



## Sponsorship Packages for UK HECA

UK HECA, formerly the UK HECA Fora, was formed in 1996 after the Home Energy Conservation Act received royal assent and local authorities were bound to submitting an annual progress report on securing improvements in energy efficiency in the domestic sector. The Association, consisting of eleven regional HECA forums, was set up to represent and support local authority HECA officers. Each regional forum has its own chair, vice chair and secretariat which are supported by the national Executive and Secretariat. The Executive is made up of the eleven regional chairs and a National Chair.

All regions are still active over ten years on and continue to provide a trusted source of information and excellent networking opportunities for its members. Over the years, both the national and regional forums have gained considerable creditability for their meetings and events. Information is provided to the members by a dissemination route from the national secretariat to the regional secretariat and onto local authority officers. This process also ensures that the national database of contacts is up-to-date and relevant.

The main support package that the Association provides to its member is the Annual National Home Energy Conference. The first conference to be held was a one day event in 1996, but since 2003 the conference has been organised in house and, since then, attendance has increased year on year up to 300 in 2006, tripling its original figures, and securing the Associations future.

The conference is run by HECA officers for HECA officers and remains the UK's largest domestic energy conference providing training and networking opportunities for a consistently reasonable price. The venue is moved each year and has been held in England, Wales and Northern Ireland. The steering group has remained the same since 2003 and has representatives from a diversity of authorities across the UK.

The recent 2007 Conference held, for the first time, in Northern Ireland attracted 240 delegates; sold out of exhibition space; attracted a keynote speech from Social Development Minister Margaret Ritchie Minister of the Northern Ireland Assembly; was jointly chaired by Baroness Maddock and Professor John Chesshire; had a welcome address by the Chief Executive of the Northern Ireland Housing Executive and had interviews televised on BBC Northern Ireland and in local newspapers.

The UK HECA Executive provides representation on a number of national committees on behalf of UK HECA and of their local authority or region. The company also prides itself on links with other sectors and organisations, such as the UK Public Health Association, NEA and EST.

UK HECA is well positioned to carry out research projects on domestic energy matters using an extensive database of contacts and information. Additional to its own research projects, such as its last report commissioned in 2004 "HECA officers' views on the future of HECA", it has also carried out surveys on behalf of the in-house consultancy department at Defra, EST and ODPM (now CLG). We also co-produced the UK HECA & EST Local Authority Energy Day Toolkit in 2006.



The first edition of the HECA Network News was published in winter 2002 and has been published quarterly ever since reaching an audience of 1000 public and private energy professionals. The newsletter is free of charge and can also be downloaded on the Network website.

The Network website was first developed in March 2003 initially to take bookings for the conference but has since grown to house regional web pages, job vacancies, documents and meeting minutes. With an average of 2258 visits per month (45,000 hits) it's proved to be a vital resource to our organisation and its members.

Previous conference sponsors include: Powergen (Company of E.ON), Enact Energy, Phoenix Natural Gas, firmus energy, NIE, British Gas, eaga plc, King-span, Action Renewables, npower and EST.

UK HECA can give your company extensive branding and marketing profile by offering the following sponsorship benefits:

## **1) Complete Package: UK HECA, Secretariat, Conference and Newsletter**

£130,000 one year or £250,000 for two years

### **UK HECA and Secretariat**

- Your company credited as sponsor throughout the year and in any / all press campaigns releases.
- Opportunity to co-design and use a joint logo during the sponsorship period – subject to final approval by UK HECA Chairs.
- Opportunity to regularly address or network with 11 regional HECA forums with added bonuses including:
  - Direct contact with up to 384 authorities
  - Sponsorship recognition at regional events
  - Direct link to named contacts within councils
  - Additional internal council contacts (inc. political) with other energy related remit, such as Housing Associations, new housing companies and ALMO's
  - Gain local authority marketing knowledge (to get through red tape)
  - Forge closer links with public/private customers and private landlords
  - Potential to develop off-the-shelf schemes
  - Help meet energy efficiency and climate change targets and alleviate fuel poverty
- Co-sponsorship opportunities – UK HECA will not limit the number of co-sponsors or 'working in association with...' type arrangements brought in by the main sponsors.
- Non-Executive Director's role on the Executive Board (quarterly meetings).



- Opportunity to use secretariat services and contacts to conduct own market research projects, surveys etc.
- Logo exposure and credit at additional conferences and events as organised
- Sponsorship payments can be made monthly, quarterly or in full.
- A six monthly report on partnership progress
- An annual report outlining the overall impact of the Association and its sponsor
- A full breakdown of the annual accounts stating how finances have been conducted
- Rapid dissemination of new initiatives
- Logo and sponsorship acknowledgment:
  - Your company highlighted on the UK HECA stationery
  - Your company highlighted on all UK HECA Printed materials
  - Your company highlighted on the UK HECA Exhibition equipment (e.g. stands)
  - All emails to have sponsors logo
  - Email updates and correspondence
  - Your company highlighted on the UK HECA Website - logo(s) and links to own website and possible adverts
  - Your company credited as sponsor in all press adverts placed by UK HECA

### **Conference**

Sponsorship of the conference includes:

- 5 free full delegate packages at the conference venue (2 days & 2 nights accommodation)
- Acknowledgment of sponsorship at beginning and end of plenary sessions
- 10-minute address on 1st day plenary session
- 2 top tables at gala dinner
- 1st choice of exhibition stand
- Opportunity to hold pre-conference networking event and drinks reception (drinks not included)
- Acknowledgment of sponsorship at beginning and end of gala dinner
- Company profile and logo on website with links to own website
- Acknowledgement and article in pre-conference and conference edition of newsletter
- Inclusion of company literature in delegate packs



- Opportunity for company publication/gifts in delegates rooms (publication/gift not included in price)
- Logo and sponsorship recognition on:
  - Prominently displayed logo boards on stage set in plenary session room
  - All plenary session/workshop presentation templates
  - Front of delegate packs
  - Brochures
  - UK HECA network conference page of website
  - Promotional literature and flyers
  - Menu cards at Gala dinner
  - Logo on main screen throughout awards at Gala dinner
  - Logo/company name (depending on size) to appear on lanyard of delegate badges

### **HECA Network News**

HECA Network News is a free magazine that is sent to over 1000 energy professionals across the UK. These include HECA officers, local energy support co-ordinators, EEAC's, housing associations, private sector organisations, charitable and voluntary organisations, regional and national government and more. It is published quarterly and is also available to read or download on the HECA Network website. Sponsorship of Network News includes:

- Full colour logo on front cover
- Full colour logo on top of every second page
- Full page company article on inside cover
- Full page advert on inside back cover
- Opportunity to include company flyer (flyer not included)
- Dissemination of newsletter to over 1000 energy professionals
- Unlimited copies sent to sponsor for their own distribution

### **2) Part Packages:**

- a) UK HECA, Secretariat and Newsletter  
£90,000 for one year or £180,000 for two years  
As described in the sections above.
- b) Annual Conference  
£45,000 per year  
As described in the conference section above.