



Enabling sustainable and affordable housing in informal settlements

October 26-27, 2023
Suwon, South Korea





Organized by Habitat for Humanity, the **Asia-Pacific Housing Forum (APHF)** is a biennial event that brings together major stakeholders seeking solutions to affordable housing issues and promoting decent housing as a driver of sustainable and inclusive development. Since its inaugural event in 2007, the APHF has:

- Built a network of **over 12,000 participants** – including the youth, business leaders, government heads, and policymakers;
- Garnered **influential audiences** within the region and globally;
- Worked with **over 50 partners** – including non-profit organizations, businesses, governments, and the academia;
- Recognized and **awarded innovative housing solutions** and technologies

An Exciting Chapter for the Asia-Pacific Housing Forum

The **9th Asia-Pacific Housing Forum** will take place in **Suwon, South Korea on Oct 26 to 27, 2023**, with the theme **“Enabling sustainable and affordable housing in informal settlements”**, which highlights the need for the development of pro-poor and inclusive cities that provide social services as well as safe and healthy environments.

For the first time, the Asia-Pacific Housing Forum will take place alongside the 8th Asia-Pacific Urban Forum (APUF), organized by the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP). The APUF, which is organized every four to five years, gathers an estimated 3,000 regional urban policy actors including ministers and leaders from the World Bank, Asian Development Bank and UN Global Compact to name a few, to discuss emerging and critical urban development issues.



The 9th Asia-Pacific Housing Forum will also be complemented by the following in-person side events in Suwon, South Korea:



Youth Assembly

(22 Oct 2023)

Young volunteers and leaders across the Asia-Pacific share their work and ideas in implementing innovative solutions to the housing needs of the region.



Business Assembly

(22 Oct 2023)

Influential Asia-Pacific business representatives will come together to reaffirm commitments in support of sustainable housing and development in the region.



Innovation Awards

(27 Oct 2023)

The Innovation Awards promotes and celebrates innovative housing solutions that advance decent, affordable and disaster resilient shelter across three categories: Technologies, Policies, and Practices.

A few of our past Housing Forum partners and sponsors.



“We must all continue to look for new avenues or solutions so that one day, we can all look back knowing that we all did our part in making a change in the lives of families who needed proper and adequate housing the most.”

– Rachel Swann, Youth Leader from Fiji



“The world’s biggest problem is also the world’s biggest opportunity.”

-Chanond Ruangkritya, President and CEO, Ananda Development

(referring to the trend of urbanization in Asia)



“We need a strong community of organizations and individuals from across the region in order to initiate solutions for the housing shortage in Asia-Pacific. Networks represent the power of collaboration.”

– Egbert Appel, Former President of the Hilti Foundation

As a sponsor of the 9th Asia-Pacific Housing Forum, your organization will be positioned to activate the following opportunities:



Forge and strengthen connections with **changemakers and multisectoral organizations, including non-governmental organizations, corporations, government, academics** and others in the fields of climate action, sustainability, housing finance, affordable housing, and technology.



Showcase your brand and core messages to an audience of over **25 million people** across Asia and the Pacific.



Get social with over **1 million people** through Facebook, Twitter and LinkedIn.

Unique engagement opportunities for corporates

Business Assembly 22 October

Demonstrate your contribution to ESG in an event co-organized with the UN Global Compact

UNESCAP's 8th Asia-Pacific Urban Forum - APUF 23-24-25 October


Contribute to 3 parallel sessions Habitat will be implementing (23 October - Urban and Territorial Planning, 24 October - Urban Climate Action, 25 October - Urban Finance) and bring your expertise and perspectives

Celebrating Habitat's 40th Anniversary 25 October

Showcase your longstanding partnership with Habitat and leverage this platform to forger new partnerships

Asia-Pacific Forum 26-27 October

Take part and engage as a speaker under the following tracks: (i) Climate Change and Affordable Housing, (ii) Addressing the rising challenges in Housing

A low-angle, silhouette photograph of a construction worker wearing a hard hat and using a hammer on a building site. The sun is low in the sky, creating a bright lens flare behind the worker. The wooden framework of a building is visible, with a beam labeled "2nd Floor".

