

CAN I LIVE, INC PRESENTS



ECONOMIC INCLUSION
STARTS HERE

SECTION 3 TRADESHOW, PITCH & EXPO

SPONSORSHIP & EXHIBIT PROSPECTUS

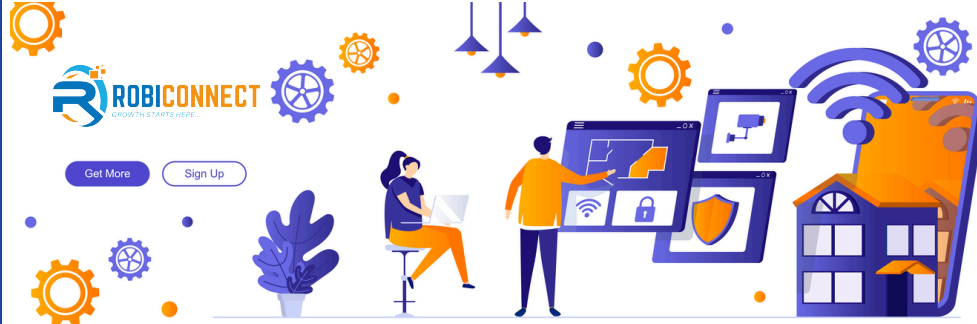


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About Can I Live, Inc



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About Can I Live, Inc

Can I Live, Inc (CIL) is a national 501 (C)(3) public housing tenants association. We believe that all Americans are created equal and possess inalienable rights to life, liberty, the pursuit of happiness, and justice under the law. Yet the entitlements provided to people living at or below poverty are structured to keep them poor while entitlements offered to wealthier Americans and corporations assist in wealth creation and enhanced prosperity.

Our Vision:

Is to build an inclusive society, where all people can build powerful lives centered around great health and economic empowerment.



Our Mission:

Is to advance affordable housing, economic inclusion, and personal responsibility through education, civic engagement, and entrepreneurship.

One Goal: To reduce dependency on government subsidies for HUD-assisted families with evidence of moving One Million Moms (and Dads) OFF Welfare by 2030.

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The Problem

Problem

Approximately 40 percent of HUD's current overall budget or specifically the \$18.9 billion that is covered by Section 3 is estimated to bring more than \$16 million dollars in weekly wages for Section 3 (low-income) residents (According to the proposed rule Regulatory Impact Analysis-Docket No. FR-4893-P-01). Therefore, increased compliance and the greatest extent feasible efforts must be improved.

Congress established the Section 3 policy to guarantee that the employment and other economic opportunities created by Federal financial assistance for housing and community development programs should, if possible, be directed toward low and very low-income persons, particularly those who are recipients of government assistance for housing.

Unfortunately, the \$18.9 billion dollars for low-income residents goes unaccounted for yearly. This platform's purpose is to address this problem.

We aim to establish a network of support that will increase contracting, capital, and capacity for Section 3 and Resident Owned Businesses.



Solution & Features



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Capacity Building Programming

The Resident Owned Business Incubator (ROBI), educates, support and licenses under-resourced entrepreneurs to seize Section 3 economic opportunities.

Contractor's Coordination

Our Section 3 Coordinator exist to build relationships with existing contractors to assist them in curbing their pain points and achieving greater outcomes and compliance.

**\$100
Million**

**Resident Owned
Businesses**

01

02

03

04

05

PHA Partnerships

Public Housing Authority (PHA) partnerships are critical as they have the largest combined Section 3 triggered funding and the greatest opportunity to enhance goals with their current contractors.

Political Will

City elected officials are educated on Section 3 to gain commitments and improve political will. The interest to put their unemployed constituents to work is an appealing commitment.

Education & Information Sharing

The quarterly convening on the ROBICONNECT platform is designed to bridge gaps, build connections and improve Section 3 education among stakeholders.



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Why Partner with Us?



Why Partner With Us?

Recipients of HUD financial assistance (i.e. vendors, prime & sub-contractors, municipalities, housing authorities), as well as any Section 3 Business Concern with a product, service, and web presence, can Exhibit at the Section 3 ME Tradeshow, Pitch, and Expo.

