

The LandAid Big Quiz 2024 – Sponsorship Opportunities Various Locations, Nationwide



As we enter our 37th year of operating as a charity we continue to develop and bring exciting new events into our calendar. This year, we are of aiming to carry on this innovation, and bring together over 500 property professionals across six concurrent events, to raise over £100,000, at the LandAid Big Quiz. All funds raised will support young people experiencing homelessness who have nowhere else to turn.

As an event Sponsor, you'll help us to smash that goal, and help even more young people, who in the current cost of living crisis, are more in need than ever.

The LandAid Big Quiz will see participants taking part from across the industry, from CEOs to graduates. There'll be a similar mix of quizzing experience too, from serial pub quizzers to Mastermind fanatics and, a whole load more in between.

Sponsorship will provide significant and sustained brand exposure for your company, across LandAid digital communications and branding on the day.

With nearly 136,000 16–24-year-olds experiencing homelessness last year alone, by sponsoring the LandAid Big Quiz, you will be making a difference to so many who have nowhere else to turn. Thanks to your support, every penny raised through sponsorship will go towards LandAid's mission to end youth homelessness.



Aims for 2024 Big Quiz– Thursday 4 July

1. **Raise over £100,000 in gross income.**
2. **Have a spread of participants across our regional locations.**
Host a quiz in six of our regional locations, welcoming over 500 people together on one night, uniting to end youth homelessness.

London: 270

Birmingham: 60

Bristol: 60

Cambridge: 60

Manchester: 60

Glasgow: 60

3. We want our events to not only be a fantastic way to raise money, but also be a great way to network with fellow property professionals. Throughout the evening, there will be opportunities to mix in a relaxed and social environment.

Headline Sponsorship: £20,000 +VAT

- Naming rights, *The LandAid Big Quiz sponsored by YOU?* – used across LandAid channels.
- Logo used across the LandAid Big Quiz microsite and used in large amounts of marketing materials shared with our contacts to over 200 property companies, alongside our email marketing lists of over 10k property contacts & social channels.
- Acknowledgement in any press pick up (pre & post event) including a quote from your Senior Partner.
- Opportunity to feature in a blog on the LandAid website. 2 x Tables (of up to 6) for your team in a prime position at a venue of your choice.
- Unlimited use of the LandAid Big Quiz logo before, during and after the event.
- Static branding at the event: headline sponsor logo will appear alongside LandAid's on event presentations in each of the six venues.
- Opportunity to provide branded leaflets at the event.
- Logo will also feature on the front page of event brochure.
- Opportunity to speak to participants during the event, and to participate in raffle drawing.
- Frequent mentions of the Headline Sponsor throughout the evening at all six regional events.
- First choice of Trophy Sponsorship – adding your name to one of the prizes on the day.
- First refusal for Headline Sponsorship of the LandAid Big Quiz 2025! (subject to confirmation)

Regional Sponsorship: £4,000 + VAT.

(London: £5,000 + VAT.)

Benefits of being a Regional Sponsor

- Naming rights to the regional leaderboard for which you are sponsoring, with your name and logo featuring on a specific page of the microsite.
- Extensive promotion pre, during and post event, across; email, online and social media -to be sent to over 200 property companies and a mailing list of over 10k property contacts.
- Acknowledgement in all press releases relating to the event. We have strong links to property press and will be working with our media partners EG, Property Week, CoStar and React to gain extensive coverage.
- Your logo to feature on all stewardship and marketing emails.
- Your logo featured on the LandAid Big Quiz microsite, with a link to your company.
- One free table (of up to 6 people) for the LandAid Big Quiz 2024 – for the region that you're sponsoring.

Quiz Round Sponsorship: £1,000 + VAT.

Benefits of being a Quiz Round Sponsor

In return for your generous support, LandAid will provide you with the below benefits:

- Naming rights to a specific round in the quiz in each of our locations
- Business name/logo included on the answer sheet for that round.
- One verbal mention by the quiz master at the commencement of your sponsored round
- Business name/logo included on the display screen at the beginning of your round.
- Your logo featured on the LandAid website, with a link to your company.



Thank you in advance for your generous support!