



SPONSORSHIP & ADVERTISING GUIDE 2025

Putting your brand at the
heart of rural Scotland



WHO ARE WE

Helping Rural Scotland Thrive

Our vision is for a prosperous and sustainable future for rural Scotland, delivering benefits for all. We help to achieve this by championing and supporting rural businesses that provide economic, social and environmental benefits to the countryside.

From campsites to community owners to country estates, our diverse membership is passionate about promoting rural Scotland, and we've acted as their voice for over 100 years.

Our membership has businesses or interests in the following vital areas:

- Managing crops and livestock
- Providing employment and affordable housing
- Offering tourism and leisure services
- Producing wood and fibre products from timber
- Caring for landscapes, habitats and wildlife
- Maintaining and investing in built heritage
- Providing premises and infrastructure for small rural businesses
- Combatting climate change
- Creating energy from renewable sources

We are here to represent our members' views to politicians and other decision makers, to identify future opportunities and risks for land-based businesses, to celebrate rural successes and to provide support to those with a stake in land and property in rural Scotland.

We are a leading voice advocating for the interests of rural businesses in the Scottish and UK parliaments, and we work with politicians across the political spectrum to advance your interests. Our lobbying successes across a wide range of policy areas show us to be an impactful and widely respected voice in political circles, ensuring your voices are heard.

OUR OFFER

We offer unique connections to the most extensive land owning, land managing and rural business network in Scotland through our publications, events, podcasts and membership resources. Our members are well-informed, highly discerning and hard to reach through other means. No other organisation can connect you as effectively with senior decision-makers throughout rural Scotland.

Sponsorship and advertising with us can:

- deliver increased awareness for your brand
- position you as a leader within the rural sector
- open doors for further opportunities to benefit your business

We have options to suit all budgets and would be delighted to discuss our available packages and opportunities throughout the 2025 calendar year.



IN ADDITION TO THE OPPORTUNITIES SET OUT IN THIS DOCUMENT, BESPOKE INITIATIVES ARE ALSO AVAILABLE - JUST SPEAK TO THE TEAM!

PRINT & DIGITAL

01 LANDBUSINESS MAGAZINE

LandBusiness is an invaluable quarterly publication for everyone in rural Scotland. It is read by an estimated audience of 10,000, from a circulation of 3,000 plus an interactive online version, providing the latest news and features on topics affecting land-based businesses and the wider rural economy.

Prices for advertising in LandBusiness start at **£288**, including the online version for no additional cost. Demand for advertising in 2024 continued to increase significantly so book early for 2025 to guarantee your spot and avoid disappointment.

Book now by contacting Hannah Lloyd, Business Development Manager: hannah.lloyd@scottishlandandestates.co.uk

02 WEEKLY E-NEWSLETTER

Our weekly newsletter is sent to circa 2,000 readers, with an average open rate of 59%, compared with an industry standard of 32%.

Our newsletter contains industry news and hot topic updates making it a must-read. There is an opportunity for sponsorship of this on a regular basis for the year, or on a weekly basis (minimum 4 week commitment).

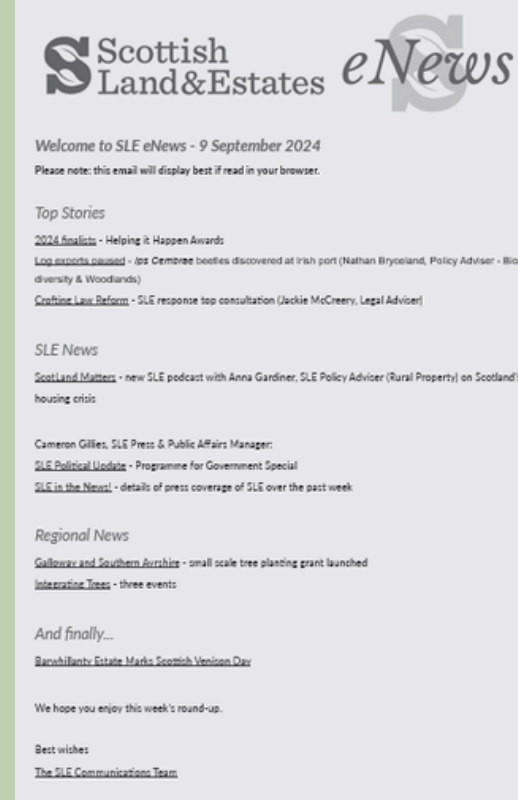
Prices start from £100 / week and we'd be delighted to discuss a customised offering for your business.

