

Sponsorship Options and Exhibition Stands

Edgbaston Cricket Ground, Birmingham B5 7QU

16th May 2017, 11:00am to 4:45pm

Introduction

EAC (Elderly Accommodation Counsel) will be celebrating its 7th annual **National Housing for Older People Awards**, continuing the successful format enjoyed by everyone at Lords Cricket Ground, Ascot Racecourse, the National Motorcycle Museum Doncaster Racecourse and Hilton Manchester Deansgate.

The venue

The Banqueting Suite is a vast hall with a great view of the cricket ground; it will host the main lunch and the various presentations and speeches, as well as exhibition stands.

The audience

300+ guests; half of them the residents of the awards winning retirement housing schemes with their managers, the other half, housing providers, developers, commissioners, senior civil servants, invited guests and the press.

Programme – Jon Hammond, Master of Ceremonies

10:00am	Doors open to The Banqueting Suite, exhibition space opens, tea/coffee
11:00am	Registration opens – Mamba Rumba live music
12:00am	Welcome by The Lord Mayor of Birmingham
12:05am	Welcome by John Galvin , EAC Chief Executive
12:10am	Comedy act by Earl Okin
12:20am	Guest Speaker Tim Wonnacott , star of BBC Bargain Hunt
12:35am	Lunch - Mamba Rumba live music
1:10pm	During dessert, comedy act by Earl Okin
1:25pm	Keynote Speaker: Cheryl Agius , Legal & General General Insurance CEO
1:40pm	Jon Hammond and the sponsors present the Awards
3:10pm	Closing speech by John Galvin , EAC Chief Executive
3:15pm	Networking, exhibition space opens, coffee biscuits
4:45pm	Doors close

Legal & General are the **core sponsor** of the Awards.

Category sponsorships for the best housing for later life* in the UK.

Each category has three awards: bronze, silver and gold, plus a number of commendations.

Note: EAC reserves the right to modify the 11 categories to match the spread of nominations

Retirement Housing schemes under 25 units	R	ARHM special awards	R
Retirement Housing schemes 25-30 units	R	Housing-with-Care schemes under 36 units	R
Retirement Housing schemes 31-36 units	R	Housing-with-Care schemes 36-41 units	R
Retirement Housing schemes 37-43 units	R	Housing-with-Care schemes 42-58 units	R
Retirement Housing schemes 44-52 units	R	Housing-with-Care schemes 59 units & over	R
Retirement Housing schemes 53 units & over		Legal & General Special Awards	R

Sponsorship of each category: £1000 + VAT

R = sponsorship taken

Housing for later life = all forms of sheltered, retirement, housing-with-care, extra care, assisted living, etc

**Housing-with-Care = providing services beyond that of a manager or warden, such as meals, care (including extra care, assisted living, etc)

Continued overleaf

Other sponsorships

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 e.g.

- **Awards Lunch** with your company/organisation's material on every table
- **Glass of wine** with the lunch
- **Special Guest: Tim Wonnacott**
- **Entertainer: Earl Okin**
- **Awards Report**
- **Mamba Rumba** live music

We also welcome other sponsorships from any company, organisations wishing to be associated with the Awards.

Benefits

Benefits will be related to the sponsorship and are negotiable; they can include

- Premium entry on the Home Services directory of our website HousingCare.org visited by 17,000 people every day.
- Your organisation/company name/logo on the Gold, Silver and Bronze awards certificates presented in your Prize category
- You present the 3 awards to the residents, their manager or their representative
- You address the audience for up to 2 minutes on what your organisation does and why you are supporting the event
- Your name or logo printed (with other sponsors) on event material and featured on the www.housingcare.org website visited by 17,000 people every day
- You will be provided at no cost with perimeter/wall space in the Banqueting Suite to erect a small 'pop-up' corporate display or banner advertising your organisation
- Category sponsors: **2** free guaranteed tickets to the event and lunch. Additional tickets are available at cost
- We will publish names of all sponsors and logos in the Awards Report for contributions in excess of £500
- Use of the Awards DVD. The whole event will be filmed by a professional team
- Additional copies of the Awards Report

Exhibitor stands

- 6 stands along walls, approx 2m x 3m at £500 + VAT. As an exhibitor you will receive **1** free guaranteed ticket to the event/lunch

Admission Prices

Lunch and Event

All tables sit 10 people very comfortably (max 12 people)

Residents of housing schemes: £65 + VAT (2011 prices)

All other guests: £85 + VAT (2011 prices)

Book one table for 10 at £600 + VAT

For more information, phone 020 7820 1682 or email alex.billeter@eac.org.uk

Elderly Accommodation Counsel (EAC) is a national charity that aims to help older people make informed choices about meeting their housing and care needs.