



MASSACHUSETTS  
UNION OF PUBLIC  
HOUSING TENANTS



**Support  
Tenants.  
Strengthen  
Communities.  
Partner with  
Mass Union.**



Public Housing Day 2025. Our t-shirts flood the capital building. Join us today to get your logo featured.

Mass Union is ramping up for a big 2026! We hope you will once again support public housing tenants as we hold our two signature statewide events.

## Public Housing Day

Thursday, April 16, 2026  
The Massachusetts Statehouse

## Fall Convention

October 2 – 4, 2026  
Marlborough Best Western

For a limited time, sponsors can support **both events at a discounted rate** and receive all associated benefits.

# Show your Love for Affordable Housing and Tenant Empowerment By Sponsoring Mass Union's Events in 2026



Affordable housing is the #1 issue for Massachusetts' families, communities, and economy. Safe, secure public housing provides more than just a place to live; it is a cornerstone that helps low-income families remain healthy and build educational and economic opportunities.



Skyrocketing rents across the state create an unaffordable burden for many. For over half a century, public housing has provided affordable homes for over 70,000 of the Commonwealth's most vulnerable households, including seniors, families, veterans, and persons with disabilities.



The resident-members of the Mass Union of Public Housing Tenants have successfully advocated for the preservation and improvement of public housing in our state for over fifty years. Help us continue to self-advocate with your dual sponsorship today!

**Sponsorship is your opportunity to reach diverse public housing leaders and join with other corporations, institutions and allies who stand for dignified public housing, tenant empowerment, and democratic values. Your support improves tenants' lives and homes and creates more equitable communities across the Commonwealth for everyone!**

## ABOUT THE MASS UNION OF PUBLIC HOUSING TENANTS

**The Mass Union of Public Housing Tenants is a nonprofit run by tenants for tenants. Our mission is to build power and voice for tenants so that we may effectively improve public housing in Massachusetts. Founded by public housing residents in 1967 and incorporated in 1971, the Mass Union, a 501c3 non-profit, is the oldest statewide public housing tenants' organization in the nation.**



Mass Union board and staff with Senator Brownsberger at the Fall 2025 Convention

“I have lived through very real challenges — and I have also witnessed real, meaningful progress that came directly from the guidance, training, and solidarity provided by Mass Union. The annual convention is where this support truly comes alive. It is a space for learning, connection, and shared problem-solving. It’s where you see what is possible when tenant voices are centered. People leave renewed, informed, and ready to bring positive change back to their communities. It made a difference for me, and I truly believe it can make a difference for you and your community.”



**JoElla ‘Jada’ Tarbutton-Springfield,**  
Tenant leader and newly elected Mass Union  
board member, Northampton

## Dual Presenting Sponsor

# \$15,000

Keynote speaking invitation at both events

Mass Union representative presents a Lunch & Learn at your location

Deliver your message in a dedicated email to 700+ residents statewide

Convention vendor table

Four tickets to both events, including lunches

Full-page Convention Program Book ad (back cover or inside front cover)

Prominent logo on Mass Union T-shirts at Public Housing Day

Prominent logo on event signage and swag, and on the Mass Union website, event emails and social media for both events



Tenants and advocates in the hallway of the statehouse at Public Housing Day 2025. We were "everywhere"!



Tenant Leaders with Secretary Ed Augustus of the Executive Office of Housing and Livable Communities (EOHLC)

## Dual Platinum Sponsor

# \$7,500

Luncheon speaking invitation at both events

Convention vendor table

Three tickets to both events, including lunches

Full-page Convention Program Book ad

Prominent logo on Mass Union T-shirts at Public Housing Day

Prominent logo on event signage and swag, and on the Mass Union website, event emails and social media for both events



Tenant leaders Denise Lauers and Rey Santana from the Mystic Apartments in Somerville share their "success story" with attendees at the Fall 2025 Convention



Tenant-constituents with Senator Rodrigues, Chair of the Senate Ways & Means Committee, at Public Housing Day

## Dual Gold Sponsor

# \$3,750

Convention vendor table

Two tickets to both events, including lunches

Full-page Convention Program Book ad

Prominent logo on buses that transport tenants to the events

Logo on Mass Union T-shirts at Public Housing Day

Logo on event signage and swag, and on the Mass Union website, event emails and social media for both events



Mass Union board members Keither Lennards and Don Hamilton at the Fall 2025 Convention



Tenants distributing free Chromebooks, courtesy of Xfinity, at the Fall 2025 Convention

## Dual Silver Sponsor

# \$1,500

Convention vendor table

Two tickets to both events, including lunches

Half-page Convention Program Book ad

Logo on Mass Union T-shirts at Public Housing Day

Logo on event signage and swag, and on the Mass Union website, event emails and social media for both events

# Sponsorships Comparison

	<b>Best Value</b> Dual Sponsorship! Covers Both Events	Public Housing Day Only	Fall Convention Only
Presenting	\$15,000	\$10,000	\$10,000
Platinum	\$7,500	\$5,000	\$5,000
Gold	\$3,750	\$2,500	\$2,500
Silver	\$1,500	\$1,000	\$1,000

**Convention Vendor Table  
\$500**

Convention Vendor Table  
One lunch  
Program Book listing

**Convention Program  
Book Ads**

Full-page: **\$125**  
Half-page: **\$80**  
Quarter-page: **\$50**



To sponsor, contact  
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