03 EXPERT ADVICE NOTES

We produce an extensive range of information sheets, best practice notes and guidance exclusively for our members. Our membership survey consistently highlights that over 80% of respondents think this is one of the most valuable parts of their membership.

As professional members, we offer you the opportunity to contribute to this by producing information sheets on a topic relevant to your business. These resources are jointly branded with SLE and your business, including relevant contact details.

For more information on your business contributing to our expert advice notes, please contact us.



PRINT & DIGITAL

04 BLOGS

On the SLE website we share a wide-reaching variety of content. Our successful blog series and social media campaigns can be circulated across other platforms to maximise audience delivery.

Blogs are posted to the SLE website and then shared publicly via social media and our weekly e-newsletter. As corporate members, you have the opportunity to contribute blog content, share expertise, relatable stories of work in the rural sector and engage with this audience.

Blogs start from £100 / blog - do get in touch to find out more.

05 SCOTLAND MATTERS PODCAST

We produce the ScotLand Matters Podcast monthly, providing listeners with updates from Scottish Land and Estates and interviews with fascinating people and senior figures from across rural Scotland. Covering a wide range of topics, from political engagement to bonus event episodes, our podcast boasts over 13,000 listens across two seasons and is available to play on all major platforms, including our new YouTube channel.

For more information on your business contributing to our podcast please contact us.



EVENTS PROGRAMME 2025

<u>Date</u>	<u>Event</u>	<u>Location</u>
February / March	Wildlife Estates Scotland Assembly	Scotland
26 March	Land Managers' Training Day	Perth
April	AGM	TBC
Early May	Wildlife Management & Moorland Conference	Perthshire
28 May	Annual Conference (Theme : TBC)	Assembly Rooms, Edinburgh
Early June	Next Generation Reception	London
19 - 22 June	Royal Highland Show	Ingliston, Edinburgh
04 - 06 July	GWCT Scottish Game Fair	Scone Palace, Perth
25 - 26 July	Border Union Show	Springwood Park, Kelso
03-04 August	Turriff Show	Turriff, Aberdeenshire
08 - 09 August	Moy Country Fair	Moy, Highlands
October	Helping It Happen Awards Dinner & Ceremony	Edinburgh
October & November	Regional Receptions	Across Scotland
November	Annual Taxation Event & Lunch	Perth Racecourse
December	London Reception	London

EVENTS

Throughout 2025, Scottish Land & Estates will once again host a wide variety of events across the country - from Walk & Talks to the annual conference, our annual taxation day to webinars, covering a whole range of topics that matter to our members.

In 2024 delegates gave SLE's events programme an average rating of 4.5 stars out of 5 and we welcomed over 2,500 attendees to more than 50 online and in-person events. In 2025 we want to engage with more members in this way to ensure we are delivering for you, our members, and creating opportunities across the country.

Our member events are dependent on sponsorship. We are always delighted to invite our sponsors to speak at the event, usually on a key aspect of the subject. If you have a subject of interest to our members and would like to host or sponsor an event (or series of events), we'd be delighted to hear from you and to support your positioning as the go-to expert.

In the following pages, we have set out some opportunities that might be of interest to your business, or provide you with other ideas for areas of interest on which we can work with you.

Scottish Land & Estates has a sponsorship package for you, no matter how big or small your budget. Not sure what you're looking for? Get in touch with us and we'll be happy to discuss and explore opportunities with you.

Please Note : Although sponsorship for some events has already been confirmed, delegates places are still available and can be included in 2025 packages - just speak to the team.