With your support, the 9th Asia-Pacific Housing Forum promises a robust agenda and a relevant line-up of side events, to help further Habitat for Humanity's aim of addressing the affordable housing issues in the Asia-Pacific region.



Sponsorship Packages

US\$100,000

Global Gold Sponsor

ON-SITE BRANDING AND RECOGNITION

- Logo placement on main forum backdrop and sponsor wall for all in-person Global Housing Forums (Asia and the Pacific and Latin America and Caribbean).
- Logo placement on forum photo wall for all in-person Global Housing Forums.
- Playback of audio-visual presentation (maximum of 8 minutes) at the forum venue before program start and during breaks for all in-person Global Housing Forums.
- Logo exposure on video screens or digital signage at the forum venue for all in-person Global Housing Forums.
- Fifteen (15) complimentary delegate passes to each of the two Global Housing Forums (Asia and the Pacific and Latin America and Caribbean).



SOCIAL/DIGITAL

- Inclusion in one partner recognition social media post per Global Housing Forum (Asia and the Pacific and Latin America and Caribbean) through relevant Habitat for Humanity International communications channels, appropriate to audiences, messages and engagement.
- Logo recognition on all two Global Housing Forum sponsor pages on [habitat.org](https://www.habitat.org).
- Logo recognition on the registration portal for all two Global Housing Forums.

MEDIA RECOGNITION

- Name recognition in press release distributed in each region (Asia and the Pacific and Latin America and Caribbean) in conjunction with that region's forum.

ADDITIONAL OPPORTUNITIES AND BENEFITS

- Naming/branding rights for either Policy or Practice Innovation Awards (whichever is not selected by the Global Platinum Sponsor).
- Opportunity to be highlighted as a co-host of one plenary session or one side event per Global Housing Forum.
- Opportunity to nominate a featured speaker in one plenary session or one side event per Global Housing Forum, subject to limited available slots.
- Opportunity to be part of the steering committee of one Global Housing Forum, subject to limited available slots.
- Opportunity to include appropriate branded merchandise or product samples in the Asia-Pacific Housing Forum delegate kits.

US\$60,000

Regional Gold Sponsor

ON-SITE BRANDING AND RECOGNITION

- Logo placement on main forum backdrop and sponsor wall.
- Logo placement on forum photo wall.
- Playback of two-minute audio-visual presentation at the forum venue before program start and during breaks.
- Logo exposure on video screens or digital signage at the forum venue
- Eight (8) complimentary delegate passes to the 9th Asia-Pacific Housing Forum.

SOCIAL/DIGITAL

- Social media outreach through relevant regional Habitat for Humanity social channels, appropriate to audiences, messages and engagement.
- Logo recognition on the Asia-Pacific Housing Forum sponsor page on [habitat.org](https://www.habitat.org).
- Logo recognition on the Asia-Pacific Housing Forum registration portal
- Logo recognition on email outreach to the attendees of the Asia-Pacific Housing Forum.

MEDIA RECOGNITION

- Name recognition in press release distributed in conjunction with the Asia-Pacific Housing Forum.



ADDITIONAL OPPORTUNITIES AND BENEFITS

- Opportunity to be highlighted as a co-host of one plenary session or one side event during the Asia-Pacific Housing Forum.
- Opportunity to nominate a featured speaker in one plenary session or one side event during the Asia-Pacific Housing Forum, subject to limited available slots.
- Opportunity to be part of the Asia-Pacific Housing Forum steering committee, subject to limited available slots.
- Opportunity to include appropriate branded merchandise or product samples in the Asia-Pacific Housing Forum delegate kits.

