



2017

# Build Small LIVE LARGE

National Housing Summit  
[www.buildsmall-livelarge.com](http://www.buildsmall-livelarge.com)

Friday-Sunday  
November 3-5  
2017

Portland State  
University  
Smith Center

## An Invitation to Sponsor Build Small Live Large 2017

The two prior Build Small Live Large Summits — in 2015 and 2012 — gathered leaders in housing policy, development, real estate, construction and design to learn what's new and what's next in small housing. The sold-out crowds at each event overwhelmingly agreed they'd return to attend a future Summit.

Take your place as a leader in the movement to create sustainable, equitable and livable cities by sponsoring Build Small Live Large: a national summit focused on meeting the growing demand for smaller homes.

### Accessory Dwelling Units: A New Housing Option

ADUs are small homes - often less than 1,000 square feet - built in the back yard of existing homes or retrofitted into existing houses.

The Build Small Live Large (BSLL) Summit will bring together visionary policy makers and industry thought leaders from around the country to share successful examples of policies and programs that promote the best in design, construction, and financing for ADUs and other small housing types.

### ADUs are Poised to Take Off Within the Housing Market

ADUs provide solutions to vital social and environmental challenges: steeply rising apartment rents and home prices, gentrification and displacement, and the need to reduce the pollution that is changing our planet's climate.

Cities across the United States have changed building and zoning codes to allow ADU development, including Austin, Charlotte, Houston, Los Angeles, Minneapolis, Nashville, Seattle, San Diego, San Francisco and Portland, Oregon. Canadian cities like Vancouver have incorporated them into their housing landscape for decades. These changes empower citizens and YIMBYs to say "yes" to small-scale developments in their own back yards and neighborhoods.

### Connecting Leaders and Advancing the Movement

A new convergence of market, social, technological and policy factors are poised to make ADUs a potentially significant new part of the U.S. housing supply, and this Summit will connect and catalyze leaders in the movement.

With decades of leadership in the reform of land use regulations that promote a wider array of urban housing types, including ADUs, Portland is the perfect place to convene this national conversation.



2017

# Build Small LIVE LARGE

National Housing Summit  
[www.buildsmall-livelarge.com](http://www.buildsmall-livelarge.com)

Friday-Sunday  
November 3-5  
2017

Portland State  
University  
Smith Center

## BSLL 2017 Summit Content

### Who Will Attend the 2017 BSLL Summit?

The expected 500 attendees in 2017 will include:

- Representatives from financial institutions
- National, state and local government officials
- Staff from planning, housing, economic development agencies and legislative committees
- Real estate developers and home builders
- Modular building manufacturers
- Designers of homes and interior spaces
- Affordable housing providers, developers, advocates
- Housing, environmental and seniors policy advocates
- Space-efficient appliance manufacturers and distributors
- Realtors and appraisers

The first day of the Summit will convene policy makers and industry professionals, address policy questions, and include presenters and perspectives from around the country.

The action-oriented weekend will include guided tours of ADUs in Portland, regional policy discussions, and workshops for homeowners and others who are interested in developing an ADU.

### Areas of Focus:

- **Finance & Development:** Learn current and potential financing mechanisms that help home-owners with the process of ADU financing, permitting, design and construction.
- **Regulation:** Review the progress of reducing state and local regulatory barriers to ADUs (zoning and building codes), and what those changes have done to advance or restrict development of ADUs.
- **ADU Market Size & Composition:** What do we know about the potential market for ADUs? What are the needs and capacities of the property owners and tenants of ADUs?
- **Affordability:** What is the potential for ADUs to contribute to housing affordability, both market affordability and through strategic subsidies to serve low income people and households?
- **Sustainability:** The role of ADUs in reducing greenhouse gases, promoting infill and redevelopment, and realizing other environmental sustainability goals.
- **Design & Construction:** What have we learned about beautiful, functional and affordable ADU designs, including the possibilities for modular and standardized kit ADUs?
- **Age Friendly Design:** ADUs as part of an aging in place strategy.
- **Equity & Inclusion:** Whether and how ADUs can support housing choice, community stability, and wealth creation for vulnerable communities.
- **Tiny Houses:** The legal pathways and affordability potential for this related small housing type - an option distinct from ADUs.



# 2017 Build Small LIVE LARGE

National Housing Summit  
[www.buildsmall-livelarge.com](http://www.buildsmall-livelarge.com)

Friday-Sunday  
November 3-5  
2017

Portland State  
University  
Smith Center

## Summit Co-Sponsors:

Metro Regional Government  
Portland State University's Institute for Sustainable Solutions

# SPONSORSHIP

### \$10,000 Build Small Live Large Benefactor

A fully customized sponsorship package designed to connect your organization with your target audience.

### \$5,000 Build Small Live Large Patron

- Sponsor will fund ten \$500 travel scholarships (to be awarded based on financial need) to allow staff and board members from nonprofit housing and environmental organizations to attend.
- Your organization logo listed on the BSLL website, hyperlinked to your company website.
- Your logo on Summit signage and acknowledgement from the podium.
- Your logo placement in all BSLL promotional materials.
- Your logo and 100-word statement in BSLL program.
- Complimentary exhibit booth that includes two Summit registrations.

### \$2,500 Build Small Live Large Premier Partner

- Sponsor will fund registration tuition for 10 attendees.
- Your organization listed on signage at the Summit.
- Your organization logo listed on the BSLL website, hyperlinked to your company website.
- Your logo placement in all BSLL promotional materials.
- Your logo and 100-word statement in BSLL program.
- Complimentary exhibit booth that includes two Summit registrations.

### \$1,000 Build Small Live Large Partner

- Your organization logo listed on the BSLL website, hyperlinked to your company website.
- Your logo placement in all BSLL promotional materials.
- Two complimentary Summit registrations.

### \$500 Build Small Live Large Sponsor

- Your logo placement in all BSLL promotional materials.
- One complimentary Summit registration.



**2017 Build Small  
LIVE LARGE**  
National Housing Summit  
[www.buildsmall-livelarge.com](http://www.buildsmall-livelarge.com)

**Friday-Sunday  
November 3-5  
2017**

Portland State  
University  
Smith Center

SPONSORSHIP  
REGISTRATION  
REGISTRATION  
REGISTRATION

**TO REGISTER AS A SPONSOR RETURN THIS COMPLETED  
REGISTRATION FORM WITH FULL PAYMENT.**

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Website Address \_\_\_\_\_

**PAYMENT INFORMATION**

Total Sponsorship Amount: \_\_\_\_\_

You will be invoiced for the amount indicated above (Total Sponsorship Amount).

The invoice will include a link to pay with credit card.

**TO PAY WITH A CHECK PLEASE MAIL TO:**

Build Small Live Large 2017  
P.O. Box 10142  
Portland, OR 97296

Make check payable to "Build Small Live Large 2017"

Check Number: \_\_\_\_\_

If you have questions please contact Patty Morgan at [pmorgan@europa.com](mailto:pmorgan@europa.com) or  
(503) 957-8661.