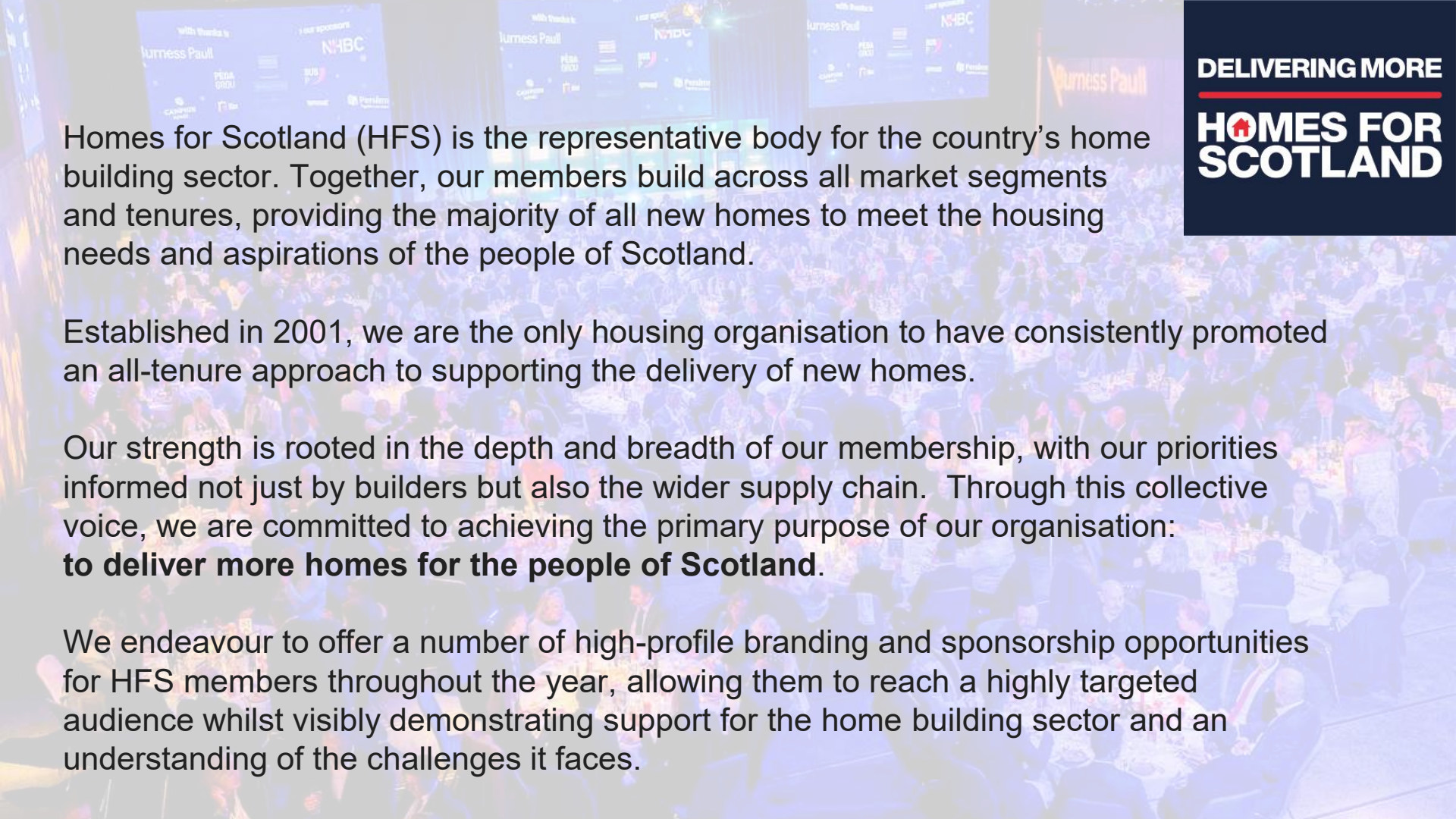


DELIVERING MORE

**HOMES FOR
SCOTLAND**

HOMES FOR SCOTLAND 2027 ANNUAL LUNCH & AWARDS SPONSORSHIP OPPORTUNITIES

**DATE OF EVENT:
FRIDAY 14 MAY**



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**HOMES FOR
SCOTLAND**

Homes for Scotland (HFS) is the representative body for the country's home building sector. Together, our members build across all market segments and tenures, providing the majority of all new homes to meet the housing needs and aspirations of the people of Scotland.

Established in 2001, we are the only housing organisation to have consistently promoted an all-tenure approach to supporting the delivery of new homes.

