that supports coordinated housing solutions across Florida.

The REPAIR Conference is where connection becomes collaboration – and collaboration becomes impact.

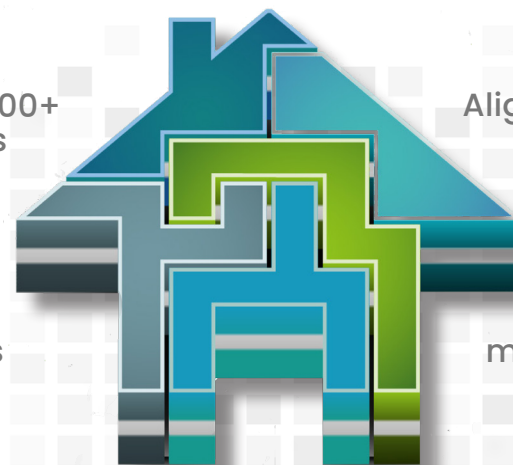
Conference Engagement Offers:

Direct access to 1,300+ housing leaders

Visibility across interconnected ecosystem sectors

Alignment with Florida's foremost housing intermediary

Relationship building that supports both mission and business growth



Opportunities for thought leadership and brand recognition

Partnership Levels

Each partnership level provides meaningful engagement with the REPAIR Conference and connection to Florida's housing ecosystem, with increasing depth of collaboration and strategic alignment.

Gateway Partner (\$2,500)

Conference Presence + Ecosystem Introduction

Gateway Partners establish a visible presence at the REPAIR Conference while entering a statewide housing ecosystem of more than 3,000 professionals.

This level is ideal for organizations seeking Conference engagement, brand visibility, and relationship-building with decision-makers shaping housing policy and implementation.

Gateway Partnership supports the Coalition's training, technical assistance, and convening work.



Framework Partner (\$5,000)

Expanded Conference Engagement + Cross-Sector Connection

Framework Partners deepen Conference participation through enhanced visibility and exhibitor engagement, expanding connections across Florida's housing ecosystem.

Framework Partnership reinforces shared learning and coordinated action statewide.



Impact Partner (\$10,000)

Elevated Conference Leadership + Strategic Engagement

Impact Partners demonstrate visible leadership at the REPAIR Conference while engaging more deeply in year-round initiatives.

Impact Partnership extends the reach and effectiveness of strategies delivering lasting housing outcomes.



Legacy Partner (\$20,000+)

Strategic Alignment + Sustained System Investment

Legacy Partners align closely with the Coalition through sustained engagement supporting long-term system-level impact.

Many Legacy Partners choose to align programmatic investments with Coalition initiatives, reinforcing their commitment to strengthening Florida's housing ecosystem.



REPAIR Conference Benefits

Premier Conference Benefit	Gateway Partner (\$2,500)	Framework Partner (\$5,000)	Impact Partner (\$10,000)	Legacy Partner (\$20,000+)
Complimentary Conference Registrations	3	6	10	20
Conference Sponsorship	✓	✓	✓	✓
Brand Visibility (Across conference and Coalition platforms)	✓	✓	✓	✓
Housing Expo Showcase Complimentary booth		✓	✓	✓
Invitation to Board Dinner (Conference Week)		✓	✓	✓
Priority Conference Speaking Opportunities		✓	✓	✓
VIP Treatment Reserved seating at all plenaries. Reserved networking room			✓	✓
Featured Partner Video Spotlight Opportunity to showcase a professionally produced, mission-aligned partner video at select events				✓
Keynote Recognition				✓

Partnership Extends Beyond the Conference

More Than a Sponsorship. A Structured Engagement Model.

For many organizations, partnership begins at the REPAIR Conference. It does not end there.

Impact90

A 90-Day Partner Integration Experience

Impact90 ensures that partnership begins with intentional alignment.

- Strategic alignment conversation
- Introduction to Coalition priorities
- Identification of shared focus areas
- Connection to relevant ecosystem sectors
- Defined engagement pathways

Impact90 transforms sponsorship into alignment.

Sustained Engagement

Partners may participate in:

- Policy and research engagement
- Regional convenings
- Thought leadership opportunities
- Cross-sector collaboration
- Executive-level alignment conversations



“Impact90 allowed me to immediately seek out growth and opportunities within the affordable space that were previously not available to me. The speaking opportunities, connections, and network (I was) able to plug into on day one proved very valuable, and I anticipate the benefits will snowball from here.”

Quintin Kauchick,
President, Value Tech Realty Services

Year-Round Visibility & Engagement Grid

Year-Round Benefit	Gateway Partner (\$2,500)	Framework Partner (\$5,000)	Impact Partner (\$10,000)	Legacy Partner (\$20,000+)
Brand Visibility (Across Coalition materials and digital platforms)	✓	✓	✓	✓
Impact90 Partner Onboarding + Alignment (Integration into the Coalition ecosystem)	✓	✓	✓	✓
Podcast Guest or Featured Article Thought leadership feature		✓	✓	✓
Regional Convenings & Partner Networking Opportunities		✓	✓	✓
Mission-Aligned Speaking Opportunities Virtual and in-person events			✓ priority consideration	✓ guaranteed
Featured Partner Spotlights Partner recognition across Coalition platforms			✓	✓
Customized Engagement Tailored engagement aligned with partner goals and areas of impact			✓	✓
Co-Branded Event or Workshop (Non-Conference)				✓
Dedicated Staff Liaison Primary point of contact for coordination and engagement				✓
Annual Strategic Alignment Meeting with CEO Alignment meeting on priorities, initiatives, and collaboration opportunities				✓

Florida's Housing Ecosystem

Vision.Impact.People

Strengthening Florida's housing ecosystem through coordinated action. We are designing systems, building partnerships, and empowering people to ensure a safe, affordable home for every Floridian.