- Fill Section 3 Gaps
- Increase Compliance
- Connect Directly to Section 3 Businesses
- Connect with Vendors
- Post Bids, and upcoming proposals
- Connect with Contractors
- Increase “Greatest Extent Feasible” options
- Increase Economic Justice



2021 Event Calendar and Details





2021 Calendar of Events

Month	Name of Event	Target Audience
Jan. 21, 2021 (Winter)	<ul style="list-style-type: none"> • Section 3 Tradeshow, Pitch & Expo 	<ul style="list-style-type: none"> • Section 3 Contractors • Resident Owned Businesses
Apr. 15, 2021 (Spring)	<ul style="list-style-type: none"> • Section 3 State of Political Will "A Heads of State" Conference & Pitch 	<ul style="list-style-type: none"> • Public Housing Executives • Mayors & Governors • City Council / Elected Officials
Jul. 15, 2021 (Summer)	<ul style="list-style-type: none"> • Section 3 Contractors Convention & Pitch 	<ul style="list-style-type: none"> • Section 3 Contractors • Resident Owned Businesses
Oct. 21, 2021 (Fall)	<ul style="list-style-type: none"> • Section 3 Resident Owned Business Capacity Conference & Pitch 	<ul style="list-style-type: none"> • Resident Owned Businesses • Community Leaders / Advocates

ROBICONNECT Event Details



#1: The ROBICONNECT Trade Show, Pitch & Expo is the first convening of Section 3 constituents (i.e. resident-owned businesses and HUD financially assisted municipalities, Public housing authorities, contractors, and their subs. This event launches the \$100 million dollar challenge towards Resident Owned Businesses for 2021.



#2: Section 3 State of Political Will - is the Heads of State Conference that is targeted towards public housing authorities executive directors, Mayors, Governors, City Councils, and Elected Officials to present their plans to direct \$100 million for Resident Owned Businesses and or access the tools to put their plans in motion.



#3: Section 3 Contractors Convention- is the convening of Section 3 financially assisted entities and those required to meet Section 3 compliance guidelines. This is the equivalence to an annual job fair. Contractors come with a list of upcoming bids and proposals they project for the upcoming year, meet sub-contractors one-on-one, and learn of their capabilities.



#4: Section 3 Resident Owned Business Capacity Building Conference- is the end of year annual gathering to assist Resident Owned Businesses with the tools they need to become successful business owners that understand contracts, bidding, scheduling, performance, as well as doing business with Public housing authorities and other contractors.



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Explore Our Virtual Opportunities



