

# MARKETING & EVENTS PROGRAMME

OPPORTUNITIES TO BUILD AWARENESS & ENHANCE RELATIONSHIPS



# Introduction

HLPartnership is a growing and thriving mortgage & protection network that supports its members with the very best services, products and services in the industry. Our success comes from our commitment to providing an excellent service for all of our appointed representatives and clients.

2024 builds on a very successful year of innovation and change for the HLPartnership network, as we grow our technology offering and help our members continue to deliver excellent customer outcomes. We hope that you will support us in delivering our key messages for 2024.

We have a range of both digital and face to face channels that can enable you to promote your products, services and enhance relationships with a large group of mortgage, protection and later life lending intermediaries.

**We look forward to working with you and would like to thank you for your support.**



**Neil Hoare**  
Commercial Director

# The Opportunity

**HLP offers a variety of commercial opportunities to help promote your products and services.**

These include advertising, event sponsorship, and exhibitor packages. Advertising allows you to spread awareness of your product or service through digital, print and face to face events. Event sponsorship provides an exclusive platform for you to build relationships with existing intermediary customers or attract new ones. Finally, exhibitor packages provide a platform for you to showcase your products and services at events. Contact us today to learn more about how HLP can help promote your products and services.



919

**Business Writers**

470

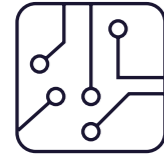
**AR Firms**

£12bn+

**Worth of Mortgage Lending**

# Key Messages

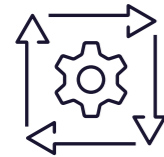
1.



**Future Focused Through Tech:**

HLP understands the role that technology will play. We plan to position our AR's for success in the future through technology development.

2.



**Responsible Business With Robust Systems & Controls:**

Keeping Advisers and their client's safe with robust systems & controls.

3.



**Member & Client Centered Approach:**

Personal, approachable and values-driven approach to support our members and deliver good consumer outcomes

4.



**Help Firms Start/Grow Their Business:**

Support to help firms set up their business/market to their clients, sales/skills training and provide the ability for ancillary sales/services.

5.



**Focused on Learning & Development:**

Care about the development of advisers

# Marketing & Events Team



**Ken O'Callaghan**  
Head of Marketing



**Jacqui Hutton**  
Events Manager  
& PA to the CEO



**Neil Hoare**  
Commercial  
Director



**James Makin**  
Digital Marketing  
Manager



**Alan Clark**  
Graphic Designer



**Ethan Gillett**  
Marketing  
Apprentice

# DIGITAL COMMUNICATIONS 01

## Email Campaigns

Email campaigns are a powerful tool to share product news, value-adding services and upcoming events with Advisers across the network. With over 919 potential recipients, our email campaigns can help you reach a broad audience quickly and cost-effectively. We have a proven track record of success, with an average open rate of 55% across all campaigns.

Our team is here to help you maximise the impact of your campaigns. We can tailor a strategy that meets your specific requirements, from daily updates to commercial opportunities or ad hoc communication. Plus our expert advice will ensure that any emails you want to send reach their target audience in an effective and timely manner. Contact us today for more information about our email campaign services.

