

## SPONSORSHIP OPTIONS

National Housing for Older  
People Awards 2021

Sponsored since 2010 by



**19<sup>th</sup> May 2021** a “live” online event with an audience of **10,000 or more**  
*A celebration of Housing for later life*



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

Between **15<sup>th</sup> February and 23rd April 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's 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 on **3rd May 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 during the virtual event on **19<sup>th</sup> May 2021**.

Previous Awards were celebrated at major venues. No more than 150 to 200 residents were able to attend these lively events each year. This time however, residents, friends and family will be able to attend the virtual event in their 10s of thousands and enjoy the thrill and suspense on these UK-wide Awards at home.

continued

## The event

On 19 May 2021 (TBC), the **Awards** will be celebrated online during a 60 to 90 minutes, part live, part pre-recorded video, with a mix of entertainment, suspense and presentations. This new format invites the staff of each of the 12,000 + nominated retirement housing schemes to organise its residents to watch the event at the same time, to be entertained and watch the results as they are announced.

### Draft programme:

The exact day and time (in week beginning 17 May) will be agreed with housing managers to allow a maximum number of retirement housing residents to watch the show. One hour to one and a half hour video released at a precise time; it will then remain available on Youtube.

## 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
- Brief interview or presentation with your name and/or logo in the event's video
- Your name and/or logo (with other sponsors) on event material and featured on the [www.eacawards.org.uk](http://www.eacawards.org.uk) and [www.housingcare.org](http://www.housingcare.org) (17,000 visitors daily)
- Your written statement/promo in the glossy Awards Report
- Additional copies of the Awards Report

continued

## Sponsorship Opportunities

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

Nationally: the same 9 categories plus 2 Heroes categories, each with 3 laureates

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

### Contact us

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