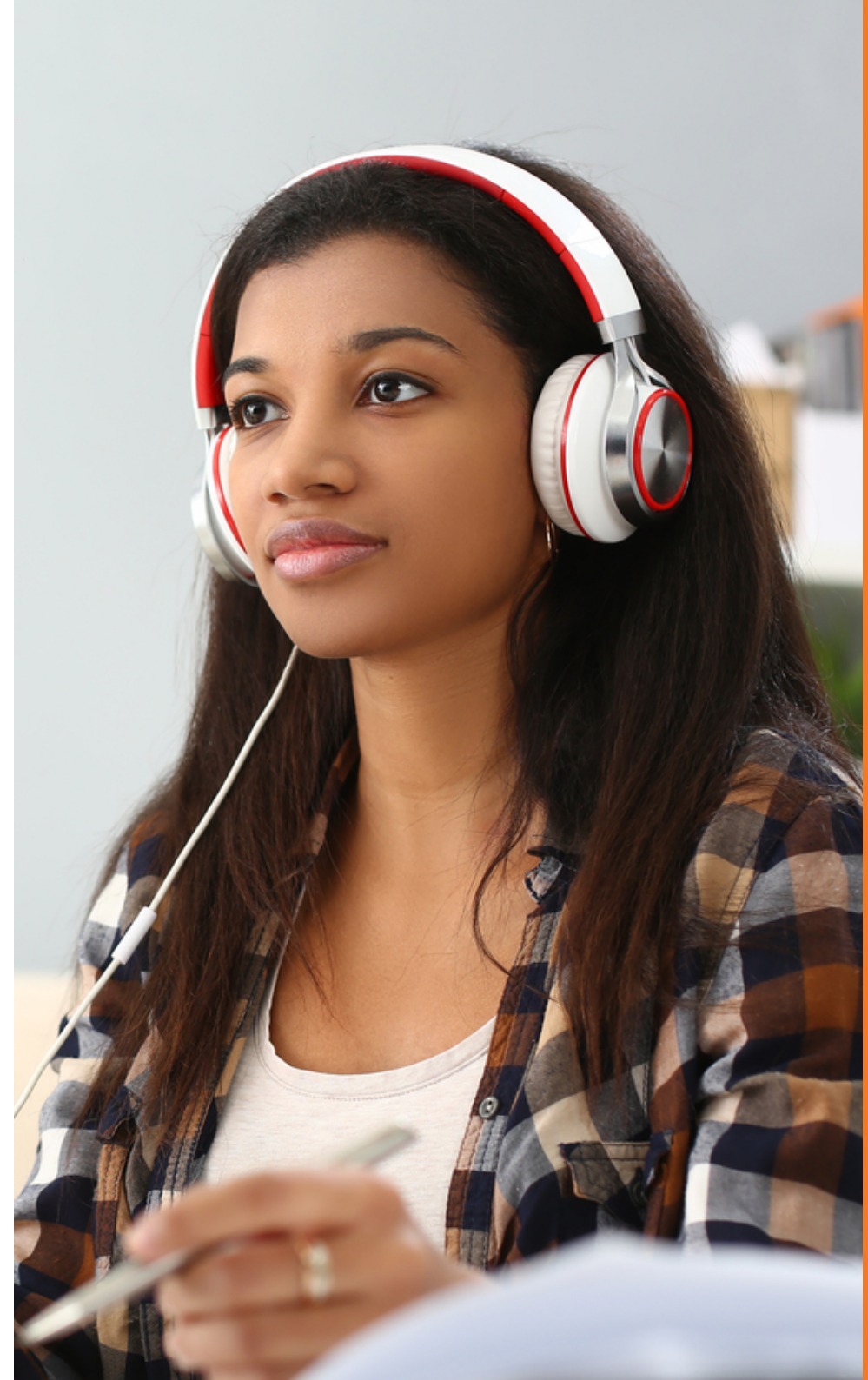
100% Virtual Experience

ROBICONNECT is an online platform designed to connect Resident Owned Businesses to HUD financial assisted entities, their Prime, and Sub-contractors.

ROBICONNECT is an extension of the Resident Owned Business Incubator (ROBI). ROBI exists to fill an unmet need in Section 3 training, employment, and contracting opportunities.

Outside of HUD's Section 3 Database, there are no other tangible ways for Section 3 entities to meet and connect with Section 3 Business concerns, outside of an email blast.

ROBICONNECT and its quarterly tradeshow, pitches, and expos will convene and connect the missing dots to bring about a more just and economic inclusive society.



ROBICONNECT

The Platform

Animated Lobby



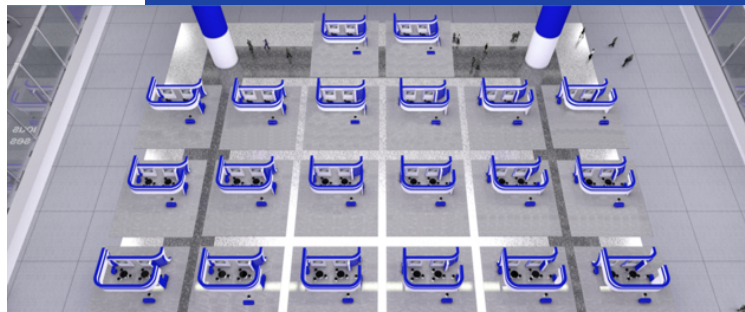
Make a great first impression with your company logo in our lobby. Be the first thing attendees see when interfacing with our amazing platform.

Main Stage



Only available for presenting and national sponsors, the main stage spotlight keeps your brand in front of attendees.

Sponsorship Hall



A unique exhibit hall specifically for sponsors and exhibitors. When clicked, your customized booth appears.

Networking Lounge

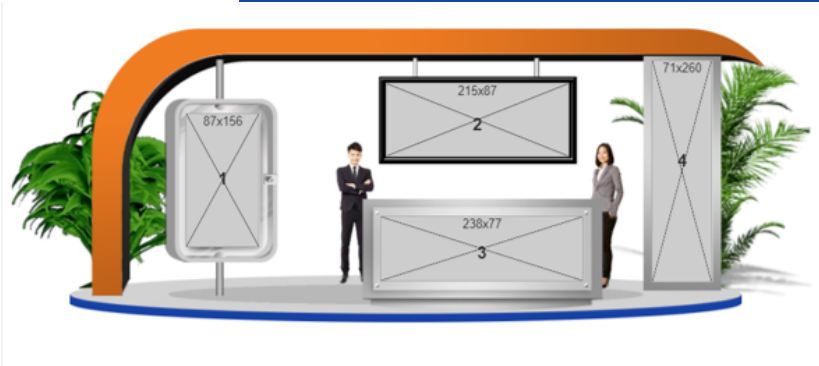


Attendees can share what they have learned, connect, and network with new associates through our social media integration function.

ROBICONNECT

The Platform

Exhibit Booths



Brand and customize your message. Post bids and upcoming projects. Create Working with us videos, and pre-recorded workshops.

Gamification Strategy



Let your company's brand increase user engagement, reward and incentivize participation, motivate learning with rewards, gifts, and cash.

Information Desk



Attendees have a place to ask questions about you and your company and or where to find more details about what you are offering.

Resources



Upcoming Bids and proposals are a great place for our resource lab. Categorized by Booth, leave information for members after the event.

Explore Our Physical Space Opportunities



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ROBI SPACE

The Physical Collaborative Office Space

Conference Rooms



Naming rights for our conference room further brings your brand towards high visibility!