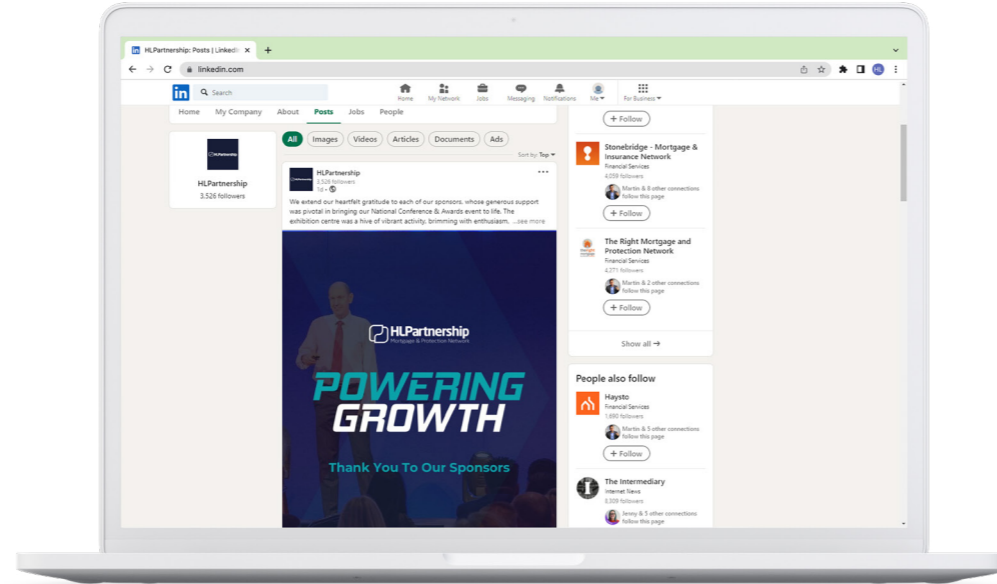


**We look forward to helping you reach your goals with our network-specific campaigns. Let's work together to make a difference!**

Opportunity	Description	Cost
Weekly News	Feature alongside other suppliers in our weekly news email that goes to all members. (50-100 words)	£132 + VAT
Single Member Email	Dedicated email campaign to all members of HLP (Over 920 recipients)	£550 + VAT

## Social Media

Leverage the vast reach of our Network's social media platform to broadcast your key messages and engage with members in a meaningful way. With close to 4,000 followers across Facebook and LinkedIn, members are responding positively towards targeted messaging now than ever before!



Opportunity	Description	Cost
Social Media Post	Reach our members via Social Media platforms	£60.50 + VAT

# DISPLAY ADVERTISING

# 02

# HLP Communications Page

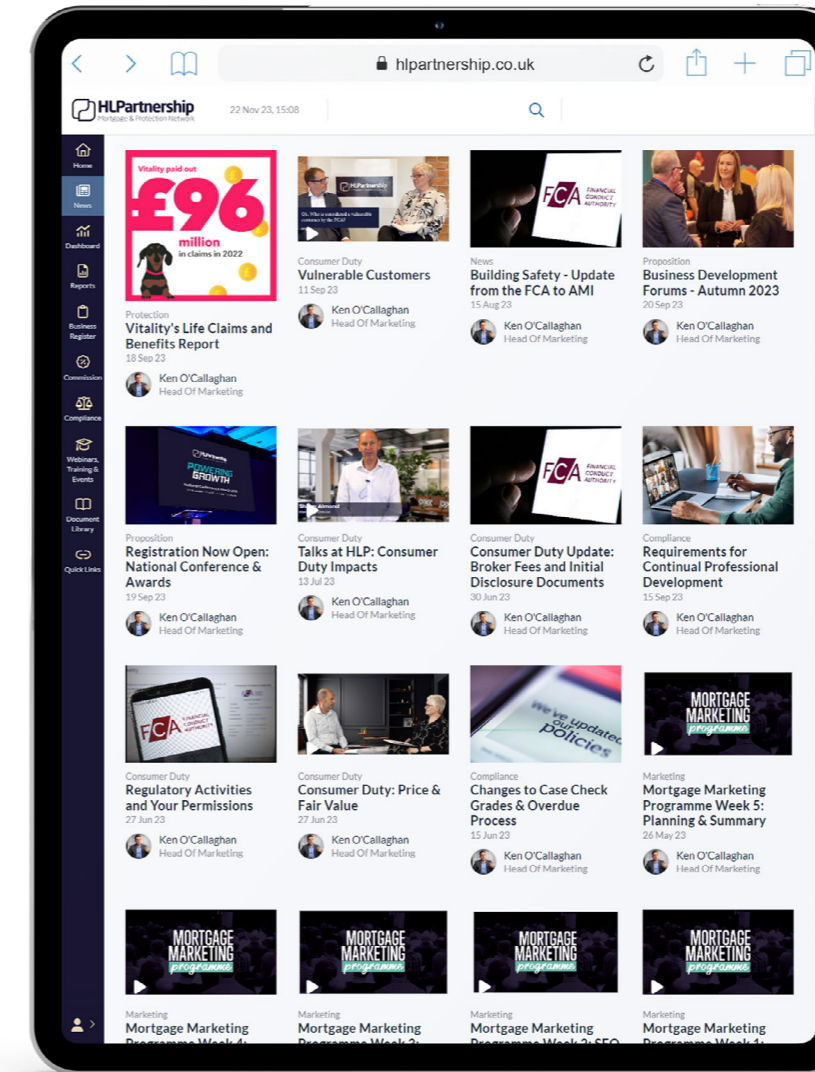
HLP is pleased to offer our supplier partners the opportunity to advertise their products and services in a prime position within our members section. As this area will be a key go-to for our members, all updates and communications from HLP will be hosted here, making it an ideal place for advertising.



