



and



present

EAC Housing for Older People Awards 2011



SPONSORSHIP OPTIONS

Elderly Accommodation Counsel invites you to support and attend the only awards in the UK which exclusively celebrate housing for older people. The Awards provide a unique opportunity to showcase achievements and to promote the future of housing in later life. The event embraces all forms of retirement and sheltered housing, assisted living and extra care together with retirement villages and continuing care retirement communities. Participants and prizes reflect the diversity and the far reaching choices provided by the UK retirement housing industry. We very much hope that you join and support this event and be an influential part of what promises to be a great day (3rd February 2011, venue tbc).

The inaugural Awards on February 4th 2010 at Lord's Cricket Ground were a resounding success. Hundreds of schemes took part and over 2140 residents sent entries from all over the UK. This year we intend to at least double the number of entries. See www.HousingCare.org . 32 Awards were presented to the residents and managers of retirement and sheltered housing and housing with care in 12 categories and were distributed among 28 separate providers. The success of the day was marked with over 350 professionals and residents attending this inaugural event addressed by the Minister with responsibility for Sheltered Housing and by 15 leading sponsors. Demand for seats and tables exceeded the facilities available and so we are enlarging the event further in 2011.

If you attended the first Awards you will know the excitement and buzz they created on the day. It was particularly warming to see over 150 residents of retirement housing arriving at Lord's from all over the UK including Northern Ireland, Scotland, the North East and the South West. The event so caught the imagination of our four core sponsors –the Department for Communities and Local Government, the Department of Health, the Nationwide Building Society and Legal & General that all four have already re-pledged their sponsorship for Feb 2011. This is a measure of their confidence and belief in an event that celebrates housing and care in later life. We also have re-pledges of sponsorship from a number of companies who funded the prize categories in 2010. Again we are delighted by their continuing support.

But we still have some way to go and we hope that you will consider becoming a sponsor for 2011. We list below the specific categories of sponsorship for this year but we are also initiating a new form of general sponsorship - *Housing for Later Life Sponsor* - for any company, organisation or individual wishing to be associated with the Awards. We will publish names of all sponsors and logos in the Awards Report for contributions in excess of £500.

PRIZE SPONSORSHIP

PRIZE SPONSORSHIP @ £1,500 + Vat	Categories for 2011	
<p>Prize Sponsorship falls into 2 areas Retirement Housing and Housing with Care. The category sponsorships for 2011 are £1,500 + Vat</p>	Categories	Sponsorship
Benefits include	Retirement housing under 30 units	£1500
<ul style="list-style-type: none"> Your organisation/company name/logo on the Gold, Silver and Bronze awards certificates presented in your Prize category 	Retirement housing 30-44 units	£1500
<ul style="list-style-type: none"> You will also present a £250 cash prize for the residents of the winning (Gold) scheme 	Retirement housing 44-59 units	£1500
<ul style="list-style-type: none"> Your representative will present the 3 awards to the residents, their manager or their representative 	Retirement housing 60 units and over	£1500
<ul style="list-style-type: none"> Your representative will also have the opportunity to address the audience for up to 2 minutes on what your org/company does and why you are supporting the event 	Retirement housing Digital inclusion	£1500
<ul style="list-style-type: none"> Your name or logo will be printed (with other sponsors) on some event material and appended to Press Releases closer to the event date 	Housing-with-Care under 30 units	£1500
<ul style="list-style-type: none"> Your logo will be printed in the Awards Report accompanied by 100 words written by you profiling your organisation. 	Housing-with-Care 30-44 units	£1500
<ul style="list-style-type: none"> You will be provided at no cost with perimeter/wall space in the 'auditorium' (awards/lunch area) to erect a small 'pop-up' corporate display or banner advertising your organisation 	Housing-with-Care 44-59 units	£1500
<ul style="list-style-type: none"> As a Prize sponsor you will receive 2 free guaranteed tickets to the event and lunch. Additional tickets are available at cost. 	Housing-with-Care 60-99 units	£1500
	Housing-with-Care 100 units and over	£1500
	Best Rural Scheme	£1500
	Extra Care Housing Housing LIN	<i>Department of Health - Putting People First</i>

SERVICE SPONSORSHIP

<p>We are inviting sponsorship of a number of high profile services which are fundamental to the success of the event. We are not setting specific sponsorship fees for these and are happy instead to explore 'bids' that help meet the costs in full or in reasonable part. There are opportunities for branding/publicity here eg the Awards Lunch with your company/organisation's material on every table or Sponsorship of the 2011 Awards DVD which will be distributed widely. Areas we welcome sponsorship interest in include</p>	Services	Sponsorship
	2011 Awards DVD	available
	The Awards Lunch	available
	Photography	available
	Live music, smooth jazz	available
	Master of Ceremonies	available
	Providers Reports	available
	2011 Awards Report	Nationwide
	Nominations game DVD	Nationwide – Legal & General

MORE OPTIONS

EXHIBITOR STANDS @ £800 + VAT

There are 12 exhibitor stands available in the Networking Forum.

The Networking Forum is the reception, refreshment and exhibition space and will be open to the public one hour and a half before the main event. The bar will serve tea/coffee, drinks, etc, in the morning and during lunch, and will remain open for one hour and a half after the Awards Ceremony. This gives ample time for the guests to visit all the exhibitor stands. As an exhibitor you will receive 1 free guaranteed ticket to the event and lunch (worth £85)

Housing for Later Life Sponsors

We welcome expressions of interest from companies, organisations and individuals who wish to contribute general support for the 2011 Awards. Contributions will be recognised in Awards literature and promotion.

AUDIENCE

We currently estimate the size of the audience in the region of 400 -425 people inclusive of 150-200 residents of schemes. The venue is being selected to combine considerations of capacity, style, comfort, facilities, catering, access and parking, flexibility of space etc. **The Audience** will include the following:

- Residents of schemes and their managers
- Developers and operators
- Organisations comprising the Ministerial Working Party on Housing for Older People
- Representatives of Government Departments
- Interest groups serving the sector
- Commercial organisations active in housing in later life
- Invited guests and the press

DISCOUNT ADMISSION PRICES

For Reservations Paid by Nov 30th 2010

Lunch and Event

Residents of Housing Schemes £65 + Vat

All other guests £85+ Vat

All tables seat 8 people Sit down lunch, 2 bottles of wine, water, fruit juice

Prices above are held until Nov30th 2010. After that date EAC reserves the right to revert to a non discount price of £750 per table

CONTACT US

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**Housing Learning and
Improvement
Network**

See more about the Awards at www.HousingCare.org including the event's video