Classroom, Training & Event Space



Naming rights for all training and event space is waiting for your company's brand.

Collaborative Work Stations



Naming rights for specialty offices will keep your brand before hundreds of monthly visitors.

Virtual Offices

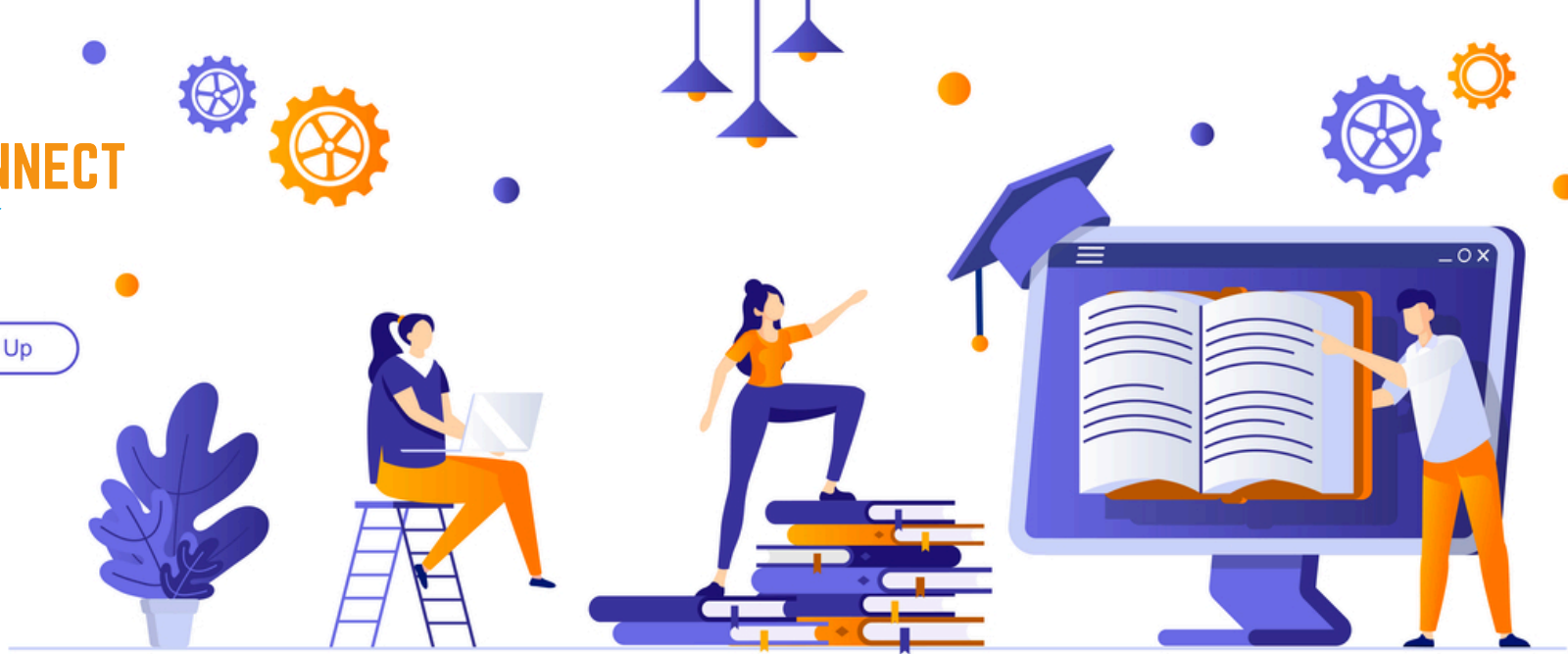


Brand our virtual mailbox system with your company's brand on our outgoing emails, invoices and updates!



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Explore Our Program Opportunities

ROBI PROGRAM

100 % Workforce Development Entrepreneurship & Small Business Management Course in Partnership with Bay Atlantic University (BAU).

Online Virtual Classroom



Annual naming rights for the ROBI program with pop up guest speaking opportunities!

Study Abroad Opportunities



Our students can study with FENDI for 1 week in Rome, Italy, broadening our student's exposure and business experience!

Business Coaching Sessions



Ensure students build capacity over time. Further your brand by sponsoring business coaching sessions.

Outreach and Recruitment



With radio PSA's, printed media, and PR efforts, we want to be sure your brand is heard alongside our awesome work!