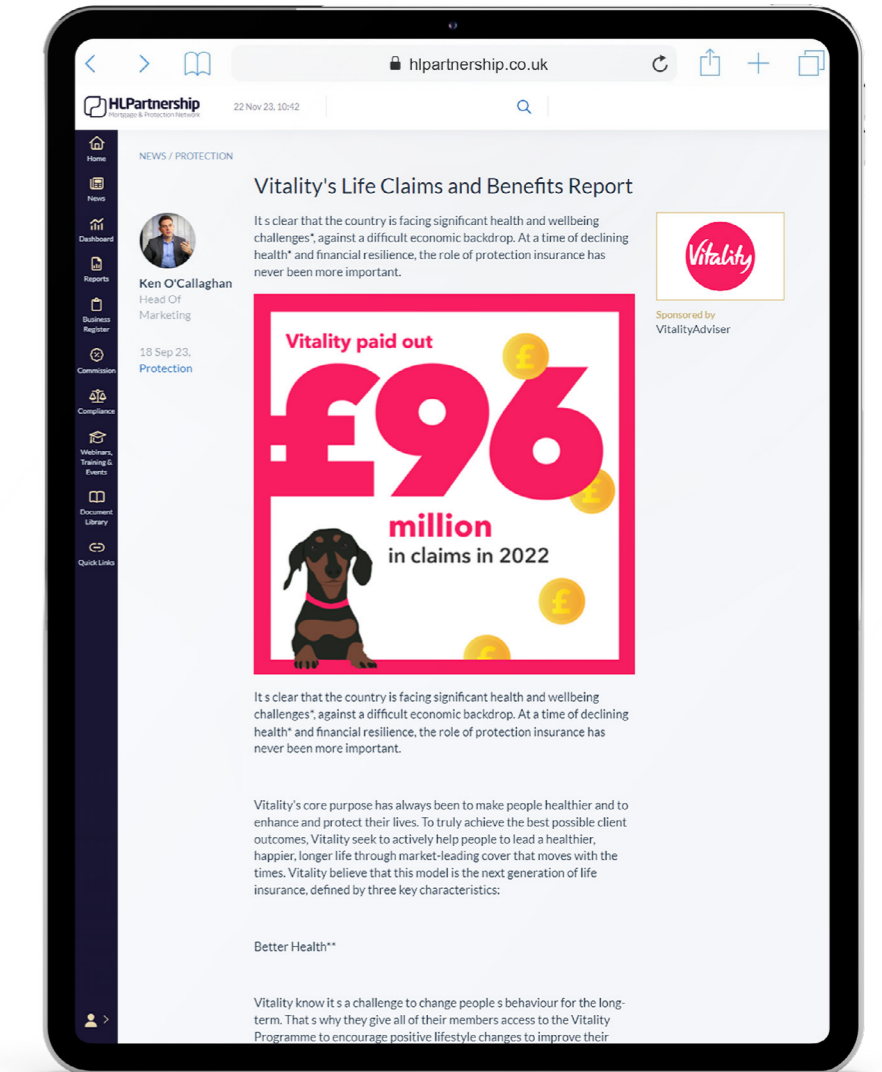
## Specifications & Cost

Opportunity	Availability From	Image Size	Formats	Cost
Sponsored Article	01/01/2024	<b>Width:</b> 1200 px <b>Height:</b> 800 px	JPEG, PNG Article wording in a word document	£550 + VAT

