



Opportunities for involvement and support in 2024

Bring your name to the fore in BTR

Build to Rent (BTR) has firmly established itself within the UK, growing more rapidly than any other housing sector and consistently raising the standards of residential real estate.

With over 88,000 BTR homes operational to date, and a further 168,400 in the planning and delivery pipeline, the scale of investment coming to deliver high quality rental homes to help meet housing need, build new communities and provide outstanding resident experience is huge.

The ARL is recognised as the representative body for the sector – covering all purpose-built, professionally managed rental homes – with a growing membership of over 320 companies covering investors, developers, operators, advisors, agents and suppliers.

We are at the forefront of thought leadership, acting to raise the profile and perception of BTR with Government, local authorities and key stakeholders who influence the environment for delivery of BTR homes.

We want to work with organisations that are bought into the ethos of BTR and offer a range of ways for you to support our work and raise your profile with the sector.

How can you support ARL?

There are a host of ways to promote your brand to the BTR sector.

Corporate sponsorship

From £6,500 to £25,000 pa.

Making a longer-term commitment to partnering with the ARL.

- Corporate sponsorship is annual and agreements can be entered into for 1-3 years.
- Gold £25,000 pa; Silver £15,000pa; Bronze £6,500pa.
- All options can be tailored and adapted to meet the needs of your organisation.

Research partners

From £1,000 to £10,000.

For partners wishing to influence and engage in setting and delivering the ARL's strategic research agenda to invest in the emerging issues that will influence the future of the BTR sector. This supports the ARL in delivering its core projects.

Current programmes:

- BTR Code of Practice,
- Measuring Social Value in BTR,
- Data Benchmarking

ARL Reverse Trade Shows

Suppliers sign up for £750.

The ARL Reverse Trade Show is unique to the BTR sector – enable participants to secure quality appointments with high closing rates through scheduled meetings with key operators. We offer virtual and in-person sessions. Major purchasers/operators meet suppliers for pre-booked 1:1 "speed dates". ARL aims to have a minimum of ten operators per session.

Event sponsorship

The ARL runs two essential large-scale events for the BTR sector in the year – the Spring Expo and the Autumn BTR Conference.

Expo 2025, Business Design Centre, Islington

Exhibit from £2,995. Sponsor from £1,495. The leading trade show for the BTR sector, giving suppliers and investors/operators the opportunity to meet and do business. This is unique to the sector and a great way for suppliers to be front of mind.

Annual BTR Conference: 7 November 2024, Business Design Centre, Islington

Exhibit from £3,495. Sponsor from £1,995 to Headline at £8,495. The pre-eminent conference for the BTR sector – designed to look at how to drive BTR forward, tackling the real issues and providing action for the sector. Being visible at this conference puts brands in front of the key influencers across BTR and beyond – and associates you with the conference that is there to truly support the sector.

Awards sponsorship

From £1,750.

Be a part of ARL's prestigious People Awards which are presented at a celebration event following the annual conference – recognising great contributions to the growth and development of the BTR sector. Talk to us about opportunities to be the sponsor of the entire Awards event, or of a specific award:

- Lifetime Achievement
- Rising Star
- Sector Shaper

Further categories can be added

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Study tours

Sponsor from £2,500 to £5,000.

Study tours are one of ARL's most popular and exclusive outputs and involve an in-depth exploration of the BTR market in key cities, usually over two days. They are designed to provide detailed insights into the local BTR scene with an unrivalled opportunity to 'share and learn' by visiting schemes, hearing from operators and general managers as well as networking with fellow ARL members. Maximum number of participants 40 per tour. Recent tours have included Manchester, London, Liverpool, Leeds, Edinburgh and Glasgow.

Local hub events

Sponsor an event or drinks reception for £2,000.

The ARL Hubs bring local focus on BTR issues. Hubs run a number of events which include socials, seminars and workshops – attracting local members, those active in the area and regional stakeholders to engage and network with each other.

Current hubs are active in Scotland, the North West, Midlands, London & SE, and are soon to be established in the North East and Yorkshire.

Advertising

ARL issues a twice monthly Newsbuzz which is circulated to 4,750+ contacts in the BTR sector. We offer the opportunity to sponsor each edition which allows for the sponsor to write the lead feature and brand the issue. £500 per issue.

Talk to us...

To discuss any of these opportunities, or some bespoke ideas you may have, contact Emma Henderson – emma@theARL.org.uk