

## Sponsorship Pack

In February 2021 Rural Housing Scotland will be hosting the international Rural Housing Summit in place of our annual conference. The Summit will use examples of on-the-ground work, policy, and support for sustainable rural housing development to promote discussion of the issues; inspire individuals and communities to act; and provide constructive recommendations for tackling the rural housing crisis.

The summit will build on 20 years of experience running our highly acclaimed annual conference and make use of the in-house digital expertise which has allowed us to continue our work with communities and policymakers via a series of successful online events during the pandemic. The online format also provides new opportunities for wider collaboration and we are pleased to be partnering with the Northern Irish Housing Executive, Tai Ceredigion (*Wales*), Irish Rural Link and a variety of rural partners in England to develop sessions and enable wider participation in the Summit.

Summit sessions will be free for participants and will be marketed globally through our networks. This will allow us to attract a range of delegates from across sectors and national borders, providing a unique sponsorship opportunity for companies and organisations looking to promote their products and services across the UK and beyond.

## Outline programme

A series of webinars, panel discussions, workshops and one to one sessions on defined themes will take place across the main five days of the conference (see outline programme in appendix 1), and will be complemented by the publication of pre-prepared content throughout the week. We are currently working with our partners from the UK and Ireland to develop further sessions for the programme. The full line up of speakers will be confirmed in due course.

The Rural Housing Expo will run over 4 days of the summit allowing businesses and support organisations to connect with delegates through presentations and one-to-one sessions. The Summit will culminate with the Rural Housing Awards which will recognise excellence and innovation in the sector.

We are anticipating the summit sessions will be attended by 500 people across the week. Content generated throughout the Summit, including recordings of sessions, will be available on the Rural Housing Scotland website for a minimum of two years after the event.

## Sponsorship Opportunities

As a sponsor of the Rural Housing Summit you will be supporting our work to tackle the Rural Housing Crisis in Scotland and enabling those working in similar fields across the UK and beyond to share knowledge and expertise to develop solutions to rural housing need.

Our previous conferences have received national coverage across television, radio, online channels and print media. We will be making full use of our international networks to obtain wide coverage of the Rural Housing Summit as we move to this new format.

The conference is a cost-effective opportunity for your organisation to promote its name and products to influential delegates including housing associations, policy makers, community organisations and support agencies on an international platform.

## Option #1: Main Conference Sponsor – No longer available

- Your logo on all on all Summit pages on the Rural Housing Scotland website and marketing materials, and a written acknowledgement of your sponsorship in all press releases.
- Your logo on external booking pages and confirmation emails, with a with a written acknowledgement of you as main sponsor and description of your activities where appropriate.
- Wider options for involvement in press coverage, including opportunities to provide a quote where appropriate.
- A seat on a panel discussion or a facilitated 'ask an expert' session on a topic appropriate to your organisation.
- A place on the judging panel for the Rural Housing Awards.
- A prominent listing in our online expo with the option to include a short promotional video.
- The inclusion of bookable one-to-one sessions with a representative of your organisation in the conference programme.
- The option of providing further pre-prepared content such as case studies and guest blogs, to be published throughout the conference week.
- The opportunity to send a follow up message to conference participants in our post-summit thank you email.
- Your logo and an acknowledgement of you as main sponsor on the pages of legacy content on the Rural Housing Scotland for a minimum of two2 years after the event.

## Option #2: Awards / Online Ceilidh Sponsor - £4,000 *(Options to share this sponsorship package)*

- Your logo on all Awards pages on the Rural Housing Scotland website, including on profiles of the nominees published throughout the Summit week.
- Your logo and a written acknowledgement of your sponsorship on external booking pages and confirmation emails for the awards ceremony.
- Your logo on awards certificates.
- A place on the awards judging panel.
- The option to co-host the awards ceremony or present an award.
- Wider options for involvement in press coverage, including opportunities to provide a quote where appropriate.
- A prominent listing in our online expo with the option to include a short promotional video.
- The inclusion of bookable one-to-one sessions with a representative of your organisation in the conference programme.
- The option of providing further pre-prepared content such as case studies and guest blogs, to be published throughout the conference week.

## Option #3: Expo Exhibitor - from £150

- **Expo Option A (unlimited spaces) – Charity or Third Sector Organisation £150 / Business or Government £300**  
A profile of your organisation in our online expo including a 500-word introduction to your company, links to your website and the inclusion of contact details for your organisation.
- **Expo Option B (unlimited spaces) – Charity or Third Sector Organisation £300 / Business or Government £600**  
As Option A with the addition of bookable one-to-one sessions with a representative of your organisation in the conference programme and the option of the inclusion of a short video showcasing your organisation added to your Expo listing.
- **Expo Option C (maximum 4 spaces) – Business £800**  
As Option B with additional promotion of your organisation via inclusion of your logo on the main Expo pages and in emails to participants, and profiling you on social media channels throughout the Summit week.

