

Commercial Membership and Partnership opportunities

Surrey Care Association Ltd is a not-for-profit company which works to support social care providers in the county of Surrey and neighbouring areas. As well as membership subscriptions, we offer Commercial Partnership and Memberships packages which help create a visible presence online and through our newsletters and networks. We have over 600 subscribers representing Care Homes, Domiciliary Care, Live-In Care, and Learning Disability and Housing support services. Our website reaches a target of 70,000 visitors in only 1 year and our e-mail newsletters are sent to over 5,000 contacts.

Commercial Member and Partnership packages

The Surrey Care Association offers three levels of Commercial Membership, now incorporating a range of digital marketing options. Commercial Members will also be given the opportunity to sponsor our prestigious **Awards event** in Surrey.

The following packages are available (please note we do not sell advertising space as a stand-alone option):

Commercial Members

Companies who work with the Surrey Care Association to promote their services or products through advertising on the Surrey Care Association website, and who want to keep abreast of the work of the Surrey Care Association.

Commercial Membership package includes:

- **Website** - Business listing, basic job listing (where applicable)
- **E-mail bulletin** - dedicated blurb on one bulletin for your promotion

Commercial Members Plus

Receive the benefits of commercial members but also some further elements of the Commercial partnership package. In all our relationships with suppliers we work in a transparent way and look to build longer term and mutually beneficial relationships.

Commercial Members Plus package as for Commercial Members, and:

- **Website** – advertising package (linked to campaigns)
- **Email newsletter** – news bulletin and banner ad
- **Social media** – promoted Tweet and Facebook post
- **Offline newsletter** – advertorial and quarter page advert

Commercial Partners

Work with SCA to promote their business and services. They are suppliers who have been recommended to SCA by several Surrey providers. For new services these have been evaluated by our Board of Directors or by our established providers. Partners can use SCA logo.

As Commercial Members Plus:

- **Website** – Enhanced advertising package, promotional blog / sponsored content, section sponsorship and members only page ad
- **Email newsletter** – featured editorial
- **Social media** – promoted social message schedule throughout the year
- **Offline newsletter** – enhanced advertising and editorial
- **Opportunity to exhibit at SCA conferences**
- **Other promotional opportunities on a tailored basis**

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Full details of what benefits are included in each of our Commercial Member and Commercial Partnership packages is detailed below:

To find out more, please contact Erica Lockhart on 01372 571 174 or contact us at sca@surreycare.org.uk.

Commercial Members £ 750

- Business listing on SCA Website
- Basic job listing (where applicable)
- E-mail bulletin: dedicated blurb on one bulletin for your promotion

Commercial Members Plus POA

- Business listing on SCA Website
- Basic job listing (where applicable)
- Rotating Ads on our website pages (Search, News, Jobs, Events and Homepage) with sizes 300x300 or 300x600
- Dedicated News bulletin
- E-mail bulletin: dedicated news bulletin for your promotion
- Social Media: promoted Tweets/Facebook posts
- Newsletter quarter page advert

Commercial Partners POA

Website Marketing

- Business listing on SCA Website
- Basic Job listing (where applicable)
- Rotating Ads on our website pages (Search, News, Jobs, Events and Homepage) with sizes 300x300 or 300x600
- Promotional blog piece/sponsored content

Emails Marketing

- Dedicated News bulletin for your promotion
- Banner Ad 468x60px
- Featured email editorial
- Social Media: promoted Tweets/Facebook Posts

Online/Offline Marketing

- Newsletter half page advert
- Newsletter editorial