01 ANNUAL GENERAL MEETING SPRING 2025

Our AGM is attended by over 50 senior figures from Scotland's rural sector, made up of our diverse membership. The event reflects on the year that has passed, as well as the opportunities and challenges that lie ahead. It also provides an opportunity to network and connect with other members.

Sponsorship includes:

- The opportunity to speak at the AGM
- Your logo on all invitations, event correspondence and event promotion (clickable online)
- Your logo featured on the event slides and inclusion in the Chairman's welcome and closing speeches
- The opportunity to send post-event material, via the events team, to all attendees with your branding

Sponsorship starts from £1,500 - do get in touch to find out more.



EVENTS

SPONSORS
CONFIRMED 2025

02 LAND MANAGERS' TRAINING DAY 26 MARCH 2025

Our Land Managers' Training Day is an essential event for many in the industry and is attended in person by 80-100 members. It is a vital opportunity for land managers to stay informed of relevant policy and regulatory changes, network with each other and share expertise from across the country.

Sponsorship includes:

- The opportunity to speak at the Land Managers' Training Day : 20-minute presentation, 30-minute workshop and speaker on expert panel session
- Your logo on all invitations, event correspondence and event promotion (clickable online)
- The opportunity to display promotional material and banners at the event
- Your logo featured on the event slides and inclusion in the Chair's welcome and closing speeches
- The opportunity to send post-event material with your branding, via the events team, to all attendees

Sponsorship starts from £1,500 - do get in touch to find out more.

03 ANNUAL TAXATION EVENT NOVEMBER 2025

SPONSORS
CONFIRMED 2025

Our Annual Taxation Event takes place in the Autumn in Perth and is attended by 100+ members. The event provides an opportunity for members to hear the latest on changes to tax across the UK alongside opportunities to connect with other members.

Sponsorship includes:

- The opportunity to speak at the Annual Taxation Event: x1 20-minute presentation and x1 30-minute presentation
- Your logo on all invitations, event correspondence and event promotion (clickable online)
- The opportunity to display promotional material and banners at the event
- Your logo featured on the event slides and inclusion in the Chair's welcome and closing speeches
- The opportunity to send post-event material with your branding, via the events team, to all attendees

Sponsorship starts from £2,000 - do get in touch to find out more.



EVENTS

04 WALK & TALK EVENTS THROUGHOUT 2025, ACROSS SCOTLAND

Many of you will have attended our walk & talk events over the years. These have focused on topics ranging from diversification to peatland restoration, regenerative agriculture to housing and plenty more in between. Our regional team work to deliver a varied and engaging programme of walk & talks across the country and sponsorship is a fantastic way to connect with members, share expertise and showcase something you are working on.

Sponsorship includes:

- The opportunity to present and showcase what you are doing to members (details on specifics of this vary)
- Your logo on all invitations, event correspondence and event promotion (clickable online)
- The opportunity to display promotional material and banners at the event
- The opportunity to include breakfast / lunch for additional networking

Sponsorship starts from £500 - do get in touch to find out more.

05 WEBINARS THROUGHOUT 2025

Our live webinars, which are free to members, provide insight on key topics relevant to members' businesses. These are also recorded and form part of our 'On Demand' resources, through our exclusive member portal, ensuring ongoing exposure of your sponsorship and involvement.

Sponsorship includes:

- A speaker slot - 10 mins minimum (exact agenda varies between webinars)
- Input into the agenda and event format
- Your logo on all invitations, event correspondence and event promotion (clickable online)
- Your logo featured on the event slides as appropriate
- Post-event online form for additional interaction for members to ask questions
- Ongoing promotion to all members through video sharing of webinar on SLE website and promoted via events newsletter and social media

Sponsorship starts from £550 - do get in touch to find out more.



EVENTS

06 REGIONAL & NATIONAL SHOWS SUMMER 2025, ACROSS SCOTLAND

Scottish Land & Estates has a presence at all the key national and regional shows. Our receptions are attended by up to 150 + members and stakeholders with additional ad-hoc engagement over the course of the show.

