



London Landlord Partnership



PROMOTE YOUR PRODUCTS AND SERVICES TO LANDLORDS

Why advertise with London Landlords' Day (LLD)?

- ✓ Target an often difficult-to-reach market
- ✓ Promoted and supported by all local authorities, landlord associations and university accommodation units
- ✓ Promoted through Loot
- ✓ Discounts on further advertising with the London Landlord Accreditation Scheme (LLAS)

London Landlords Day 23 September 2006

Is an annual one day event, now in it's 7th year. Last year's event was well attended with well over 1000 landlords, as well as several private exhibitors, council representatives and presenters. London Landlords' Day has become the largest free event for Landlords in London and attracts many other landlords and agents from other parts of the UK.

The event is promoted to landlords in and around the London area through direct mailing (approximately 20,000) and through partnership contacts.

Following on from the success of the London Landlords' Day last year, we will be hosting the event once again on 23 September 2006 at the Brunei Gallery at the University of London on 23 September

Apart form the networking opportunities this event presents, sponsoring and exhibiting at the London Landlords' Day gives companies the opportunity to raise their profile and services to a potential audience of 3000 highly motivated and relevant individuals or companies who deal in the property market in London.

There are many other opportunities to promote your products and services to landlords by sponsoring specific activities or providing general sponsorship for the event.

The following advertising and sponsorship opportunities are currently available for LLD 2006:

	Cost	Discounted Cost (for LLAS training manual and website advertisers)
Stall at London Landlords Day 3m X 2m	£1200 + VAT	£900 + VAT
Delegates' carry bags Minimum 1000 (tba). Made from cloth or 100% recycled material	E.g. www.impact-uk.com - £1400 for 1000 cloth bags	
Inclusion of advertising material (e.g. leaflet, pen) in delegate bag	£800	£600
Inclusion of advertising/promotional leaflet or flyer in mail shot to 20,000 landlords (A4 folded or A5)	£1100	£900
General LLD sponsorship of £2000 <ul style="list-style-type: none"> ▪ Your Company logo and link on LLD web page 	£2000	£2000
General LLD sponsorship of up to £5000 <ul style="list-style-type: none"> ▪ Logo and link on LLD web page with introduction to your company (200 words) ▪ Logo on LLD promotional material and letters 	£2001-£5000	£2001-£5000

General LLD sponsorship of up to £10000	£5001 - £10000	£5001 - £10000
<ul style="list-style-type: none"> ▪ Logo and link on LLD web page with introduction to your company (200 words) ▪ Logo on LLD promotional material and letters and advertising ▪ Free stand at London Landlords Day 		

We are also seeking assistance and sponsorship for the following items: (costs to be advised)

- ✓ **Seminars** – to be promoted as “sponsored by Your Company” and business card or leaflet to be issued to attendees on the day
- ✓ **Wine reception** - advertising leaflet and/or logo and link to website to be included in material sent to all invitees, including exhibitors, presenters and guests attending the reception. Company banner to be displayed at the reception.
- ✓ **Bar** – Bar to be open from early afternoon to early evening (approximately 5-6 hours). Exclusive use of bar area to hold a stand and/or distribute promotional material
- ✓ **Catering** – Event promotion will include your company logo and “catering sponsored by Your Company”. Exclusive use of café area(s) to hold a stand and/or distribute promotional material.
- ✓ **Marquee chairs and tables** - Company banner at marquee and opportunity to distribute marketing material to guests.

If you are interested in supporting the LLD event through advertising or sponsorship, please contact us to discuss the opportunities available.

Print and Design

Opportunity to provide sponsorship for LLD print and design requirements.

