



“Housing as Economic Infrastructure”

September 17, 2026 | New Orleans, LA

The Economic Stakes of Housing

Housing is often discussed as a social good—but it is also a **foundational economic system** shaping workforce stability, business growth, municipal health, and generational wealth. When housing systems fail, communities experience labor shortages, stalled economic development, and declining access for first-time homebuyers.

4M

Homes needed to meet market demands

#1

Source of wealth for Americans is home equity

49.7%

U.S. renters are cost-burdened

18%

of U.S. GDP is tied to housing

The **2026 Still Rising Forum** will be anchored by the theme **Housing as Economic Infrastructure**, positioning housing as a driver of workforce stability, local economic growth, and wealth-building. Programming is highly curated, with focused, high-impact sessions designed to sustain dialogue and meaningful engagement among practitioners working across housing delivery, finance, policy, and design.

The program will feature a **Case Study** session using a real-world project to unpack how cost, code, capital, climate, and delivery pressures intersect in practice. Through cross-sector dialogue and lessons drawn from lived experience, participants will explore shared challenges and practical solutions to today’s housing landscape.

The program moves from **systems-level framing** to **real-world application** so attendees leave with valuable, actionable insights.



2026 Still Rising Forum: Housing as Economic Infrastructure

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Sponsorship Opportunities

Sponsorship of the 2026 Still Rising Forum is designed to align financial support with meaningful participation. Available sponsorships reflect different levels of engagement and visibility. Top-tier sponsors play an active role in supporting core programming, while additional sponsorship levels provide opportunities to connect with peers, partners, and decision-makers across the housing ecosystem.

All sponsorships support the delivery of a high-quality forum focused on real-world implementation, cross-sector collaboration, and economic outcomes tied to housing.

Sponsor Benefits

- Logo placement on the event website and all digital and print materials
 - Acknowledgement in press releases and post-event communications
 - Inclusion of branded item(s) in goodie bag
 - Recognition during program, where appropriate
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Level	Exclusive Perks	Tickets
Presenting \$25,000	Exclusive “Presented by” naming rights, highest brand visibility across all material, priority selection of speaking opportunities (subject to program alignment), and the largest on-site branded exhibition footprint with premium table placement.	20
Feature \$10,000	Naming recognition of the Featured Case Study and a dedicated exhibition table with prominent visibility.	10
Program \$5,000	Recognition as supporting core programming with shared or small exhibition footprint within the sponsor area.	6
Networking \$2,500	Recognition tied to key networking moments (no exhibition footprint included).	4

Contact Alix Aucoin, Director of Development, for more information: alixa@habitat-nola.org