Sponsorship includes:

- A speaker slot at the reception - format depends on the show
- Your logo on all invitations, event correspondence and event promotion (clickable online)
- The opportunity to display promotional material and banners on the stand for the duration of the show
- The opportunity to promote your team's presence on the Scottish Land & Estates stand at the show

Scottish Land & Estates Show Stand sponsorship starts from £1,000 - do get in touch to find out more.

07 SCOTTISH GAME FAIR - MEMBERS' PAVILION 04-06 JULY 2025

The Scottish Land & Estates Members' Pavilion at the Scottish Game Fair brings together member businesses with our landowning membership. At our stand, you will have the chance to speak to and meet a variety of SLE members (landowning and professional) and to showcase your offering with all attendees.

The Offer

- Exhibitor Stand* – space for up to two pop-up banners and display
- The opportunity to have interactive elements to attract attention at the front of the marquee
- The opportunity for a flag / feather banner to be displayed outside the marquee
- Access to refreshments / hospitality area of the Scottish Land & Estates marquee
- Promotion in the Scottish Land & Estates pre-show communications and social media
- The opportunity to invite up to five key guests to the Scottish Land & Estates reception on Friday

Exhibitor Stands : £750 - do get in touch to find out more.

Note: We are unable to provide tickets to access the showground – these should be purchased directly from the Game Fair.

*Limited to six exhibitor stands.



EVENTS

08 MOY COUNTRY FAIR - MEMBERS' PAVILION 08-09 AUGUST 2025

The Scottish Land & Estates Members' Pavilion at Moy Country Fair brings together member businesses with our landowning membership. At our stand, you will have the chance to speak to and meet a variety of SLE members (landowning and professional) and to showcase your offering with all attendees.

The Offer

- Exhibitor Stand* – space for up to two pop up banners and display
- The opportunity to have interactive elements to attract attention at the front of the marquee
- The opportunity for a flag / feather banner to be displayed outside the marquee
- Access to refreshments / hospitality area of the Scottish Land & Estates marquee
- Promotion in the Scottish Land & Estates pre-show communications and social media
- The opportunity to invite up to five key guests to the Scottish Land & Estates reception on Friday

Exhibitor Stands: £750 - do get in touch to find out more.

Note: We are unable to provide tickets to access the showground – these should be purchased directly from Moy Country Fair.

*This is limited to six exhibitor stands.

09 REGIONAL RECEPTIONS AUTUMN 2025

Every Autumn we host a roadshow of regional receptions across the country, at each of which we update members on the work of the organisation with speakers on key topics currently of interest to our members. Sponsorship of our receptions can build your profile in the respective part of the country and is promoted nationally.

Sponsorship includes:

- The opportunity to speak at the reception x1 10-minute presentation or participation in a panel discussion dependent on event format
- Your logo on all invitations, event correspondence and event promotion (clickable online)
- Your logo featured on the event slides and inclusion in the Chair's welcome and closing speeches
- The opportunity to display promotional material and banners at the event

Sponsorship starts from £1,600 - do get in touch to find out more.



EVENTS

10 LONDON RECEPTION DECEMBER 2025

Following the autumn regional receptions across Scotland, we host a reception in London during which we update members on the work of the organisation. Sponsorship of this reception can build your profile with key people with Scottish land interests and is promoted nationally. This event routinely draws an audience of around 100 attendees and always includes a high profile external speaker.

Sponsorship includes:

- The opportunity to speak at the reception x1 7-minute presentation and participation in a panel discussion
- Your logo on all invitations, event correspondence and event promotion (clickable online)
- Your logo featured on the event slides and inclusion in the Chair's welcome and closing speeches
- The opportunity to display promotional material and banners at the event
- The opportunity for you and your staff team to network throughout the evening

Sponsorship starts from £3,000 - do get in touch to find out more.

