

CML Sponsorship Opportunities

Annual lunch, Hilton Park Lane,

London

1st April 2011

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 will host the UK's largest lunch gathering of mortgage professionals in London on Friday 1st April 2011. The 2010 annual lunch attracted over 600 guests.

The lunch is one of the most eagerly anticipated events on the mortgage calendar and is, for many of our members, a highlight of the year. The lunch is the perfect mix of a networking, social and business occasion.

The annual lunch offers an excellent opportunity for you to demonstrate your commitment to the mortgage world as well as engage and build positive relationships with up to 600 guests from CML member, associate and non-member organisations. The CML has developed three sponsorship packages that enable your organisation to:

- Align your brand with the highly regarded CML brand
- Access unique networking opportunities with guests
- Ensure your organisation's name is aligned with the mortgage industry's second largest networking event (only our annual dinner is bigger!)
- Access an audience of senior executive decision makers across the industry
- Be promoted via the CML website

Who you will meet

Selection of hosted tables in 2008-10

Addleshaw Goddard LLP	GMAC-RFC
AIG UK Limited	HBOS Specialist Lending
Allied Surveyors plc	Heritable Bank
Amber Homeloans	HML
Ashdown Lyons	HSBC Bank plc
Astra Mortgages	Kensington
BancTec Ltd	Leadbay
Bank of Ireland Mortgages	Legal & General
Barlow Robbins LLP	Legal & General Surveying Services
Barnetts Solicitors	LMS
Basinghall Finance	London & European
Beacon Homeloans Ltd	LSL Property Services
BM Solutions	Media Table
Bristol & West Mortgages	Money Partners Limited
Cardif Pinnacle	Mortgages Plc
Checkmate Mortgages Ltd	Mortgage Express
Cheltenham & Gloucester	Mortgage Finance Gazette
CHL Mortgages	National House Building Council
Composite Title Limited	Nationwide Building Society
edeus	Nationwide Building Society
EPS Castellain	Navigant Consulting
Eversheds LLP	Objective Corporation Ltd
Excel Counselling Services	Organisers Table
First Direct	Paragon Group of Companies
Genworth Financial	Preferred and SPML
Quest Associates	Willis Limited
Rooftop Mortgages	Woolwich
Rosling King	Taylor Wessing LLP
Salans Solicitors	The Mortgage Works and UCB Home Loans
Scottish Widows Bank	TLT Solicitors
Shepherd Direct	UKValuation Ltd
Skipton Building Society	Ulster Bank Ltd
Sprecher Grier Halberstam LLP	Vertex Financial Services
Stroud & Swindon Building Society	Virtus Search Ltd
Swift Group	Water UK Group

Sponsorship packages for the CML annual lunch 2011

The following sponsorship packages are available:

Gold sponsor (would mean you are the ONLY sponsor at this event as it includes both the silver sponsor package and the drinks reception sponsor package, with extra benefits)

Face to face / speaking opportunity	<ul style="list-style-type: none">• Welcome speech at the lunch, 5 mins• Welcome speech at the drinks reception, 2 mins• 2 x 3m exhibition space in a prime location• A table of 10• 5 guests to be placed on approx 5 VIP tables
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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• High visibility branding as “sponsored by” on all CML marketing material both on our website and on any printed literature• 2 x pull up banners during the drinks reception and post lunch drinks• A click through link to your website on marketing emails sent to approx 3000 contacts• 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 page of the electronic conference flyer downloadable from the CML website• Opportunity to include a question in the guest feedback form sent to table bookers
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Cost: £15,000 plus VAT

Silver sponsor (only one for the lunch) – open to CML member and associate organisations only

Face to face / speaking opportunity	<ul style="list-style-type: none">• Introduction welcome at the lunch, 2mins• 2 x 3m exhibition space in a prime location during the drinks reception and post drinks reception• A table of 10• 2 guests to be placed on the 2 VIP tables
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Branding and awareness	<ul style="list-style-type: none">• High visibility branding as “lunch service sponsored by” 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 approx 3000 contacts• Your logo on the front page of the electronic conference flyer downloadable from the CML website• Opportunity to include a question in the guest feedback form sent to table bookers
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Cost: £10,000 plus VAT

Lunch drinks reception sponsor

Face to face / speaking opportunity	<ul style="list-style-type: none">• Welcome speech at the reception• 2 x 3m exhibition space in a prime location during reception only• A table of 10
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Branding and awareness	<ul style="list-style-type: none">• High visibility branding as “drinks kindly sponsored by” on all CML marketing material both on our website and on any printed literature• 2 x pull up banners during the drinks reception• A click through link to your website on marketing emails sent to approx 3000 contacts• Your logo on the front page of the electronic conference flyer downloadable from the CML website
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Cost: £6,000 plus VAT