

# SHDA'S ANNUAL SPONSORSHIP PACKAGE 2025

SPONSORSHIP PACKAGE /  
MILEAGE AND BENEFITS

**SUPER PLATINUM**  
(2 YEARS) /  
P 2,500,000

**PLATINUM**  
P 1,500,000

**GOLD**  
P 1,000,000

**SILVER**  
P 500,000

**BRONZE**  
P 350,000

## I. 2025 SHDA NATIONAL DEVELOPERS CONVENTION SPONSORSHIP PACKAGES

<b>Special Bundle Savings</b>	Unbundled: 3,000,000 (Discount: 500,000)	Unbundled: 1,700,000 (Discount: 200,000)	Unbundled: 1,150,000 (Discount: 150,000)	Unbundled: 600,000 (Discount: 100,000)	Unbundled: 350,000 (Discount: 50,000)
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### A. BUNDLED

Golf Tournament	400,000.00	300,000.00	250,000.00	75,000.00	75,000.00
Anniversary	400,000.00	300,000.00	250,000.00	125,000.00	50,000.00
NatCon	1,700,000.00	900,000.00	500,000.00	300,000.00	175,000.00
<b>TOTAL</b>	<b>2,500,000.00</b>	<b>1,500,000.00</b>	<b>1,000,000.00</b>	<b>500,000.00</b>	<b>300,000.00</b>

### B. UNBUNDLED (Individual Events)

Golf Tournament	500,000.00	350,000.00	275,000.00	100,000.00	100,000.00
Anniversary	500,000.00	350,000.00	275,000.00	150,000.00	75,000.00
Natcon	2,000,000.00	1,000,000.00	600,000.00	350,000.00	200,000.00
<b>TOTAL (UNBUNDLED)</b>	<b>3,000,000.00</b>	<b>1,700,000.00</b>	<b>1,150,000.00</b>	<b>600,000.00</b>	<b>375,000.00</b>

<b>SAVINGS</b>	<b>500,000.00</b>	<b>200,000.00</b>	<b>150,000.00</b>	<b>100,000.00</b>	<b>75,000.00</b>
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## II. EVENT 1 - GOLF CUP 2025

### A. MEDIA EXPOSURE

Acknowledgement as Major Partner on SHDA TV interview (ANC or similar) on SHDA Plans and Programs in 2025 / Outlook for Housing Industry 2025	Yes	Yes	Yes		
Prominent exposure of logo in print ads or digital issues published by media partners	Primary	Primary	Secondary	Tertiary	Tertiary
Logo inclusion in event posters and marketing collaterals	Primary	Primary	Secondary	Tertiary	Tertiary
Logo display in Golf Tournament microsite	Primary	Primary	Secondary	Tertiary	Tertiary
Product or company exposure in SHDA social media channels	Primary	Primary	Secondary	Tertiary	Tertiary
Mention on pre-event / post-event press releases carried in partner newspapers - print or digital issue	Yes	Yes	Yes	Yes	Yes



SPONSORSHIP PACKAGE / MILEAGE AND BENEFITS	SUPER PLATINUM (2 YEARS) / P 2,500,000	PLATINUM P 1,500,000	GOLD P 1,000,000	SILVER P 500,000	BRONZE P 350,000
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## B. EVENT EXPOSURE

5-minute product presentation or service elevator pitch	Yes	Yes	Yes		
Table provided for sponsors display materials	Yes	Yes	Yes		
Major hole sponsor sign	Yes	Yes	Yes		
One (1) hole sponsor sign				Yes	Yes
Tournament registration	8 Players	6 Players	4 Players	2 Players	1 Player
Sponsorship recognition	Primary	Primary	Secondary	Tertiary	Tertiary
Onsite pull up banner display	Yes	Yes	Yes	Yes	Yes