US\$40,000

Regional Silver Sponsor

ON-SITE BRANDING AND RECOGNITION

- Logo placement on main forum backdrop and sponsor wall.
- Logo placement on photo wall.
- Playback of one-minute audio-visual presentation at the forum venue before program start and during breaks.
- Logo exposure on video screens or digital signage at the forum venue.
- Four (4) complimentary delegate passes to the Asia-Pacific Housing Forum.

SOCIAL/DIGITAL

- Social media outreach through relevant regional Habitat for Humanity social channels, appropriate to audiences, messages and engagement.
- Logo recognition on the Asia-Pacific Housing Forum sponsor page on [habitat.org](https://www.habitat.org).
- Logo recognition on the Asia-Pacific Housing Forum registration portal.
- Logo recognition on email outreach to the attendees of the Asia-Pacific Housing Forum.

MEDIA RECOGNITION

- Name recognition in press release distributed in conjunction with the Asia-Pacific Housing Forum.



ADDITIONAL OPPORTUNITIES AND BENEFITS

- Opportunity to be highlighted as a co-host in one breakout session during the Asia-Pacific Housing Forum, subject to limited slots.
- Opportunity to include appropriate branded merchandise or product samples in the Asia-Pacific Housing Forum delegate kits.

US\$20,000

Regional Bronze Sponsor

ON-SITE BRANDING AND RECOGNITION

- Logo placement on main forum backdrop and sponsor wall.
- Logo placement on photo wall.
- Logo exposure on video screens or digital signage at the forum venue.
- Two (2) complimentary delegate passes to the Asia-Pacific Housing Forum.

SOCIAL/DIGITAL

- Social media outreach through relevant regional Habitat for Humanity social channels, appropriate to audiences, messages and engagement.
- Logo recognition on the Asia-Pacific Housing Forum sponsor page on [habitat.org](https://www.habitat.org).
- Logo recognition on the Asia-Pacific Housing Forum registration portal.
- Logo recognition on email outreach to the attendees of the Asia-Pacific Housing Forum.

MEDIA RECOGNITION

- Name recognition in press release distributed in conjunction with that region's forum.



SUMMARY OF BENEFITS

Benefits	Global Gold US\$100,000	Regional Gold US\$60,000	Regional Silver US\$40,000	Regional Bronze US\$20,000
On-site branding and recognition				
Logo placement on main forum backdrop and sponsor wall	✓	✓	✓	✓
Logo placement on photo wall	✓	✓	✓	✓
Audio-visual presentation playback	Maximum of 8 minutes	Maximum of 2 minutes	Maximum of 1 minute	✗
Logo exposure on video screens/digital signage	✓	✓	✓	✓
Social/digital				
Social media outreach	Two (2) Global Housing Forums (Asia and the Pacific and Latin America and Caribbean)	Asia-Pacific Housing Forum	Asia-Pacific Housing Forum	Asia-Pacific Housing Forum
Logo recognition on housing forum sponsor page on habitat.org				
Logo recognition on housing forum registration portal				
Media recognition				
Name recognition in press release	Two (2) Global Housing Forums (Asia and the Pacific and Latin America and Caribbean)	Asia-Pacific Housing Forum	Asia-Pacific Housing Forum	Asia-Pacific Housing Forum
Additional opportunities and benefits (subject to limited slots)				
Co-host a session	Two (2) Global Housing Forums	Plenary OR side event during the Asia-Pacific Housing Forum	Breakout session during the Asia-Pacific Housing Forum	✗
Be a featured speaker	Plenary OR side event in each Global Housing Forum	Plenary OR side event during the Asia-Pacific Housing Forum	✗	✗
Steering committee membership	One Global Housing Forum	Asia-Pacific Housing Forum	✗	✗
Branded merchandise in forum kits	✓	✓	✓	✗

**Thank you
for your kind consideration.**

For more information, please contact:

Lorenzo Boffi

Associate Director – Corporate Partnerships

LBoffi@habitat.org

