

SPONSORSHIP OPTIONS



National Housing for Older People Awards 2020

**19th May 2021 at the National Motorcycle Museum,
National Conference Centre, Solihull, B92 0EJ**

Sponsored since 2010 by



A celebration of Housing for later life



**Promote your services to housing providers, commissioners and developers,
as well as to their residents**

Between 16th November 2020 and 26th February 2021, residents, staff and visitors will nominate their own housing schemes/developments as successful examples of retirement housing.

20,000 participants?

Our target this year is to involve even more than the 18,996 residents, staff and visitors who nominated housing schemes in all of the UK 12 regions and countries.

Some 300 regional bronze, silver and gold awards are added to the 27 or 36 national Awards, thus widening the sponsors' impact.

Regional awards results will be announced in early March 2021. Printed certificates will be sent to the winners with a promotion toolkit including press release templates.

At the same time National finalists will be announced. The National Winners will be selected from the regional gold award winners and announced at the main event in Birmingham on 19th May 2021.

Previous Awards were celebrated at Lords Cricket Ground, Ascot Racecourse, the National Motorcycle Museum, Birmingham, Doncaster Racecourse, the Hilton Manchester Deansgate, Edgbaston Stadium and the Sheridan Suite in Manchester.

The event

On 19 May 2021, at the National Conference Centre (National Motorcycle Museum) in Birmingham, the format of the **Awards celebration** will be similar to that of previous years, including its successful mix of speakers, entertainers and lively presentations. We are planning for 350 to 400 guests

Draft programme:

- 09:30 Doors open, exhibition space opens, coffee biscuits
- 10:00 Registration opens; live music by **Claudio & Raffaele**
- 11:00 Welcome by the **Mayor of Solihull**
- 11:05 Welcome speech by **John Galvin**, EAC Chief Executive
- 11:10 Keynote Speaker, Legal & General TBC
- 11:20 Guest Speaker: the Right Honourable **Michael Portillo**
- 11:40 Presentation of the 6 heroes awards, MC **Alan Dedicoat**
- 12:00 **Lunch** with live music by **Claudio & Raffaele** and magic by **The Young Illusionists**
- 13:30 Awards presentation, MC **Alan Dedicoat**
- 15:00 Closing thanks by John Galvin, EAC Chief Executive
- 15:05 Networking, exhibition space opens, coffee biscuits
- 16:00 Doors close

Sponsor benefits

Benefits relate to the level of sponsorship and are negotiable; they normally include

- Association with a campaign for Housing for Later Life in the UK, a sector which must grow fast to meet present and future demand
- Premium entry on the Home Services directory of our website HousingCare.org visited by 17,000 people every day.
- Your organisation/company's brand on the 36 regional and 3 national Gold, Silver and Bronze awards certificates presented in your Prize category
- At the Awards, you present the bronze, silver and gold awards to the category winners. You also address the audience for up to 2 minutes on your role in the retirement housing industry, and why you support the Awards
- Your name or logo (with other sponsors) on event material and featured on the www.eacawards.org.uk and www.housingcare.org (17,000 visitors daily)
- Perimeter/wall space in the venue to erect a small 'pop-up' corporate display or banner advertising your company
- Category sponsors: **2** free tickets to the event. Additional tickets at standard prices: for residents of retirement housing £75 + vat, all other guests £100 + vat; table of 10 at £700 + vat, all tbc
- We will publish names of all sponsors and logos in the Awards Report
- Use of the Awards DVD. The whole event will be filmed by a professional team
- Additional copies of the Awards Report

Sponsorship Opportunities

In each region: 9 type/size categories, each with bronze, silver and gold Awards

Nationally: the same 9 categories plus 3 Heroes categories, each with 3 laureates

CATEGORY SPONSORSHIPS		SPONSORS
Standard retirement housing category sponsorship at £2,000 + Vat		Bronze, silver and gold awards
1	under 25 units*	
2	25-30 units*	
3	31-36 units*	
4	37-43 units*	
5	44-52 units*	
6	53 units & over*	
Housing with Care category sponsorship at £2,000 + Vat		
7	under 41 units*	FirstPort Retirement
8	41-55 units*	
9	56 units & over*	Housing Lin
*The exact number of units in each category will be decided at the end of voting for an even distribution of awards		
Heroes category sponsorship at £3,000 + Vat each		
10	Group 1 – 3 winners	Care Opticians
11	Group 2 – 3 winners	
MAIN SPONSORSHIPS – shareable & negotiable		SPONSORS
13	Awards Report, pdf + 1,000 to 2,000 printed copies	£5,000 - £7,500
14	Awards Website	£2,000
15	Awards Video	£5,000
16	Awards lunch/catering	£5,000
17	Awards Wine & orange juice	£2,500
18	Awards Magicians	£2,000
19	Awards Music	£2,000

Contact us

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