- Sponsor for design and printing of some or all of general material for London Landlords Day, including advertising leaflets and agenda, maps and important information for the day to be included in the delegates’ bags.
- Printed by “Your Company” or supported by “your company” to be included on printed material

Website (www.londonlandlords.org.uk)

- ✓ LLAS and LLD partners and affiliated members including local authorities and private landlord associations link to the website
- ✓ Website regularly accessed by people wishing to find out about or register for accreditation and/or London Landlords’ Day
- ✓ 64,300 hits in March 2006, up from 34,000 in January 2006 (144,000 since start of 2006)
- ✓ Website promoted in all advertising material

Website	Cost	Discounted Cost (for LLAS training manual & London Landlords Day advertisers)
Link on sponsor page (1year)	£2200 + VAT	£1500 + VAT
Logo and link on sponsor page (limited space)	£3000 + VAT	£2100 +VAT
Logo with link and text (200 characters) introducing your company and your offers to accredited landlords (on sponsor page)	£4500 + VAT	£3000 + VAT
General website development sponsorship to include your company logo and link on LLP home page (rolling/rotating advert space or banner) and all pages with “LLAS website sponsored by Your Company”.	£5000 - £10000 (+ VAT)	£5000 - £10000 (+ VAT)

Other avenues for sponsorship

In addition to the advertising opportunities and sponsorship packages available, if you or your company is able to provide support to London Landlords’ Day in another way, please send your proposal in writing to: **Jo Cullinane, London Landlords Day Coordinator, C/- Environmental Health Team, London Borough of Camden, Town Hall, Argyle Street, London WC1H 8EQ**

Discounts

Advertising discounts are available to those companies that provide advertise with the London Landlord Accreditation Scheme. If you are interested in supporting the LLD event through advertising or sponsorship, please contact us to discuss the opportunities available.

Special Offers & Rewards

We would like to reward you for your contribution to the London Landlords' Day and/or London Landlord Accreditation Scheme.

For advertising purchases of £500 or more, you will receive the following **EXTRAS**:

Bronze Level (up to £2,000)

If you purchase up to £2000 you will receive:

- ✓ Vouchers for 2 free LLAS accreditation or additional training sessions (valid for 6 months)

Silver Level (up to £5,000)

If you purchase between £2000 and £5000 you will receive:

- ✓ Your Logo on LLD website (sponsors page) with link to your company's website
- ✓ Voucher for 4 free LLAS accreditation or additional training sessions (valid for 6 months)

Gold Level (up to £10,000)

If you purchase between £5000 and £10000 you will receive

- ✓ Your Logo on the LLD website (sponsors page) with text (200 characters) introducing your company and offers to Accredited Landlords and link to your company website
- ✓ Vouchers for 10 free LLAS accreditation or additional training sessions (valid for 6 months)
- ✓ Promotional leaflet mailed to landlords with LLAS mail shot and distributed at events held or attended by LLAS.
- ✓ Leaflet included in delegates bag at London Landlords' Day 2006
- ✓ Banner advert in LLAS Quarterly newsletter
- ✓ Discount on LLD advertising and promotion

Platinum Level (£10,000 and over)

If you purchase over £10,000 you will receive:

- ✓ Primary Sponsor Status (non exclusivity) with Logo/banner advert on the LLP website (front page) and logo, link and text (200 characters) introducing your company and offers to Accredited Landlords (on sponsor pages)
- ✓ Voucher for 10 free LLAS accreditation or additional training sessions (valid for 6 months)
- ✓ Promotional leaflets mailed to landlords with LLD material
- ✓ Leaflet included in delegates bag at London Landlords' Day 2006
- ✓ 1 A4 page advert in LLAS Quarterly newsletter
- ✓ Free stand at London Landlords Day 2006

Contact us

If you would like further information or to discuss other opportunities available with the London Landlords' Day or London Landlord Accreditation Scheme please contact:

Jo Cullinane | LLAS Project Officer and LLD Coordinator
Tel: 020 7974 4772 | Fax: 020 7974 6955 | Email: LLAS@camden.gov.uk

Address: London Landlord Accreditation Scheme, C/- Environmental Health Team, Town Hall, Argyle Street, London, WC1H 8EQ

Sponsorship terms and conditions

- All adverts must be compliant with ASA standards
- LLP reserves the right to assess each proposal and accept, reject or negotiate the offer, based on LLAS and LLD needs at the time and the editor reserves the right to withhold advertisements from publication
- LLP will provide a response within 7 working days of receiving a proposal
- Non-exclusivity and offers will be assessed on a first come first serve basis
- LLP decision is final