Reach & Leverage

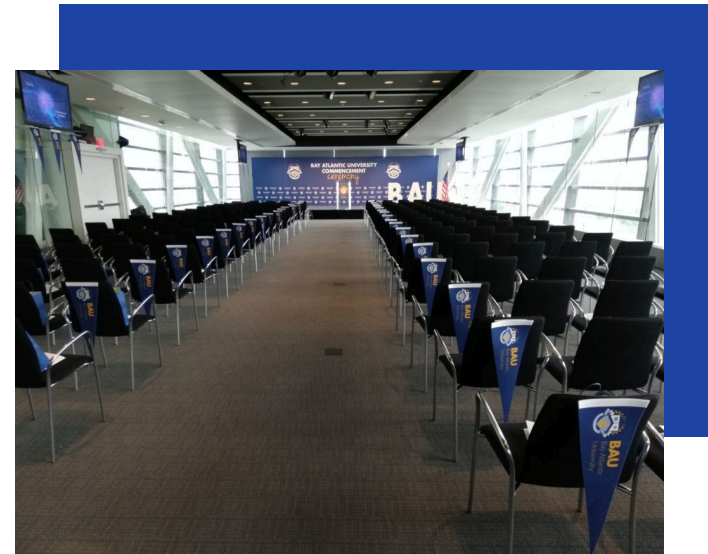


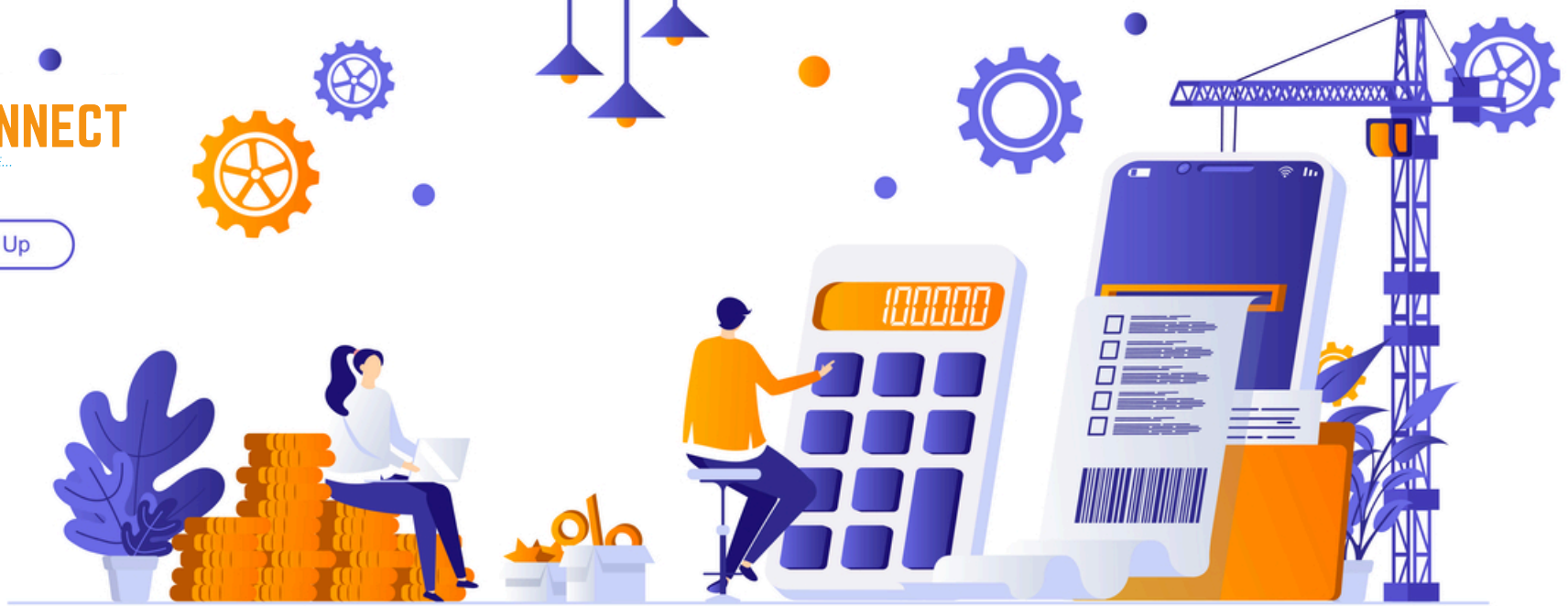
Reach & Leverage

Connect with more than 10,000 registered Section 3 business concerns in our national database!

We leverage our partnership with Bay Atlantic University (BAU) and its BAU Works facility to bring more than 4,500 sq. feet of collaborative office space in the nation's capital (Washington, DC), conveniently located next door to the White House.

National Sponsors, Exhibitors, and Resident Owned Businesses (ROB) will enjoy bundled opportunities that utilize both our physical location and virtual conference convening platform.





