

MORTGAGE STRATEGY AWARDS 2020

Thursday 19 March 2020

JW Marriott Grosvenor House Hotel,
London

THE MORTGAGE STRATEGY AWARDS ARE BACK!

Now in their 19th year, the Mortgage Strategy Awards are undoubtedly seen as the pinnacle of success for those in the UK mortgage industry. Recognised as the culmination of hard work and effort over the previous twelve months, the rigorous judging process associated with the Awards ensures that winning one of the 27 categories really is a mark of excellence.

Partnering your business with the Mortgage Strategy Awards means that you too can be a part of this prestigious event. An unrivalled opportunity to profile your business, validate achievement and showcase excellence, the Awards attract over 900 of the industry's brightest stars for an evening of networking and celebration. Plus, our partners can benefit from wide exposure during the extensive pre-awards marketing campaign through our social, digital, print and editorial channels.

What our guests have said over the years...

"The Mortgage Strategy Awards is the flagship awards ceremony for financial services and has been for many years, and it is the first date in my diary every year. The ceremony allows me to network with the good and great of the industry and celebrate the successes of the few that receive rightful recognition at the event."

Paul McGonigle, Chief Executive, Positive Lending

"Superb event all round, great location and venue, best in the industry."

Joe Daniels, Managing Director, Nouveau Financial

"A great evening to recognise hard working companies and individuals within the industry. An excellent opportunity to catch up with industry peers and network with new faces."

Marylen Edwards, Head of BTL, Axis Bank

"Love these awards having attended since the very start, always a great place to be seen at and also to network and catch up with old friends and ex-colleagues."

David Horseman, London Key Account Manager, Metro Bank

MORTGAGE
STRATEGY
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Get in touch

To find out more, please contact:

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Why partner with Mortgage Strategy?

Launched in 2001, Mortgage Strategy has always been and continues to be the publication of choice for the UK's professional financial intermediaries, including mortgage brokers, mortgage advisers and IFAs at clubs, networks and national firms.

Through the monthly magazine, our editorial-led website, our market-leading events plus our social and digital channels, Mortgage Strategy engages daily with a powerful audience of business decision makers – 83%* of whom are in managerial positions or above, and 52%* have company turnovers of £10m+.

Our audience advise on a range of areas, including residential, re-mortgage, BTL, commercial, new build, second charge and bridging and partnering with the Mortgage Strategy Awards is a valuable opportunity to connect with these industry influencers.

*Figures taken from Mortgage Strategy Brand Tracker Survey Spring/Summer 2018

DIGITAL

58,000

average monthly
website visitors

12,000

newsletter subscribers

PRINT

4,747

print circulation

SOCIAL

16,000+

Twitter followers

all figures correct as of July 2019

What our guests have said over the years...

"Mortgage Strategy put on a superb awards evening. Good opportunities before and after the main event to network and socialise with your mortgage peers. Well done MS!"

Henry Woodcock, Principal Mortgage Consultant, IRESS

"The awards are an excellent opportunity to celebrate those that contribute in a positive manner and always a fantastic event. Not to be missed!"

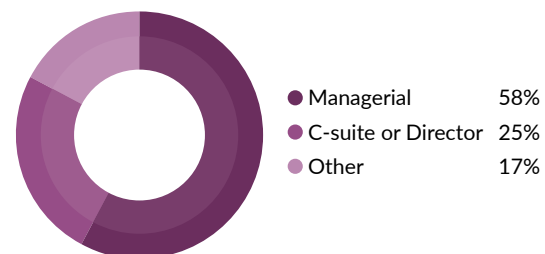
Joe Daniels, Managing Director, Nouveau Financial

"Always a pleasure to attend and support the Mortgage Strategy Awards which is one of the most established and pinnacle awards of the mortgage industry. The bar to excellence has been maintained for years."

