



TENANT ENGAGEMENT EXPERTS

tpas

national tenant conference

SPONSORSHIP DOCUMENT

*For sponsorship enquiries please
contact Jenny Osbourne*

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For the latest goings-on:



Introduction to Tpas Conference

This year's conference will take place 10th & 11th July at Hilton Doubletree Coventry.

The two day event provides the perfect platform to network with key decision-makers in the social housing sector and to promote your company's services to a wider audience. Even in straightened times Tpas offers great value for companies seeking greater recognition of their brand and the opportunity to network with key decision makers.

Increasingly, tenants and leaseholders are key influencers within and outside housing Boards. Their voice is respected and heard by Boards and Chief Executives. They know tenants' views are critical to social landlords' standing in the sector and with the HCA (as Regulator). In total Tpas' audience is 3.2 million people strong! Sponsors would do well to connect with such a powerful movement for good.

As a key date on the housing sector's event calendar, the Conference recognises the dedication of community champions and celebrates the achievements of tenants and paid staff who work together to make real, positive and lasting difference to people's lives and the communities they serve. Last year, 300 attendees,



made up of tenants and sector leaders, came together to debate key issues facing tenants and communities. We fully expect the Conference to be even more in demand, with many more wishing to join in the conversation.

In promoting the Conference, Tpas will be conducting an extensive social media campaign under @tpasengland

@tpasconference using #tpasconf24

Tpas will also be making personal contact by emailing over 5000 tenants, 315 Tpas social landlord members, 900 engagement professionals and over 1000 tenant groups on Tpas' database.

Tpas, as a collective, has over 12,000 followers on Twitter.

Taking all of the above into account, sponsors are guaranteed fantastic coverage and publicity by being associated with such inspirational people and projects. Sponsors will also feature in the fortnightly Tpas E-zines.



THE SPONSORSHIP OPPORTUNITIES ARE:

Headline Sponsor

- Headline logo as 'Conference sponsor' on all pre-event literature and online information to include: registration; adverts in sector magazines; delegate conference packs; Tpas newsletters and full page advert in Round Up; e-mail shots and the event website
- Headline logo on all audio visual materials, presentations during the conference; pop up stands in main room and promotional literature in delegate conference packs
- Full-page advert in the Conference Guide (positioned either the inside front or outside back cover)
- Acknowledgment on all pre and post event press releases, photos and articles
- Review of Conference online
- Credit in the Tpas Annual Report
- Well positioned stand in the Exhibition Hall
- Access to the full delegate list
- Exhibition stand

£5,000+VAT



Registration Desk

As well as being the main registration area, the registration desk is the main point of contact for information and conference updates. This allows you to be one of the first brands to be seen at the conference by all the delegates and guests.

Sponsorship benefits include:

- Logo / branding on all pre-event literature and online information
- Branding / logo displayed at registration point pop ups stands
- Literature of your choice to be displayed at the registration point
- Insertion of promotional material to be in delegates' conference packs
- Button advert and click through on the Tpas website
- Full page advert in conference brochure
- Access to the full delegate list
- Exhibition stand

£4, 000+VAT



Delegate Badge

(including a mini conference map and timetable)

Sponsorship benefits include:

- Logos on 500+ delegate badges
- Logos on all pre-event literature and online registration adverts
- Button/click through advert on the Tpas Conference website
- Full page advert in the Conference brochure
- Access to the full delegate list
- Exhibition stand

£3,000+VAT



Delegate Bag

Every delegate receives their own delegate bag at registration which will be throughout the conference. A perfect brand awareness opportunity for your company.

Sponsorship benefits include:

- Logos on all specially designed delegate bags
- Full page advert in the Conference brochure
- Logos on all pre-event literature and online registration adverts
- Button / Click through advert on the Tpas Conference website
- Insertion of promotional material to be in delegates' conference packs
- Access to the full delegate list
- Exhibition stand

£4,000+VAT



Exhibition Stand

The exhibition space will be in the refreshment area. Book your space early to afford disappointment.

Benefits include:

- Exhibition space for your stand
- Half page advert in the Conference brochure
- Button/click through advert on the website www.tpasconference.org.uk
- Insertion of promotional material to be in delegates' conference packs

£2, 500+VAT



Entertainment – Wednesday 10th July

This is a brilliant opportunity to promote your company brand exclusively to the delegates on the Wednesday evening. It will be a fun evening with a quiz and live music. Sponsorship money will provide quiz prizes for delegates. Price to be discussed.

Sponsorship benefits include:

- Logos/branding in the entertainment space and tables
- Button/click through advert on website
- Insertion of promotional material to be in delegates' conference packs
- Opportunity to provide branded promotional giveaways on the tables
- Half page advert in conference brochure
- Access to the full delegate list
- 5 spaces at the evening dinner





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