Our strength is rooted in the depth and breadth of our membership, with our priorities informed not just by builders but also the wider supply chain. Through this collective voice, we are committed to achieving the primary purpose of our organisation: **to deliver more homes for the people of Scotland.**

We endeavour to offer a number of high-profile branding and sponsorship opportunities for HFS members throughout the year, allowing them to reach a highly targeted audience whilst visibly demonstrating support for the home building sector and an understanding of the challenges it faces.

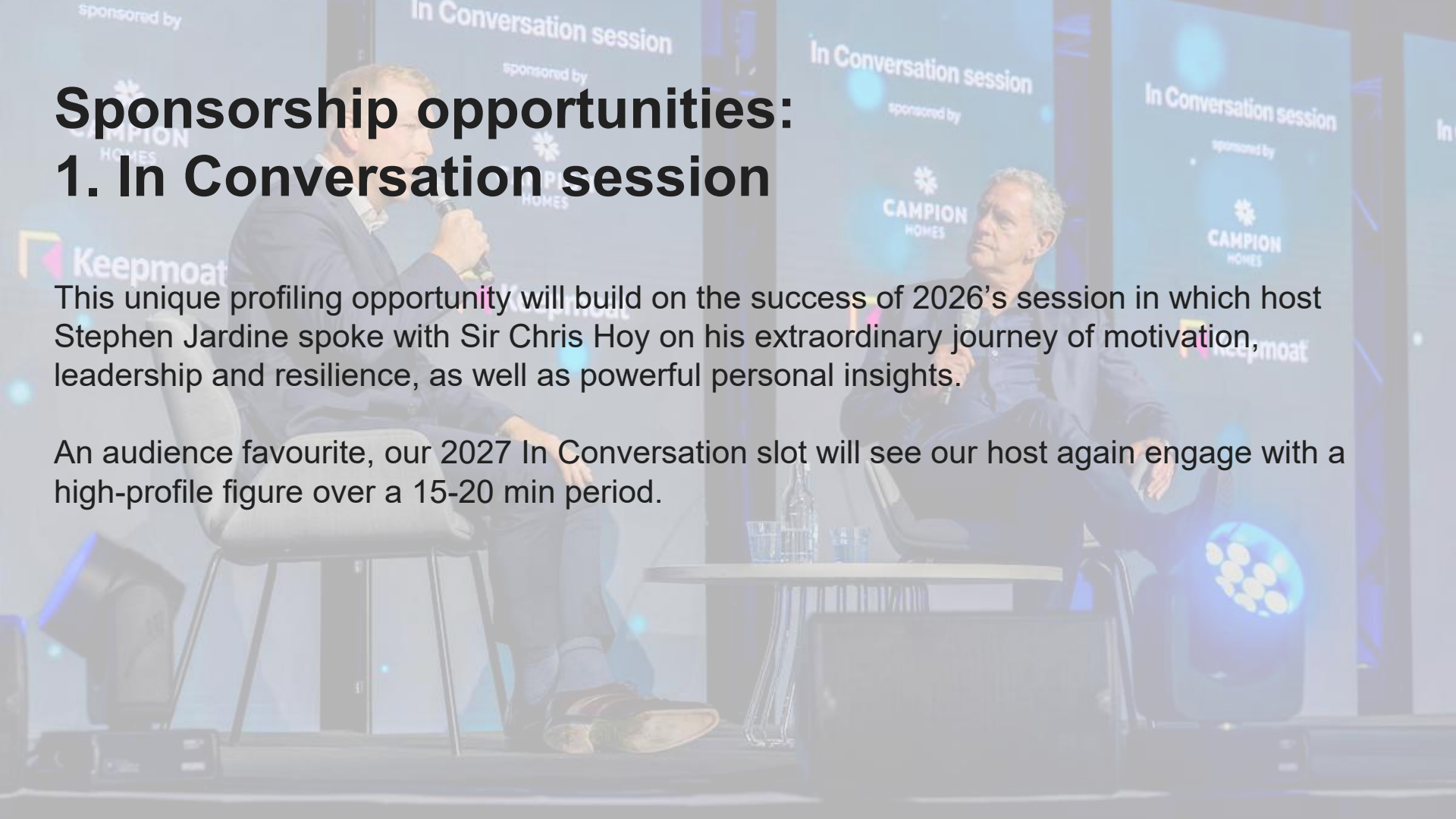
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**HOMES FOR
SCOTLAND**

The HFS Annual Lunch & Awards is firmly established as *the* premier event in the Scottish home building calendar with a regular attendance of c1000 senior sector leaders and guests. Our 2026 event featured an inspirational In Conversation session with Sir Chris Hoy, with the former Olympian sharing his extraordinary journey of motivation, leadership and resilience alongside powerful personal insights. Hosting and entertainment was provided by impressionist and comedian Rory Bremner.



