

## **CML Sponsorship Opportunities**

---

### **Annual Dinner 2011**

**7 December**

**Planit Embankment Gardens, London**

dinners & lunches



## About us

The Council of Mortgage Lenders is a not-for-profit organisation and the trade association for the mortgage lending industry, and our members account for around 94% of UK residential mortgage lending.

Our aim is to help to foster a favourable operating environment in the UK housing and mortgage markets. We are the representative voice for the residential mortgage lending industry, and the central provider of economic, statistical, legal, research and other market information.

Our members are banks, building societies and other mortgage lenders. We also have associates, drawn from a variety of related businesses, including lawyers, conveyancers, search companies and management consultants.

Our commercial activities, including our annual conferences, elearning and training workshops, are regarded by the industry as a valuable addition to the service we provide to members and associates.

## The Proposition

The CML offer you a unique opportunity, **for a marketing spend of only £15 per head**, you can access the senior decision makers in the UK mortgage world.

Every year the CML organises the UK's largest dinner dedicated to the mortgage industry. In December 2010 the CML annual dinner, held at Planit Embankment Gardens, was SOLD OUT and attended by **over 950 guests**.

The objective of this dinner is to celebrate the UK Mortgage industry's successes in what will prove to be another challenging year.

The CML annual dinner is the premium dinner for mortgage professionals, offering an excellent opportunity to demonstrate your support to one of the most crucial industries in the UK:

- Guests will be welcomed with a cocktail as they enjoy the first entertainment of the evening;
- Once guests are seated they will be formally welcomed before their sumptuous three course meal, including great wine, begins;
- Entertaining and fantastical acts captivate guests between each course;
- In the bar area a much more fun, informal and relaxed environment is created allowing maximum time for catching up with colleagues, clients and contacts

## Who you will meet

Tables Booked for the **CML dinner in 2010** include:

Abbey for Intermediaries	Aberdein Considine & Co
Adrian Bloomfield Ltd	Bank of Ireland
Barclays	Barlow Robbins LLP
Bluestone Capital Management Ltd	BM Solutions
C&G	Capstone Mortgage Services
Cardif Pinnacle	CHL Mortgages
Clayton Euro Risk	Clydesdale Bank
Colleys - Lloyds Banking Group	Connells Group
Countrywide	Countrywide (CPS)
Crown Mortgage Management	e.surv Chartered Surveyors
enact	Eversheds LLP
Gateway Surveyors	GE Money Home Lending
Genworth Financial	Halifax Intermediaries
Hay & Kilner	HL Interactive LLP
HSBC Bank plc	Irwin Mitchell
Joseph & Hepple-Wilson	Kensington
Lloyds Banking Group	Lloyds TSB Scotland
London General Insurance	LSL Corporate Client Department
LSL Property Services plc	Matthew Arnold & Baldwin
MIAC Acadametrics	Mortgage Brain Ltd
Movewithus	Nat West Intermediary Solutions
Nationwide Building Society	Northern Rock
Obligo Limited	Optima Legal
Paragon Mortgages Limited	Phoebus Software Limited
Precise Mortgages	Quest
Rockstead Ltd	Rosling King LLP
Royal London Group	Santander
Savills	Shepherd Direct
Shoosmiths	Spicerhaart
Sprecher Grier Halberstam LLP	St Andrew's Group
St Trinity Asset Management	Target Group
Taylor Wessing LLP	The Asset Management Group
TLT LLP	Tucker Turner Kingsley Wood LLP
UKAR	Unisys
Vertex	Wragge & Co LLP
xit2 Limited	

## Comments from dinner guests in 2010 include:

*"Quality of the food was superb given the number of attendees"*

*"The entertainment was of a very high standard"*

The CML has developed a number of sponsorship packages that enable your organisation to:

- Demonstrate your support across the whole of the mortgage industry
- Align your brand with the highly regarded CML brand
- Access unique networking opportunities with delegates
- Ensure your organisation's name is aligned with the mortgage industry's biggest and best dinner
- Access an audience of senior executive decision makers across the industry
- Enjoy the many branding opportunities that are available at such a large and prestigious venue
- Be promoted via the CML "annual dinner" website
- Be promoted directly on email marketing

The following sponsorship packages are available:

**Gold sponsor (would mean you are the ONLY sponsor at the CML annual dinner. This package includes both the silver sponsor package and the drinks reception sponsor package, with extra benefits)**

<b>Face to face / speaking opportunity</b>	<ul style="list-style-type: none"><li>• Either a welcome speech at the dinner, 2 - 5 mins;</li><li>• Or a welcome speech at the drinks reception, 2 – 5 mins;</li><li>• 1 x table of 10;</li><li>• 5 guests to be placed on approx 3 VIP tables;</li></ul>
--	--

<b>Branding and awareness</b>	<ul style="list-style-type: none"><li>• Dinner listed as "sponsored by" in all diary listings in relevant trade journals such as Mortgage Finance Gazette and Lending Strategy;</li><li>• Ad hoc banners or signage during the drinks reception and post dinner entertainment;</li><li>• A click through link to your website on marketing emails sent to 3 x approx 3000 contacts;</li><li>• One pre or post dinner email sent to all dinner guests or table bookers;</li><li>• A regular listing and a click through link in CML's electronic newsletters Weekly News and News &amp; Views, sent to core contacts in all CML member and associate organisations;</li><li>• Opportunity to include a question in the guest feedback form sent to table bookers;</li><li>• Opportunity to provide a gift for each guest on their table</li></ul>
-------------------------------	--

**Cost: £15,000 plus VAT**

**Silver sponsor (only one at the dinner) – open to CML member and associate organisations only**

<b>Face to face / speaking opportunity</b>	<ul style="list-style-type: none"> <li>• A table of 10</li> <li>• 2 guests to be placed on 2 VIP tables</li> </ul>
--	--

<b>Branding and awareness</b>	<ul style="list-style-type: none"> <li>• High visibility branding as “Dinner service sponsor” on all CML marketing material, both on our website and on any printed literature</li> <li>• A click through link to your website on marketing emails sent to 3 x approx 3000 contacts;</li> <li>• One pre / or post dinner email sent to all dinner guests or table bookers;</li> <li>• A regular listing and a click through link in CML’s electronic newsletters Weekly News and News &amp; Views, sent to core contacts in all CML member and associate organisations;</li> <li>• Opportunity to provide a gift for each guest on their table</li> </ul>
-------------------------------	---

**Cost: £10,000 plus VAT**

**Dinner drinks reception sponsor**

<b>Face to face / speaking opportunity</b>	<ul style="list-style-type: none"> <li>• Welcome speech at the reception, 2 mins</li> <li>• A table of 10</li> </ul>
--	--

<b>Branding and awareness</b>	<ul style="list-style-type: none"> <li>• High visibility branding as “drinks reception kindly sponsored by” on all CML marketing material both on our website and on any printed literature;</li> <li>• AD hoc branding during the drinks reception in the drinks reception area;</li> <li>• A click through link to your website on marketing emails sent to approx 3000 contacts x 3;</li> </ul>
-------------------------------	--

**Cost: £7,500 plus VAT**

**Next step**

If you would like to discuss any of these options please contact William Thomson on 0207 438 8920 or email [william.thomson@cml.org.uk](mailto:william.thomson@cml.org.uk)