Peter Izard, Business Development Manager,
Investec Private Bank

Audience Overview

Seniority of Mortgage Strategy Readership

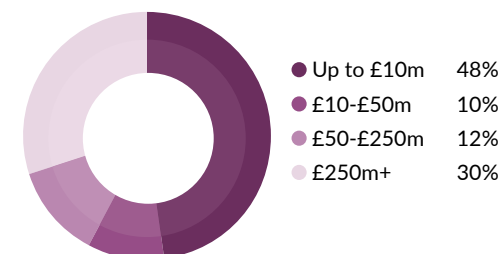


Purchasing Responsibility of Mortgage Strategy Readership

50%

of readers have responsibility for or
influence over purchasing strategy for
their company

Company Turnover



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Our 2019 sponsors included...



...and they benefited from exposure...



lasting over 7 and a half months from the event launch in August until the Awards night itself in March



via 16 dedicated campaign emails to an engaged audience of approximately 16,500 contacts



from 20,558 total www.mortgagestrategyawards.co.uk site views



across both Twitter and LinkedIn to over 17,000 followers



through print ads in Mortgage Strategy magazine to a readership of 5,253



digitally across the whole Mortgage Strategy brand with 35,588 monthly average page views



of attendees over the last 3 years see the Mortgage Strategy Awards as being the most prestigious in the industry.



of attendees over the last 3 years think that the awards offer a comprehensive opportunity to raise the profile of you and your business.

What our sponsors have said over the years...

"When you look at the sheer magnitude of the number of people here, it's clearly a really well-respected industry event."

Craig Calder, Head of Barclays Intermediaries, Barclays

"They do a great job. They're absolute champions in what they do. And I think that's important."

Gareth Herbert, Sales Director, Mortgage Advice Bureau

"It is a chance to recognise the high achievers in this industry – and that's lender and broker and it's top of the league."

Emily Machin, National Account Manager, OneSavings Bank

"People come together, they can share best practice, they can share ideas, they can celebrate together and for me, it's a good opportunity to network."

Rosa Hilmi, Managing Director, Stellar Select

"These awards are special from the point of view that they recognise everybody in the industry for the great work that they do for customers."

Mark Bullard, Head of Sales, NatWest Intermediary Solutions

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Pre-event onwards

	Headline Sponsorship £35,000	Category Sponsorship £15,950	Branding Package £7,950
Co-branding of event	✓		
Exclusive ownership of one Awards category	✓	✓	
Announcement of Headline Sponsorship through digital channels	✓		
Video and written Q&A promoted to the Mortgage Strategy readership	✓		
Representation on the Awards judging panel	✓		
Your logo to appear in the issue of Mortgage Strategy magazine featuring the shortlist announcement	✓	✓	
Awards logo detailing your sponsorship	✓	✓	✓
Logo on all marketing materials including dedicated Awards website, which will also carry your company profile and hyperlink	✓	✓	✓

On the night

Your logo on the stage set	✓		
Two gobo lights showing your logo	✓		
Full page advertisement and welcome message in the printed programme	✓		
Your company name on the trophy and presentation by your company's representative on stage to the category winner	✓	✓	
Your logo in the on-screen category announcement sequences on the night	✓	✓	
Mortgage Strategy to live tweet the announcement of your chosen category	✓	✓	
Table package, including a branded meeting point in the Drinks Reception for your table guests, and a branded table number	✓ 2 Gold Tables (20 places)	✓ 1 Gold Table (10 places)	✓ 1 Gold Table (10 places)
Your logo in the Awards opening video, on directional signage and in the printed programme	✓	✓	✓

Post-event

Advertisement in the 'Winners issue' of Mortgage Strategy magazine	✓ Full page ad	✓ Bespoke portrait ad	✓ Bespoke portrait ad
Message from sponsor on email of congratulations sent to all winners	✓		
Awards highlights video to carry joint logo, and feature vox pop interview with your representative	✓		
Photograph of the trophy presentation on stage provided to you for your own marketing purposes	✓	✓	
Your company logo to appear in the Awards highlights video	✓	✓	✓
Post-event debrief pack	✓	✓	✓
'Winners issue' of Mortgage Strategy magazine to carry your company name and logo alongside your chosen category	✓	✓	

Additional options:

Put your brand in front of the industry's eyes on the night. With a range of options expanding your reach beyond the room, talk to us now to find out what we can do for you. Opportunities include extensive branding upgrades, engagement with our guests through competitions, social media, on-site experiences, gifts or supplementary networking events.

*Sponsorship Packages - all elements are subject to the timing of your signed contract