Partnership Opportunities

Sponsorships at-a-glance

Sponsor / Partner Title	Section 3 Winter #1	Section 3 Spring #2	Section 3 Summer #3	Section 3 Fall #4	ROBISPACE Partner	ROBI Prog. Partner	For Full Year 2021 
Naming Rights	\$10,000	\$15,000	\$10,000	\$10,000	\$25,000	\$5,000	\$75,000
Title Sponsor	\$7,500	\$12,500	\$7,500	\$7,500	\$15,000	\$5,000	\$55,000
Co-Title Sponsor	\$5,000	\$10,000	\$5,000	\$5,000	\$10,000	\$5,000	\$40,000
Powered By	\$3,000	\$6,000	\$3,000	\$3,000	\$7,000	\$5,000	\$30,000
Pitch Prizes	\$6,000	\$6,000	\$6,000	\$6,000	-----	-----	\$24,000
Roundtable Sponsor	\$3,000	\$6,000	\$3,000	\$3,000	-----	-----	\$12,000
Section 3 Social Justice Partner	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$12,000
Gamification	\$2,000	\$4,000	\$2,000	\$2,000	-----	-----	\$10,000
Market Capacity Builder	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$6,000

Opportunity Details



Naming Rights Partner

Partners with Naming Rights have "Your Brand Presents..." on all sponsored programming and events. Your company's brand will lead all content, marketing, and media assets as well as a personal presence. With the transition to a new administration, coupled with the current COVID-19 pandemic and the shift to bring about economic justice; were addressing these priorities in partnership with your brand!

Title Partner / Sponsor

Your company's brand will follow the program and or event "In Partnership with...". You will be included in all content, marketing, and media assets.

Co-Title Partner / Sponsor

Your company's brand will follow the lead "In Partnership with (Title) and (Co-Title)...". You will be included in all content, marketing, and media assets.

Powered By Partner / Sponsor

Take your pick of great assets to follow the lead in "Powered By..." (i.e. info desk, pitch competition, resource lab, virtual office, etc.)

Pitch Prize Partner / Sponsor

Your Company's Brand will specifically sponsor the cash prizes given to ROBI graduates (i.e. 1st place \$3k, 2nd place-\$2k and 3rd Place- \$1k, etc.).

Rountable Partner / Sponsor

Your brand on the ROBICONNECT Homepage as a Roundtable sponsor. Roundtables feature your company's brand with w/verbal acknowledgments.

Section 3 Social Justice Partner

Your brand sponsors our Section 3 Coordinator through the Americorps Vista program. Customized opportunities exist for this partner.

Gamification Partner / Sponsor

Your brand can lead and host the gamification engagement segment of our virtual events. Give a captive audience a look into your brand.

Market Capacity Building Partner

Your brand will accompany all of our marketing efforts (i.e. email, social media ads, videos, print media, etc.).

Let Us Customize

Collaboration is key! Let us create the perfect opportunity best suited for your brand!

Please reach out to your event rep. Monette Walker-Brown at 202.996.0880 Ext. 803 or via email: mwbrown@canilive.org



Exhibitors Opportunities

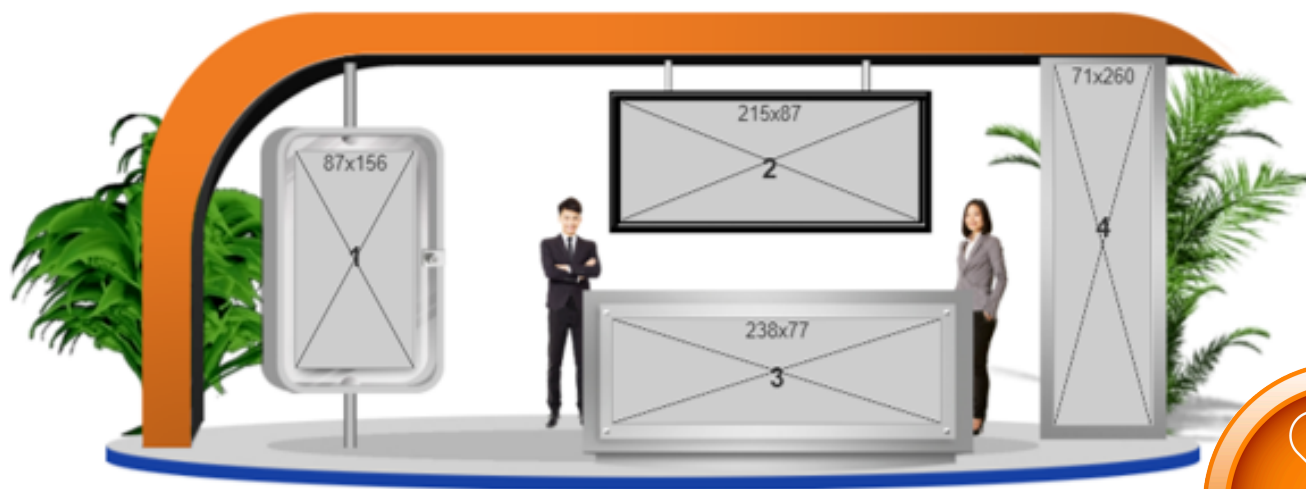


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Exhibitor Booth Packages



ANNUAL

☐ All 4 Tradeshows

\$2,399

Fully Customized Exhibit Booth w/ company branding, videos, products, and services.



