

HOMES FOR SCOTLAND ANNUAL LUNCH & AWARDS

Friday 16 May 2014, Edinburgh International Conference Centre

SPONSORSHIP OPPORTUNITIES



















The Homes for Scotland Annual Lunch and Awards offers a unique opportunity for sponsors to highlight their support for one of Scotland's most vital industries, enabling them to showcase their brand at an event which attracts the highest calibre of speakers and guests.

The Homes for Scotland Annual Lunch & Awards is, without doubt, recognised as being *the* premier event in the industry calendar.

As *the* voice of home building, Homes for Scotland introduced this event in 2003 in order to celebrate the achievements of a membership which is committed to improving living in Scotland as well as promote best practice and help raise standards across the industry.

Representing some 180 companies which together provide 95% of new homes built for sale as well as a significant proportion of affordable housing, no other organisation can match the strength, scale, reach and credibility of Homes for Scotland.

Now about to enter its 12th year, our Annual Lunch & Awards has continued to grow in standing and stature, attracting a record attendance in 2013 of some **800 senior industry representatives and their guests**.

Receiving 100% "good" or "excellent" guest feedback ratings and with 75% considering our event as "better than those similar to it" and a "must attend", the Homes for Scotland Annual Lunch & Awards offers a unique opportunity for companies to raise their profile in front of a highly targeted sectoral audience of business leaders with a variety of sponsorship opportunities.











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Sponsorship opportunities

Complimenting a range of budgets and marketing objectives, a variety of sponsorship opportunities are available to help companies raise their profile in front of a highly targeted audience of home building industry leaders and guests.







Headline lunch sponsor

Offering sponsors the opportunity to exclusively attach their name to the most prestigious event in the Scottish home building industry's annual calendar.

Pre-lunch drinks reception sponsor



£10,000

+ VAT

Getting proceedings off to a sparkling start, the pre-lunch drinks reception sets the mood for the day with its networking opportunities highly valued by attendees.

Individual award sponsors

Our awards are very much focused on the key policy issues impacting the industry's ability to deliver much needed new housing. Supported by home builder, RSL and associate members alike, they have grown every year with a record 80 submissions received across nine categories in 2013.

Whilst the individual categories for 2014 are yet to be approved by the Homes for Scotland Board, these "sell-out" opportunities are now open for reservation or the noting of interest.

£1,250 + VAT

Electronic voting system sponsor



With the aim of placing the audience at the very heart of proceedings, this innovative element enables guests to vote for the winner of our headline Home Builder of the Year award as well as give their views on a number of important policy issues.

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Sponsorship benefits

As well as providing a unique opportunity for companies to raise their profile in front of highly targeted senior level sectoral audience, other benefits offered by our range of sponsorships include:

	Headline	Drinks Reception	Electronic Voting	Individual Award
Complimentary places	✓ (x 10)	✓ (x 10)	√ (x 5)	
Place on VIP table	✓	✓		
Chair's verbal on-the-day acknowledgement	✓	✓	✓	
Standalone dining room branding	✓			
Preferential seating	✓	✓	✓	✓
Private VIP pre-lunch drinks reception access	✓	✓	✓	✓
HFS website promotion	✓	✓	✓	✓
HFS newsletter promotion	✓	✓	✓	✓
Logo on pre-lunch presentation	✓	✓	✓	✓
Display opportunities in sponsors' exhibition area	✓	✓	✓	✓
Awards presentation – visual/verbal acknowledgement	✓	✓	✓	✓
Press release promotion	✓	✓	✓	✓
Logo on lunch invitation and associated materials	✓	✓		
Logo on menu card/programme	✓	✓	✓	✓
Submit question for electronic vote			✓	

FACTS AT YOUR FINGERTIPS

- The premier event in the Scottish home building industry calendar
- The biggest annual gathering of senior industry figures and guests of its kind
- A record attendance of 800 guests in 2013 a 15% increase on 2012
- 100% good or excellent guest feedback ratings
- Attracts keynote speakers of the highest level
- Issues-driven awards scheme addressing the challenges to much needed new home delivery
- 75% consider our event as "better than those similar to it" and a "must attend"
- A unique opportunity to raise your business profile

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What some of our sponsors say:

The Homes for Scotland lunch and awards ceremony provides an unparalleled opportunity for associate members and their guests to feel fully integrated with their home building colleagues.

With our commendation for Best Supporting Company recognising our efforts on behalf of clients, our sponsorship also allows us to be identified as staunch supporters of the industry.

Harry Smith, Partner, Gillespie Macandrew





Providing a great opportunity and setting to collectively recognise, celebrate and inspire individuals and businesses in their pursuit of excellence, we are proud to associate our brand with the Awards Lunch.

Having been involved as a sponsor, award winner and attendee over the last ten years the quality and consistency of both the organisation and delivery of the event is exceptional.

John Forster, Forster Group Chairman



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It was great to see that Homes for Scotland's contribution to the recovery of the industry continues to be significant and so well supported.

We were delighted to sponsor and participate in this important event together with our house builder clients.

Kate Dewar, Morton Fraser



We are delighted to continue our association with the Homes for Scotland Annual Lunch and Awards in 2014 as pre-lunch drinks reception sponsor. A long-standing partner of the largest annual home builder gathering north of the border, this pre-eminent event provides us with the opportunity to both show our appreciation to our home builder customers and demonstrate our support for the industry as a whole.