**Bespoke sponsorship packages also available.**

**Interested in becoming a sponsor?**

**Contact Kirsten Gow, Rural Housing Scotland**

**07787937249 | [kirsten@ruralhousingscotland.org](mailto:kirsten@ruralhousingscotland.org)**

## Appendix 1 – Outline programme

This outline programme has been developed through consultation with stakeholders and the Rural Housing Scotland Board. We are working with partners to develop further session for the programme. The programme is solely for reference and subject to change. All themes are viewed through the overall theme of rural housing. The full, up-to-date programme can be viewed at [www.ruralhousingsummit.org](http://www.ruralhousingsummit.org)

MON - 22 FEB 2021	<b>Community-Led Housing</b>	<b>Approaches to community-led housing</b>	<b>Support for community-led housing</b>	<b>How to build a community-led housing project</b>	<b>Ask a planner</b>	<b>Rural housing 1-2-1s</b>
		Hear how rural communities have used a variety of routes to tackle housing need in their own areas. <i>Webinar with Q&amp;A</i>	What support do communities need to facilitate community-led housing? How are different countries providing this? And what more needs to be done? <i>Panel discussion</i>	Join young people from rural Scotland for a hackathon-style session exploring options for housing to meet local needs, and take away some ideas for your own project. <i>Workshop</i>	Need help demystifying the planning process? Join us for 45 mins of quick-fire questions on planning for rural communities across different areas. Questions submitted in advance. <i>Q&amp;A</i>	Looking for support for your community-led housing project? Book a 30 minute session with a rural housing enabler in your area to find out what help is on offer for your specific project, no matter what stage you are at. <i>One to ones</i>
TUES - 23 FEB 2021	<b>Quality Homes for Rural Communities</b>	<b>Cost effective, sustainable housing for rural places</b>	<b>Practical considerations for building rural homes</b>	<b>Homes for health and wellbeing</b>	<b>Ask an architect</b>	<b>Rural housing 1-2-1s</b>
		Explore some of the innovative technical solutions to providing energy efficient, affordable homes in rural areas. <i>Webinar with Q&amp;A</i>	Do we need to think differently about rural home building? Are there specific design and infrastructure considerations for rural builds? What do we need to do to ensure our rural housing remains fit for purpose? <i>Panel discussion</i>	How does housing impact on the health and wellbeing of people in rural communities, and how could an integrated approach to housing be an effective tool in improving public health? <i>Panel discussion</i>	Do you have questions about design, energy efficiency, build materials or how to get the best from a housing site? Join us for 45 mins of quick-fire questions on architecture for community-led housing. Questions submitted in advance. <i>Q&amp;A</i>	Looking for support for your community-led housing project? Book a 30 minute session with a rural housing enabler in your area to find out what help is on offer for your specific project, no matter what stage you are at. <i>One to ones</i>
WED - 24 FEB 2021	<b>Affordable Homes for All</b>	<b>Tackling rural homelessness</b>	<b>Sharing our communities: Primary homes &amp; second properties</b>	<b>Sustainable social housing</b>	<b>Ask a builder</b>	<b>EXPO 1-2-1s</b>
		How is rural homelessness impacting on our communities and what could we be doing to tackle it? We hear from those at the front line of tackling the issue in several countries. <i>Webinar with Q&amp;A</i>	How do we strike the balance between serving the needs of those who live in our rural communities, and allowing others to enjoy the countryside? <i>Panel discussion</i>	Find out how social housing providers are developing sustainable housing models minimise environmental impact, reduce fuel poverty and improve tenant wellbeing. <i>Webinar with Q&amp;A</i>	Do you have questions on the practicality and cost of building? Join us for 45 mins of quick-fire questions on building in rural communities. Questions submitted in advance. <i>Q&amp;A</i>	Book a 20-minute one-to-one session with an expert from one of the companies taking part in our EXPO for advice on everything from funding and planning to design and project management. <i>One to ones</i>
THUR - 25 FEB 2021	<b>Resourcing for Rural Housing</b>	<b>Funding routes for community-led housing</b>	<b>Land for housing</b>	<b>Crowdfunding for community-led housing</b>	<b>Funder 1-2-1s</b>	<b>EXPO 1-2-1s</b>
		From traditional mortgages to more innovative approaches such as community shares, find out how rural communities are funding new homes to meet local housing need. <i>Webinar with Q&amp;A</i>	How do rural communities access land for housing? What happens when you give communities right to buy land? Hear about approaches taken in different countries and the early impact of land reform in Scotland. <i>Webinar with Q&amp;A</i>	Get some top tips from about running a crowdfunding campaign for your community project and then work in small groups to develop an outline plan for a fictional campaign. <i>Workshop</i>	Do you have a plan but some help to find finance? Book a 20 minute session with a funding expert for information and advice on funding your community-led housing project. <i>Q&amp;A</i>	Book a 20-minute one-to-one session with an expert from one of the companies taking part in our EXPO for advice on everything from funding and planning to design and project management. <i>One to ones</i>
FRI 26 FEB 2021	<b>The Future of Rural Places</b>	<b>Integrated approaches to repopulating remote areas</b>	<b>Rethinking rural</b>	<b>Building cultural and economic capacity</b>	<b>Take one action</b>	<b>Rural housing 1-2-1s</b>
		Housing is a keystone in the repopulation of rural areas, but what else do we need to ensure sustainable and positive regrowth in rural communities? <i>Webinar with Q&amp;A</i>	Now more than ever rural communities have the potential to connect globally, bringing the world their door and sharing their own brand of innovation and resourcefulness with others. We discuss how the image of the rural idyll has changed and ask if some communities are still being left behind. <i>Panel discussion</i>	How are businesses and individuals working to build cultural and economic capacity within their rural communities? How does housing provision affect this? And what action is being taken to tackle housing need to enable thriving communities? <i>Webinar with Q&amp;A</i>	What action do we need to take to create thriving and sustainable rural communities? Join us to create an action plan for what needs to happen to tackle housing need in your area, identify who needs to take action, and examine what one action would make the biggest impact for your community. <i>Workshop</i>	Looking for support for your community-led housing project? Book a 30 minute session with a rural housing enabler in your area to find out what help is on offer for your specific project, no matter what stage you are at. <i>One to ones</i>