QUARTERLY

☐ Event Only

\$899

Fully Customized Exhibit Booth w/ company branding, videos, products, and services.

BI-ANNUAL

☐ Two (2) Tradeshows

\$1,649

Fully Customized Exhibit Booth w/ company branding, videos, products, and services.

TRI-ANNUAL

☐ Three (3) Tradeshows

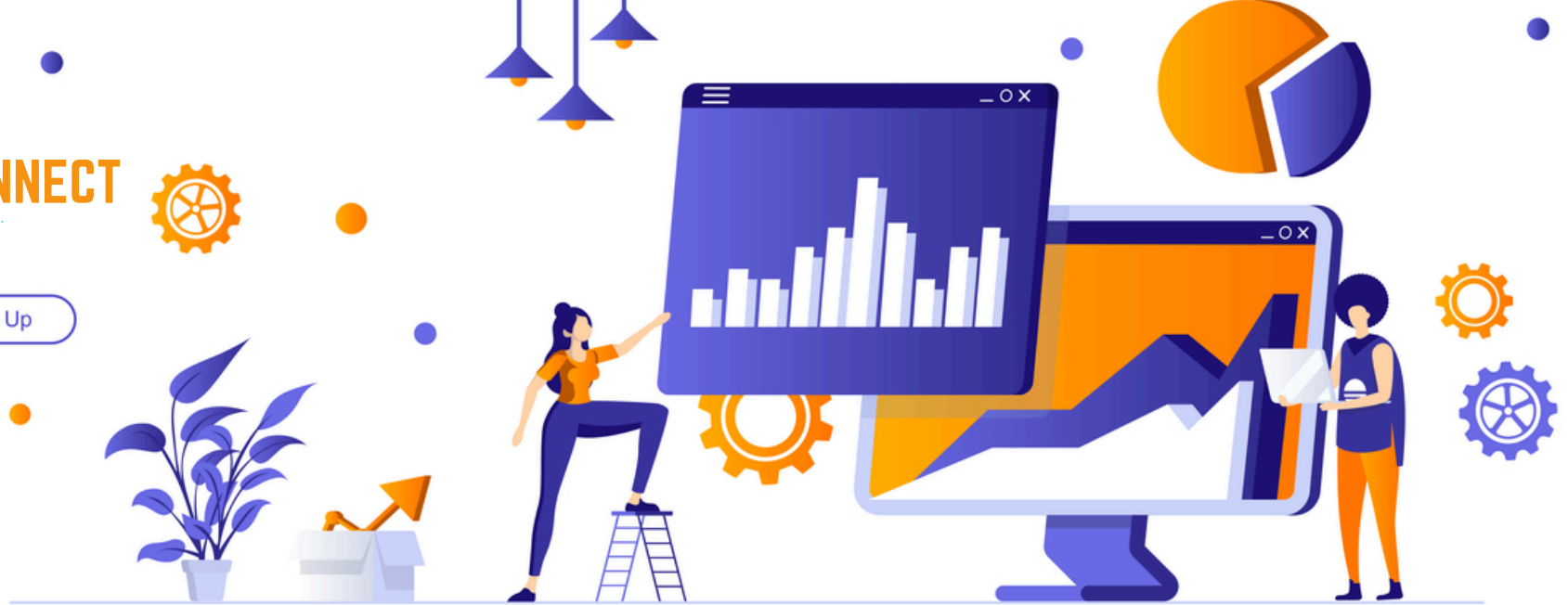
\$2,249

Fully Customized Exhibit Booth w/ company branding, videos, products, and services.