Malcolm MacLeod, NHBC Director Scotland





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The audience

The largest and most prestigious annual gathering of senior industry representatives and guests, attracting some 800 attendees in 2013 from companies and organisations including:

Advance Construction Scotland	Gillespie Macandrew	NHBC
Allied Surveyors Scotland	Gladedale Capital	Oregon Timber Frame
Anderson Strathern	Glasgow Housing Association	Persimmon Homes
A&J Stephen	Ground Developments	Peverel Scotland
AON Risk Services	Halliday Fraser Munro	Pinsent Masons
Bancon Homes	Harley Haddow	Places for People
Barratt Homes	Hart Builders	PPS
Bellway Homes	Headon Developments	Premier Guarantee
Bett Homes	Holder Planning	Registers of Scotland
BRE	Home Log Book	Rettie & Co
Brodies LLP	Hometrack	Rightmove
Burness Paull & Williamsons	Houghton Planning	Robertson Homes
CALA Homes	Hypostyle Architects	Ross & Liddell
City Building	Ingenium Archial Architects	Royal Haskoning
Clancy Docwra	JLT	RSM Tenon
Close Brothers	Johnson Poole Bloomer	Shepherd & Wedderburn
Contract Scotland	Kier Homes	Springfield Properties
Cruden Homes	Kingdom Housing Association	SSE Utility Solutions
David R Murray & Associates	Lloyds Banking Group	Star Placement
Dawn Homes	Lovell Partnerships	Stewart Milne Homes
DLA Piper	Maclay Murray & Spens	Taylor Wimpey
Dunedin Canmore	Macroberts	Turley Associates
EMA Architecture	Mactaggart & Mickel	Tweed Homes
Firstmortgage Direct	Media Scotland	Veitchi Homes
Forster Roofing	Miller Homes	Walker Group
G2 Sales Marketing Communications	Morton Fraser	Waterman Group
Geddes Consulting	Muir Homes	West Central Staff

Their feedback

Receiving 100% "good" or "excellent" guest feedback ratings and with 75% considering our event as "better than those similar to it" and a "must attend", read what some our guests have to say:

Homes for Scotland's Annual Lunch is always an extremely enjoyable event, with its Awards widely regarded as the most credible scheme within the industry. It offered the usual high standards of excellence again this year, making it the

Sandy Adam, Chairman, Springfield Properties

must attend event for our sector.

The Homes for Scotland Lunch and Awards is a must-attend for everyone in the property industry. The venue, speakers and entertainment are consistently good and the event itself is well run and organised. Communication is prompt both pre-and post-event, ensuring entrants are kept informed at all times.

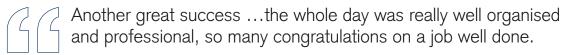
Liz Mallon, Sales and Marketing Manager, Cruden Homes West





Kaye Adams, broadcaster and host of our 2013 Annual Lunch





Marlyn Boal, Sales & Marketing Director, Stewart Milne Homes



Alistair Shaw, Head of Housing, Construction and Building Services, West Lothian Council

The Homes for Scotland Lunch and Awards really was a magnificent event with a real mission and purpose in celebrating the achievements of one of our most vital industries in what are still very challenging circumstances. My fellow judges and I are delighted to have played a prominent part in helping to ensure that the winning efforts are properly recognised and promoted to the benefit of the industry as a whole.

Bill Jamieson, Chair of the independent judging panel and media commentator/former Executive Editor of The Scotsman

As a speaker more used to sporting dinners, I was very impressed with the quality and organisation of this fantastic event.

Craig Brown, (pictured left) former Aberdeen and Scotland football manager and our 2013 guest speaker



Bringing together senior industry representatives from the wider housing sector and their guests, this stand-out event is unique, not only for its networking opportunities but also as an overall showcase for the sector's achievements against a tough economic back-drop.

Colin Rae, Project Director - Scotland, Places for People



Winning the prestigious Home Builder of the Year Award has a number of important benefits: not only does it provide valuable peer recognition it also has a positive effect on employee morale and acts as a key selling tool serving as an endorsement of quality for potential house hunters when they are considering a Mactaggart & Mickel home.

Joanne Casey, Sales & Marketing Director, Mactaggart & Mickel Homes



Another great event, brilliant job!

Claire Hart, Director of Corporate Communications, CALA Homes

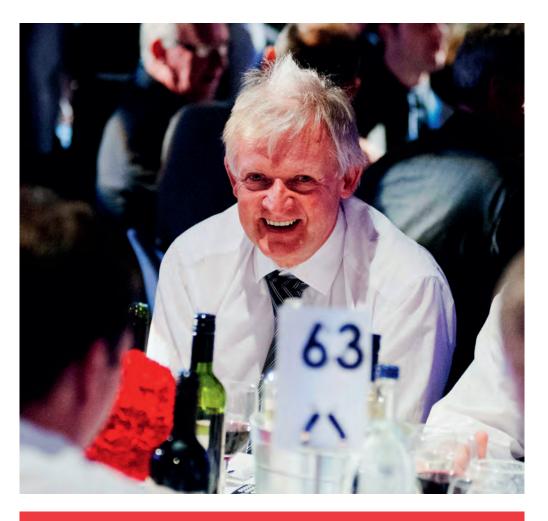




A Homes for Scotland award is very much coveted within the industry so to win is very satisfying indeed.

Joe Headon, Managing Director, Headon Developments





CONTACT

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