## Front Page



## Article Page



# HLP Adviser Portal

The Members' Area on the Group's extranet is a vital platform for our members, providing them access to commission statements and ways to record their business. It also contains compliance information and offers opportunities to further advance their business activities. With an average of 4,500 visits each month, it is an important space for us to engage with our advisers and business principals. We invite you to take advantage of the advertising space available.



## Specifications & Cost

Opportunity	Availability From	Size	Formats	Cost
Skyscraper Banners	01/01/2024	<b>Width:</b> 200 px <b>Height:</b> 584 px	GIF, JPEG, PNG	£880 + VAT CPM (Cost per thousand impressions)

# The Network News

The Network News is HLP's brand new magazine. The magazine consists of 3 sections: AR news, HLP news and supplier features. Partner news focuses on insightful stories from our appointed representative firms, while HLP news highlights the company's latest services, insights, and company plans. Finally, supplier features provide an inside look at our lender & providers. With its mix of news, features and interviews, the network news keeps our readers informed and entertained. The magazine is provided in both digital & print formats.



# Timings

Issue	Editorial Deadline	Issue Date
Winter 2024	January 2024	February 2024
Spring 2024	April 2024	May 2024
Summer 2024	July 2024	August 2024
Autumn 2024: Conference Special	September 2024	November 2024



5,400

Average No. of Impressions

847

Average No. of Reads

7 mins

Average Read Time



# Rate Card

Opportunity	Cost
A4 Advert	£2,194.50 + VAT
Double page article	£1,644.50 + VAT



# Specifications – A4 Advert

File Type	Bleed	Margin	Images
A4 Portrait PDF CMYK	3mm	5mm from each edge	High Res 300 dpi in CMYK

# Specifications – Double page article

File Type	No. of Words	Author Image & Logo
Microsoft Word	500	JPEG, TIF (High quality if possible)

# EVENTS

# 03

# Virtual Event

Connect directly with HLPartnership members through webinars – your brand’s chance to inform, educate and impress amongst an audience of influential mortgage & protection advisers from across the HLP Network.

Slots are typically available at 10am each Tuesday/Wednesday/Thursday during most months of the year, with additional Network promotion options available upon request.



Opportunity	Description	Cost
Webinar	Dedicated Webinar to approximately 40 advisers	£357.50 + VAT

# Spring Roadshows

These regional flagship events provide our network with a unique opportunity to discuss key messages that drive productivity with their business partners. We see around one third of the Adviser population join in these sessions, which had an immensely positive impact on their education and professional development. HLP expect that a total of 300-500 will attend across all 8 venues.



# Schedule & Packages

Marketing Opportunity	Cost
Stand in the Exhibition Area, 10 minute Round table & Post Event Delegate lists	£4,833.95 + VAT
Stand in the Exhibition Area	£2,413.95 + VAT

Date	City
March 2024	Leeds
March 2024	Edinburgh
March 2024	Manchester
March 2024	Leicester
March 2024	Milton Keynes
March 2024	Bristol
March 2024	Southampton
March 2024	Gatwick

# Autumn Roadshows

These regional flagship events provide our network with a unique opportunity to discuss key messages that drive productivity with their business partners. We see around one third of the Adviser population join in these sessions which had an immensely positive impact on their education and professional development. HLP expect that a total of 300-500 will attend across all 8 venues.