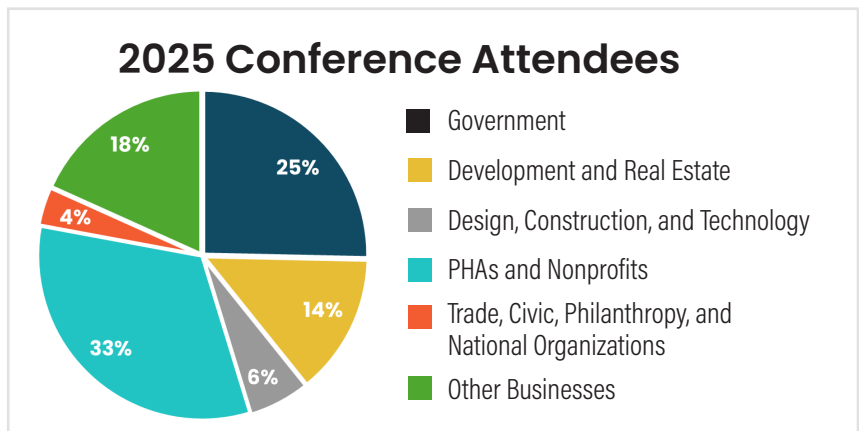


The Power of Cross-Sector Alignment

Housing systems are shaped by interconnected sectors. Durable solutions require coordination across roles.

The Coalition convenes professionals across eight sectors:

- Local Government & Policy
- Housing Providers & Developers
- Financial Institutions & Investors
- Design & Construction
- Legal & Professional Services
- Services & Support Organizations
- Advocacy & Community Leaders
- Technology & Data



Together, these sectors influence how housing is financed, produced, preserved, and sustained.



Strategic Alignment & Shared Investment

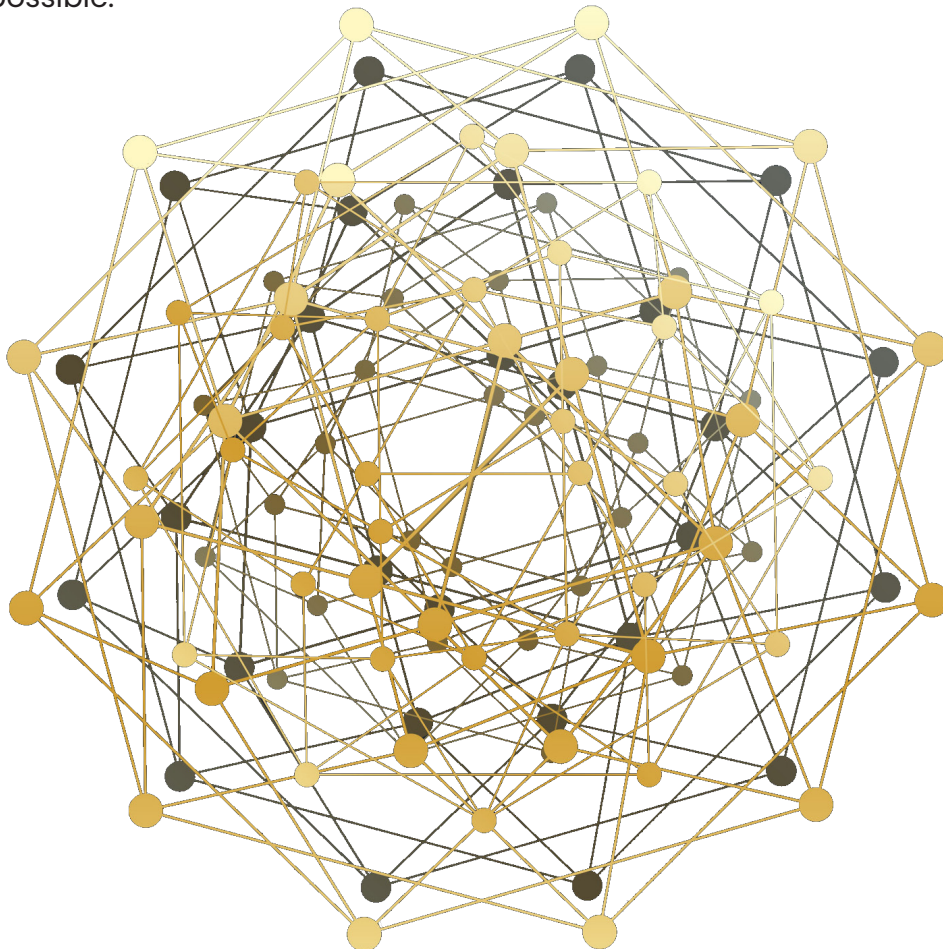
Partnership as Co-Investment in Housing Systems

Partnership provides a structured platform for organizations to align expertise, visibility, and resources with initiatives strengthening housing systems statewide.

Partners may engage through:

- Conference visibility
- Year-round collaboration
- Policy participation
- Initiative alignment
- Programmatic investment

Partnership is a shared commitment to strengthening the systems that make housing opportunity possible.





Let's Strengthen Florida's Housing Ecosystem — Together

Housing systems improve when leadership is aligned, relationships are sustained, and action is coordinated across sectors.

Through partnership with the Florida Housing Coalition, organizations engage in strengthening housing infrastructure statewide.

This work spans all 67 Florida counties and connects more than 3,000 professionals across the housing ecosystem.

Partnership is not transactional. It is a shared commitment to advancing housing that is reachable, equitable, permanently affordable, available, innovative, and resilient.

Florida Housing Coalition

engage@flhousing.org

www.flhousing.org