## Appendix 2 – Attendees at previous physical conference (Scotland only)

Attendees at previous physical conferences, targeted at a purely Scottish audience, include:

Aberdeenshire Council	Inherit	Scottish Green Party
Albyn Housing Society	Islay Development Initiative	Scottish Land and Estates
Arc Architects Ltd	Isle of Rum Community Trust	Scottish Land Commission
Argyll & Bute Council	James Bryce & Son	Scottish Parliament
Arran Development Trust	Kensa Construction	Scottish Rural Action
BBC Scotland	Kranog	Scottish Rural Network - Scottish Government
Braemar Community Ltd	Lismore Community Trust	Shelter / Empty Homes Partnership
Cairngorms National Park Authority	Lochaber Housing Association	Social Investment Scotland
Caledonia Housing Association	Morvern Community Development Company	South West Mull and Iona Development
Coigach Community Development Company	Mull & Iona Community Trust	Storas Uibhist
Colonsay Community Development Company	National Health Service	Strathblane Community Development Trust
Community Housing Scotland	NHS Health Scotland	Strathdearn Community Developments
Community Land Scotland	Nith Valley LEAF Trust	Strathdearn Development Company
Community Shares Scotland	North Ronaldsay Trust	Sunart Community Company
Construction Scotland Innovation Centre	North West Mull Community Woodland Company Ltd	Tarland Community Housing Project
Development Trusts Association Scotland	Our Island Home	The Crichton Trust (Building the Case for a Care Campus)
DTA Scotland	Outside the Box Development Support	The MacRobert Trust
Dumfries & Galloway	Perth & Kinross Council	The National Council of Rural Advisers
Ecology Building Society	Robin Baker Architects	The North Harris Trust
Ekopia	Roderick James Architects	Tiree Community Development Trust
Ettrick and Yarrow Community Development Company	Rural Stirling Housing Association	Triodos Bank
Fauldhouse Community Development Trust	Sam Foster Architects	University of Newcastle
Grampian Housing Association	Sanday Development Trust	University of St Andrews
Hamson Barron Smith	Savills	Westray Development Trust
Highland Third Sector Interface	Scottish Churches Housing Action	
Highlands & Islands Enterprise	Scottish Community Alliance	
Historic Environment Scotland	Scottish Federation of Housing Associations	
	Scottish Government	

**Further information from: Kirsten Gow, Rural Housing Scotland**

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