



Elevating Rental Living

ARL Rental Living and Pathways Conference 2025 One day: two conferences

6 November 2025 | One Canada Square, London

One Day. Two Conferences

Strategic Rental Living Conference and Pathways Conference
for early and mid-career Rental Living professionals

Conference Sponsorship Opportunities



ARL
Elevating Rental Living

Annual
Build to Rent
Conference
2024

ARL in 2024

Who is the Association for Rental Living?

Association for Rental Living membership currently stands at over 310 organisations across the rental living sector ecosystem, reaching 5,400 professionals. Our membership includes the largest national and international financial institutions, developers seeking to build new BTR schemes and operators of BTR schemes. ARL members own or operate over 80% of the 127,000 completed and operational BTR homes in the UK.

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PAGE

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One Day. Two Conferences

**Strategic Rental Living Conference and Pathways Conference
for early and mid-career Rental Living professionals**

Conference Sponsorship Opportunities



The 2024 ARL Annual Rental Living Conference was praised across the BTR sector as having the strongest content of all BTR conferences, addressing key issues to drive BTR forward and giving delegates the opportunity to be engaged in developing actions for the ARL and for the sector. Don't miss out on the opportunity to be associated with the premier BTR conference in the calendar.

What is the Annual Rental Living Conference?

Now in its 10th year, ARL Annual Rental Living Conference is praised across the BTR sector as having the strongest content of all BTR conferences, addressing key issues to drive BTR forward and giving delegates the opportunity to be engaged in developing actions for the ARL and for the sector.

Who does the Conference attract?

The ARL Annual Conference attracts over 400 BTR professionals – be connected to influencers across the BTR sector.

Advisors

Agents

Architects

Consultants

Developers

Investors



Legals

Media

Operators

Suppliers

Trade Bodies

and more...

Why sponsor?

To elevate your brand to this growing market sector, the **ARL Annual Rental Living Conference** provides outstanding opportunities to be associated with the premier thought-leadership conference for the **BTR sector**, and present to the broad and growing membership, through a range of packages that give you brand prominence.

Conference Sponsorship packages

Overall Headline Sponsor

High level profiling before and during the event, with placement on key marketing and promotional materials with regular social media tags. Brand positioning during the event on plasma screens across the event, your logo on the main stage screen during breaks, and a specific mention in opening and closing speeches.

Main Conference Sponsor

High level profiling before and during the event, with placement on key marketing and promotional materials with regular social media tags.

Brand positioning during the event on plasma screens across the event.

Pathways Conference Sponsor

Be seen as a key supporter of the new Pathways Conference, designed specifically for new entrants to the Rental Living sector and those early in their career path within the sector.

High level profiling before and during the event, with placement on key marketing and promotional materials with regular social media tags. Brand positioning during the Pathway Conference on plasma screens across the event, your logo on the main stage screen during breaks, and a specific mention in opening and closing speeches.

Lanyard Sponsor

Branding of the lanyards worn by delegates throughout the event(s) which feature heavily in the event photography.

Reception Sponsor

Drinks Reception branding at the end of the event day. Also includes silver brand positioning as listed below.

Main Stage Sponsor

Be seen throughout the day with your logo prominent on the main stage backdrop.

Lounge Area Sponsor

Opportunity to furnish and brand a Networking Lounge area at the venue to be used by attendees

Lunch Sponsor

Opportunity to brand the lunch area.

Session Sponsor

Have your brand associated with specific conference sessions.

Branded Meeting Area Sponsor

Elevate your conference experience with a branded meeting space you can make your own.

Awards Sponsorship

Award Sponsorship Opportunities @£2,500

Align your brand with excellence.

The ARL People Awards are an annual highlight in the BTR calendar allowing us to acknowledge the work of our members and partners across the country. We are always impressed by the high standard of entries and the effort our members put in to improve product and service delivery for the sector.

Present one of the awards, have your brand on screen during presentation, and also on the winner's trophy.

The following awards are available to sponsor:

Lifetime achievement

Recognition of long-standing contribution to the BTR sector. We are looking for nominations of individuals who represent the core values of the BTR sector, and who have consistently delivered outstanding contributions to the growth of the sector or had a significant impact in raising awareness and improving the perception of the sector.

Rising Star

Recognition of an individual who has shown great promise and outstanding development in the BTR sector. We are looking for nominations of individuals who are earlier in their careers in BTR and represent the core values of the BTR sector, demonstrating drive and initiative in improving the quality of BTR delivery.

Industry Shaper

Recognition of an individual who has been hugely influential in creating change that has impacted us all in the BTR sector.

Sponsorship Packages

These sponsorship packages serve as a guide to the options available. Bespoke packages can be tailored to suit your organisation’s specific needs and objectives.

To discuss sponsorship opportunities contact jody@thearl.org.uk

All prices are excluding VAT.

	Headline Sponsor	Conference Sponsor	Reception Sponsor	Pathway Conference Sponsor	Lounge Area Sponsor	Main Stage Sponsor	Lanyard Sponsor	Branded meeting area sponsor	Lunch Sponsor	Award Sponsor	Session Sponsor
Fee (£)	7,995	6,995	6,995	5,995	4,995	4,995	4,995	4,495	3,995	2,495	1,795
Company reference on all communications in advance of the event	•	•	•	•	•	—	—	•	•	•	•
ARL social media posts referencing your brand and sponsorship on the lead up to the event	•	•	•	•	•	—	—	•	•	•	•
Branding on main screens	•					BOOKED	BOOKED				
Branding on plasma screens	•	•	•	•	•	—	—	•	•	•	•
Opportunity to introduce event				•		—	—			•	•
Opportunity to display company branded signage throughout session/area				•	•	—	—	•			•
Opportunity to brand/furnish/decorate stage area in agreement with ARL						—	—	•			
Access to delegate/registration list incl. contact details for sponsored sessions	•	•	•			—	—				
Company logo on website	•	•	•	•	•	—	—	•	•	•	•



As an exhibitor you will receive the following exhibitor's package:

- **Exhibition space (3m x 2m)**
- **Exhibitors bring along pop up banner**
- **2 x conference delegate passes**
- **1 x ticket to networking reception**
- **Company branding in ARL communications to ARL database of 4800+ contacts**
- **Access to the virtual reverse trade show - 1:1 meetings with BTR operators (additional fee of £500 to include this opportunity)**
- **Company listing on ARL website**
- **Company referenced across all ARL social media platforms**
- **Company branding on screens throughout the day**
- **Pre and on-site support**

Exhibition Packages

(exhibition stands are space only)

To discuss exhibition opportunities contact jody@thearl.org.uk

All prices are excluding VAT.

Exhibition Space	Member	Non-Member
3m x 2m	£3,495	£4,995
6m x 2m	£5,995	£8,995



**The Rental Living
Annual Conference
2025** from the
Association for Rental Living

6 November 2025 | One Canada Square, London

The sector's defining event.

Partnership Opportunities

To find out more about sponsorship opportunities, please visit:

theARL.org.uk/conference25