

CML Sponsorship Opportunities

CML Scotland annual dinner 2011

25th October

Edinburgh

dinners & lunches



About us

The Council of Mortgage Lenders is 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 less than £40 per head, you can access the senior decision makers in the Scottish mortgage world.

Every year the CML organises Scotland's largest dinner dedicated to the mortgage industry. In 2010 over 120 guests attended the dinner held at the prestigious Balmoral Hotel in Edinburgh in October.

It is envisaged that the dinner will attract a similar number and level of attendees in 2011.

The objective of this dinner is to celebrate the Scottish mortgage industries successes in what will prove to be another challenging year. The dinner is one of the best places for the mortgage industry to network.

We aim to provide our members and associates staff with the best dinner of the year:

- Guests will be welcomed with a cold beer, or glass of wine as they enjoy the first musical entertainment of the evening;
- Once guests are seated they will be formally welcomed before their sumptuous three course meal, including great wine, begins;
- After the meal, and a relaxing break for after dinner drinks, an after dinner speaker will provide entertainment in the main room;
- In the main room an informal and relaxed environment is created allowing maximum time for catching up with colleagues, clients and contacts;

The CML Scotland annual dinner is the premium dinner for mortgage professionals and offers an excellent opportunity to demonstrate your support to one of the most crucial industries in Scotland.

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 "Scotland 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 Scotland annual dinner. This package includes both the silver sponsor and the drinks reception sponsor, with extra benefits)

Face to face / speaking opportunity	<ul style="list-style-type: none"> • Either a welcome speech at the dinner, 2 - 5 mins; • Or a welcome speech at the drinks reception, 2 – 5 mins; • 1 x table of 10; • 4 guests to be placed on the approx 2 VIP tables;
--	---

Branding and awareness	<ul style="list-style-type: none"> • Dinner listed as "sponsored by" in all diary listings in relevant trade journals such as Mortgage Finance Gazette and Lending Strategy; • Ad hoc banners or signage during the drinks reception and post dinner; • A click through link to your website on marketing emails sent to 3 x approx 2000 contacts; • One pre / or post dinner email sent to all dinner guests or table bookers; • A regular listing and a click through link in CML's electronic newsletters Weekly News and News & Views, sent to core contacts in all CML member and associate organisations; • Your logo on the front of the electronic dinner invite sent to approx 2000 contacts and downloadable from the CML website; • Opportunity to include a question in the guest feedback form sent to table bookers; • Opportunity to provide a present for each guest on their table
-------------------------------	---

Cost: £10,000 plus VAT

Silver sponsor (only one per event) – open to CML member and associate organisations only

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

Branding and awareness	<ul style="list-style-type: none"> • High visibility branding as “Dinner service sponsor” on all CML marketing material, both on our website and on any printed literature • A click through link to your website on marketing emails sent to 3 x approx 2000 contacts; • One pre / or post dinner email sent to all dinner guests or table bookers; • A regular listing and a click through link in CML’s electronic newsletters Weekly News and News & Views, sent to core contacts in all CML member and associate organisations; • Your logo on the front of the electronic dinner invite sent to approx 2000 contacts and downloadable from the CML website; • Opportunity to provide a present for each guest on their table
-------------------------------	--

Cost: £7,000 plus VAT

Dinner drinks reception sponsor

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

Branding and awareness	<ul style="list-style-type: none"> • High visibility branding as “drink reception kindly sponsored by” on all CML marketing material both on our website and on any printed literature; • AD hoc branding during the drinks reception in the drinks reception area; • A click through link to your website on marketing emails sent to approx 2000 contacts x 3; • Your logo on the front of the electronic dinner invite sent to approx 2000 contacts and downloadable from the CML website;
-------------------------------	---

Cost: £4,500 plus VAT

Next step

If you would like to discuss any of these options please contact William Thomson on 0207 438 8920 or emailing william.thomson@cml.org.uk