*The 2026 Annual Lunch provided the opportunity to recognise the critical work of our sector in delivering homes of all tenures.
The ongoing popularity of this must-attend event means it is open to HFS members-only*

The background image shows a stage event. Two men are seated in chairs, facing each other in conversation. The man on the left is wearing a dark suit and glasses, holding a microphone. The man on the right is also in a dark suit. Between them is a small table with water bottles and glasses. The stage is lit with blue and purple lights. In the background, there are large screens displaying the text 'In Conversation session' and 'sponsored by' above the 'CAMPION HOMES' logo. The 'Keepmoat' logo is also visible on the left side of the stage.

Sponsorship opportunities:

1. In Conversation session

This unique profiling opportunity will build on the success of 2026's session in which host Stephen Jardine spoke with Sir Chris Hoy on his extraordinary journey of motivation, leadership and resilience, as well as powerful personal insights.

An audience favourite, our 2027 In Conversation slot will see our host again engage with a high-profile figure over a 15-20 min period.

Sponsorship opportunities:

2. Awards programme

Our annual awards were introduced in 2003 to promote best practice and help raise standards across the sector. Seeking to highlight how members are addressing key issues of policy and delivering high quality development, they are renowned for their rigorous judging process and underpin all of our work.

Further information on our 2026 programme, including winner details can be found [here](#). Our 2027 awards will open for entries before the Christmas break.

Sponsorship opportunities:

3. Entertainment

Returning to the Annual Lunch stage, impressionist and comedian Rory Bremner provided the entertainment for our 2026 event.

This high-profile opportunity offers 2027 sponsorship of our c20 min entertainment slot (*provided by TBC*) on the day.



Sponsorship Packages and Benefits

(a) “In Conversation” session:

Unique profiling opportunity in which renowned broadcaster Stephen Jardine will speak with a high-profile figure over a 15-20 min period, adding their voice to the housing conversation. Also providing:

- Prominent on-stage display of sponsor logo
- 1 x table (10 places) with priority seating
- Promotion in our member news updates and on our website, combined with acknowledgement in on the day AV presentation and event programme
- Incorporation of logo into sponsor banner prominently displayed at the event and opportunity to display company literature on tables within the main drinks reception (moderate amount)
- Verbal acknowledgement by event host
- Opportunity for team photo with “In Conversation” guest at the event
- Entry for you and your guests to private VIP pre-lunch drinks reception (optional)
- Guest place on Chair’s VIP table
- Use of sponsor logo

**£20,000
+VAT**

(b) Awards sponsorship package

£20,000
+ VAT

(To include all categories excluding Home Builders of the Year. Open to Associate and Land Promoter members. Individual award category sponsorship / sponsorship of Private or Affordable Development categories will also be considered on request):

Benefits:

- Prominent profile-raising at *the* premier event in the Scottish home building sector calendar
- 1x full table (10 places) with priority seating
- Promotion in our member news updates and on our website
- Acknowledgement in press releases promoting the awards
- Acknowledgement in awards presentation, including company logo
- Acknowledgement in event programme, including company logo
- Company logo incorporated into sponsor banner prominently displayed at the event
- Opportunity to display company literature on tables within the main drinks reception (*moderate amount*)
- Entry for you and your guests to private VIP pre-lunch drinks reception (*optional*)
- Opportunity for one company representative to present awards on stage
- Use of sponsor logo

Consideration of bespoke sponsorship opportunities to suit a range of budgets available on request. Please contact Head of Events & Member Communications Lauren Trouten to discuss: l.trouten@homesforscotland.com / 07392 085160

(c) Entertainment sponsorship:

**£15,000
+VAT**

Unique profiling opportunity sponsorship of TBC comedian's c.20 minute entertainment slot.

Also providing:

- Prominent on-stage display of sponsor logo during 15-20 minute entertainment slot
- 1 x table (10 places) with priority seating
- Promotion of sponsor in our member news updates and on our website, combined with acknowledgement in on the day AV presentation and event programme
- Logo incorporated into sponsor banner prominently displayed at the event and opportunity to display company literature on tables within the main drinks reception (moderate amount)
- Verbal acknowledgement by event host
- Opportunity for team photo with Rory Bremner at the event
- Entry for you and your guests to private VIP pre-lunch drinks reception (optional)
- Use of sponsor logo



“An outstanding event”



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HOMES FOR SCOTLAND

“A privilege to attend”



“The balance of hospitality, entertainment and duration was just right”

“Inspirational...I’m lost for words” (In Conversation with Chris Hoy)



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**HOMES FOR
SCOTLAND**

To discuss any aspect of this proposal
or bespoke options to suit your budget,
please contact:

**Head of Events & Member
Communications**

Lauren Trouten

l.trouten@homesforscotland.com /

0131 455 8350 / 07392 085160