# 300-500

Attendees

# 8

Locations

# 20+

Exhibitors

# Schedule & Packages

## Marketing Opportunity

Marketing Opportunity	Cost
Stand in the Exhibition Area, 10 minute Round table & Post Event Delegate lists	£4,833.95 + VAT
Stand in the Exhibition Area	£2,413.95 + VAT

Date	City
September - October 2024	Leeds
September - October 2024	Edinburgh
September - October 2024	Manchester
September - October 2024	Leicester
September - October 2024	Milton Keynes
September - October 2024	Bristol
September - October 2024	Southampton
September - October 2024	Gatwick

# Celebrating Women in Finance

We are offering your business the exciting opportunity to sponsor two brand new HLP events that are dedicated to championing women in the finance industry.

Taking place in Spring 2024 are the new Celebrating Women in Finance events, taking place at two key locations in the North and South of the country. We're inviting our members to a pair of inspirational and empowering events where members can talk more about success stories, experiences and overcoming challenges to succeed in the Finance industry in 2024 and beyond.



## Schedule & Packages

### Marketing Opportunity

Create a presence within the event

### Cost

£2,416.95 + VAT

### Dates

North - TBC - April-May 2024

South - TBC - April-May 2024

# Leading Partners Event

The Leading Partners event is an invite-only event for the top mortgage and protection Principals from the Group. The event will be held in a prestigious location for two days and will focus on strategic issues in the mortgage and protection industry. Industry experts will help attendees understand the challenges that face the broker market, and how to deliver volume and quality to their businesses.



## Schedule & Packages

Date	Theme	Number of Advisers	Opportunity	Cost
Summer 2024 (Date TBC)	AR Strategy, Growth and Development	30	2 day Conference with the top-performing firms	£6044.50 + VAT



# National Conference Event

HLP's National Conference event will take place in November, with a face-to-face event to bookend what's set to be a busy year for our members, and offering the chance for networking, learning and socialising all under one roof.

We offer your business the chance to feature your brand prominently as part of the event, with different sponsorship options available to suit you, alongside the opportunity to host a stand amongst the event and talk directly with HLP members.



## Schedule & Packages

Date	Theme	Number of Advisers	Opportunity	Cost
November 2024 (Date TBC)	Business Growth & Development	250-300	Stand at the Conference event	£3,740 + VAT
			Additional Sponsorship and Platform Presentations are available on request	Price on enquiry



# Digital Screens

Promote your brand to HLP members at our prestigious National Conference event, the centrepiece of our event calendar that brings together over 400 people for an informative, engaging and entertaining experience to remember.

Our digital screens are placed at prominent positions at the HLP Conference venue, and can be used to host both static or dynamic content throughout the event, and are sure to be a hit with our highly-targeted audience of the most engaged HLP members.



## Specifications & Cost

Opportunity	Availability From	Size	Formats	Cost
Digital Advert	November 2024	<b>Width:</b> 728 px <b>Height:</b> 90 px	GIF, JPEG, PNG	£800 + VAT CPM (Cost per thousand impressions)





# Later Life Lending Masterclass



It is no surprise that the later life lending market is becoming more popular with an ageing population, but HLP has taken it one step further by creating a proposition and pathway for members either already active in this field or looking into adding later life lending advice to their business model. The proposition includes mandatory workshops designed specifically around learning how to offer these products and services while also engaging customers right when they need help most.

## Schedule & Packages

Date	Location	Theme	Number of Advisers	Opportunity	Cost
Spring 2024	Manchester & London	The LLL Market	100	30 Minute Presentation	£1,100 + VAT



# Regional Networking Events



Our HLP Regional Events, take place at strategic locations around the country, bringing together HLP members and providers for a networking session.

Each session is open to just 20 HLP advisers, with the aim of providing a smaller, more intimate style of event to allow greater opportunities for building a deeper and more meaningful connection with advisers, above and beyond our regular calendar of HLP events.

Opportunity	Description	Cost
Regional Social Events (20 Advisers per event)	Engage with HLP partner firms and build relationships with members in a more intimate setting, through a series of networking events across the UK	£1650 + VAT

# Contact Us



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**To place your submissions,  
please visit our dedicated website.**

**[www.hlp sponsorship.co.uk](http://www.hlp sponsorship.co.uk)**