Get More

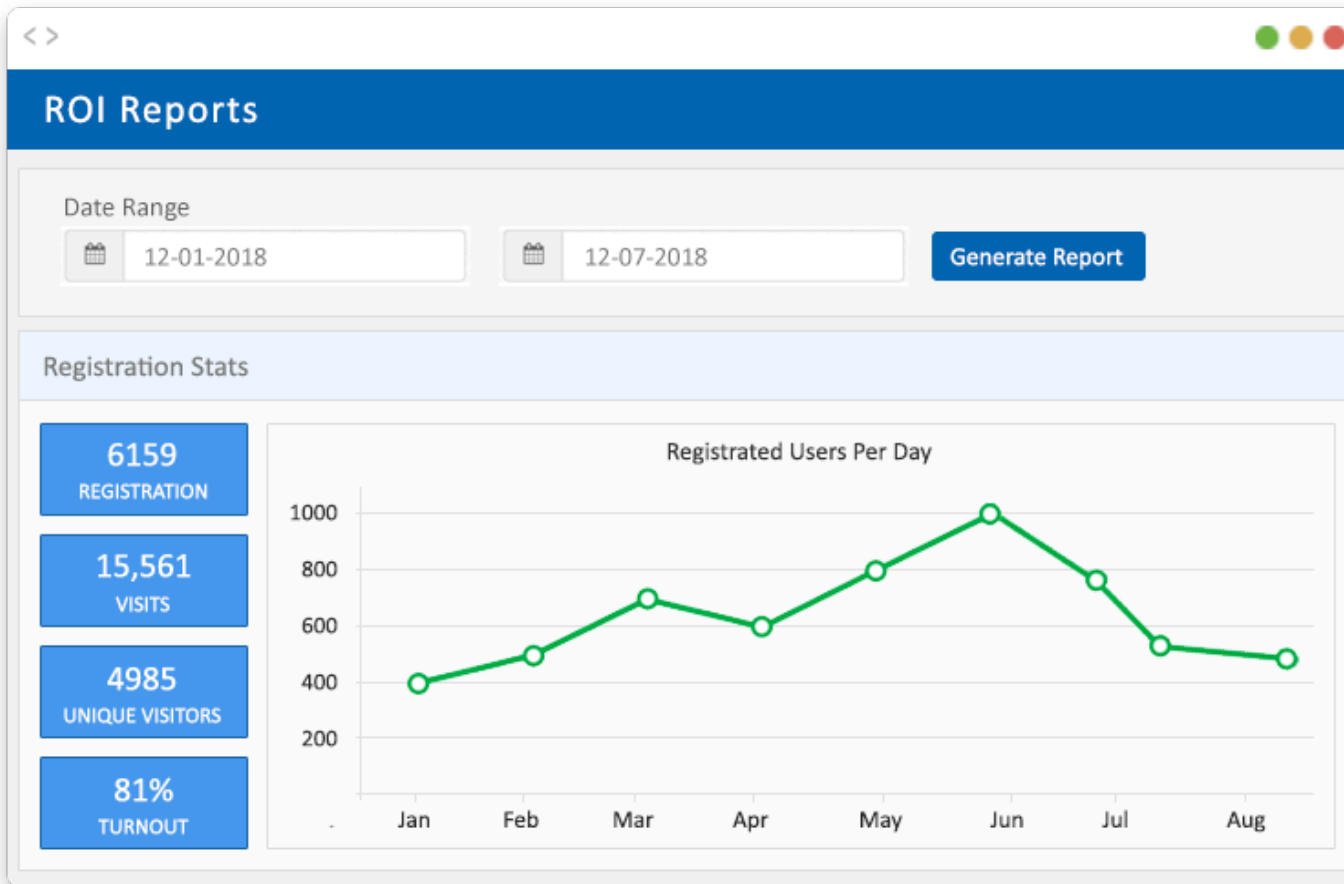
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Reporting Metrics

Metrics & Reporting

Access to Reports



ATTENDEES

☐ **Attendees Reporting**

Who is registered?

Where they reside (state and industry)?

ACTIVITY

☐ **Activity Metrics**

What booths did attendees visit?

What content did they view?

What webinars did they watch?

What information did they request?

Available to Naming, Title, Co-Title, and Powered by Partners Only



Next Steps...



Next Steps...



Contact Us

CAN & LIVE

Exhibit



Please contact us to customize your sponsorship packet. If you are solid in the direction you and your brand wants to go, simply send us an email with your partnership interest.

Exhibitors can click the "Click Here" link to the left and complete the sponsorship online application. Payment can be submitted on this page.

How Our Exhibit Booths Work



- Exhibitors must complete the online application to secure their booth:
 - Secure your Exhibition Booth via this link:
<https://www.surveymonkey.com/r/ROBISECTION3EXHIBITOR>
- Receive Your Email Link with Instructions and Video Tutorial
- Click the link to choose Your Booth Layout
- Upload Your Pictures, Videos, and Items You want to feature
- Link Your Company's Social Media and Website Pages
- Be sure to submit a point of contact for your booth on the day of the event.
This is required if you desire to offer a chat feature at your booth.
- Upload Surveys (Optional)
- Contact your events manager if you have any questions

Customer support

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Contact Us...

Monette Walker-Brown
Events Manager

Mwbrown@canilive.org

202.996.0880 Ext. 803