## III. EVENT 2 - SHDA 55TH ANNIVERSARY

### A. EVENT AND MEDIA EXPOSURE

Opening and Closing AVP (Maximum of 2 minutes)	Yes	Yes	Yes		
5-minute product presentation elevator pitch	Yes	Yes	Yes		
Table provided for sponsors display materials	Yes	Yes	Yes		
Onsite pull up banner display	Yes	Yes	Yes	Yes	Yes
Complimentary Pass	5 Seats	4 Seats	3 Seats	2 Seats	1 Seat
Logo Inclusion in the Event Backdrop / LED Screen	Primary	Primary	Secondary	Tertiary	Tertiary
Logo inclusion in event posters and marketing collaterals	Primary	Primary	Secondary	Tertiary	Tertiary
Sponsorship recognition	Primary	Primary	Secondary	Tertiary	Tertiary
Logo Inclusion in the pre- and post-event marketing, press releases, including social media posting and website	Primary	Primary	Secondary	Tertiary	Tertiary
Networking Opportunity with Guests and Real Estate Developers	Yes	Yes	Yes	Yes	Yes



**SPONSORSHIP PACKAGE / MILEAGE AND BENEFITS**

**SUPER PLATINUM (2 YEARS) / P 2,500,000**

**PLATINUM P 1,500,000**

**GOLD P 1,000,000**

**SILVER P 500,000**

**BRONZE P 350,000**

## IV. EVENT 3 - SHDA NATIONAL DEVELOPERS CONVENTION

### A. PRE-EVENT

Acknowledgement as Event Partner on SHDA TV interview (ANC or similar) on SHDA Plans and Programs / Outlook for Housing Industry	Yes	Yes	Yes		
Prominent exposure of logo in print ads or digital issues published by media partners	Primary	Primary	Secondary	Tertiary	Tertiary
Logo inclusion in all marketing collaterals (Online and offline promotions, invitations and others)	Primary	Primary	Secondary	Tertiary	Tertiary
Mention on continuous press releases carried in partner newspapers	Yes	Yes	Yes	Yes	Yes
Logo display in the NatCon microsite	Primary	Primary	Secondary	Tertiary	Tertiary
Product or company exposure in SHDA social media channels	Primary	Primary	Secondary	Tertiary	Tertiary

### B. EVENT PROPER

Guaranteed opportunity to participate as speaker in the program / Product presentation	Yes	Yes			
Opening and Closing AVP during the event program (maximum of 2 minutes)	Yes	Yes	Yes		
Inclusion of company logo in the LED backdrop	Primary	Primary	Secondary	Tertiary	Tertiary
Inclusion of flyers, brochures in conference kit	Yes (Unlimited)	Yes (Unlimited)	Yes (Unlimited)	Yes	Yes
Onsite pull-up banner display	Yes (2)	Yes (2)	Yes (2)	Yes	Yes
Acknowledgment from the Host	Yes	Yes	Yes	Yes	Yes
Complimentary passes (VIP seat)	6 seats	6 seats	5 seats	3 seats	2 seats
20% discount on additional seats	Yes	Yes	Yes	Yes	Yes

### C. FELLOWSHIP NIGHT

Complimentary Pass	6 seats	6 seats	5 seats	3 seats	2 seats
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### D. POST EVENT

Logo inclusion in all post-event email blast to all attendees	Yes	Yes	Yes	Yes	
Advertorial slot in post-event digital microsite (open for 1 year)	Yes	Yes	Yes	Yes	Yes
Logo Inclusion in the post-event digital microsite (open for 1 year)	Yes	Yes	Yes	Yes	Yes

### E. EXHIBIT SPACE

Exhibit Space - 2 Days (Duration of Convention)*Limited to 2 personnel only, separate IDs and free meals will be provided	Yes	Yes	Yes	Yes	
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**V. OTHER BENEFITS**

**A. PRE- AND POST EVENTS ( ie. KAPIHAN. REGIONAL EVENTS, SOCIAL)**

Prominent inclusion of logo in event posters and marketing collaterals	Yes	Yes	Yes		
Opening and Closing AVP during the event program (maximum of 2 minutes)	Yes	Yes	Yes		
Sponsorship recognition	Yes	Yes	Yes		
5-minute product presentation or service elevator pitch	Yes	Yes	Yes		
Logo Inclusion in the pre- and post-event marketing, press releases, including social media posting and website	Yes	Yes	Yes		

**B. SHDA WEBSITE**

Prominent inclusion of logo at the website's homepage and social media post	Yes	Yes	Yes		
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