11 POLICY ROADSHOWS - TOPIC SPECIFIC

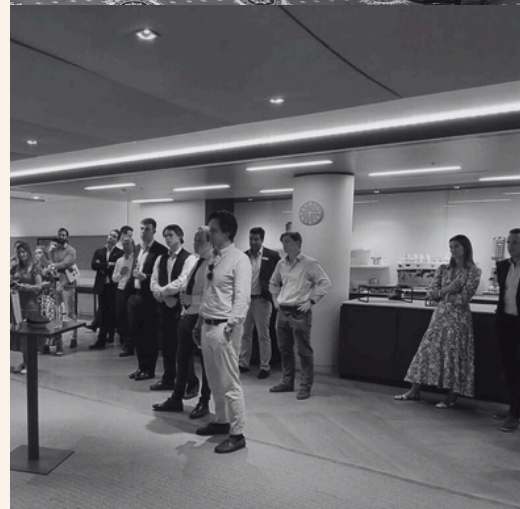
The Scottish Land & Estates Policy Team runs roadshows across Scotland on single current and relevant topics, such as impending legislation, scrutinising policy and its practical implications, with a range of specialist speakers and experts. In the past these have included Land Reform and Housing. In 2025 there may be opportunities for policy roadshow events and if this is something you are interested in being involved with then please do let us know.

Typically roadshows are run as a series of four events, geographically spread across Scotland, with a target of 200 + attendees across the events.

Sponsorship includes:

- Your logo on all invitations, event correspondence and event promotion (clickable online)
- Branding and logo on all roadshow documentation and signage
- The opportunity to display banners in the event room
- The opportunity to include promotional material in delegate packs (if applicable)
- The opportunity to speak as part of the roadshow agenda
- Your logo featured on the event slides and inclusion in the Chair's welcome and closing speeches
- Complimentary places at all roadshow events
- The opportunity to write a Business Briefing for our membership magazine - LandBusiness

Sole sponsorship starts from £6,000, shared sponsorship opportunities from £3,500.



NEXT GENERATION EVENTS

Across the regions, Scottish Land & Estates has worked with landowning members to establish our Next Generation groups. The groups include a variety of landowners from across Scotland with varying sizes of estate, estate activity and at a range of stages in succession / transition. The majority of events to date have been held virtually discussing a wide variety of topics and hearing from a selection of guests.

In 2023 and 2024 we also offered in-person events to this group with small dinners, exclusive Walk & Talk events and a reception in London. These events have typically run on an invitation only basis, restricted to landowning members, providing a safe space for open discussion and debate, to share experiences and opportunities and support one another.

Looking ahead to 2025, we are looking to work closely with sponsors to deliver further in-person events.

01 SCOTLAND EVENTS

Exact sponsorship packages are dependent on the event and the specific arrangements - please see below as an indication.

Sponsorship includes:

- Your logo on all invitations, event correspondence and event promotion (pre and post event)
- The opportunity to display banners / promotional material at the event
- The opportunity to speak as part of the event (likely 5-10 minutes)
- Inclusion in the Chair's welcome and closing speeches
- Two complimentary tickets to attend the event
- The opportunity to network with the next generation of estate owners in Scotland

Sponsorship of Next Generation Events in Scotland starts at £1,500.

Note: Sponsorship of these events is typically limited to no more than two businesses

02 LONDON RECEPTION

SPONSORS
CONFIRMED 2025

Our Annual London Next Generation Reception takes place in Spring and provides the opportunity to engage with those next generation members who live and work in London and the south.

Sponsorship includes:

- Your logo on all invitations, event correspondence and event promotion (pre- and post- event)
- The opportunity to display banners / promotional material
- A speaker slot as part of the reception (5-10 minutes)
- Inclusion in the Chair's welcome and closing speeches
- Two complimentary tickets to attend the event
- The opportunity to network with the next generation of estate owners in Scotland

Sponsorship starts at £2,000.

Note: Sponsorship of this event is limited to two businesses



ANNUAL CONFERENCE

Our Annual Conference is a highlight in the Scottish Land & Estates event calendar. With high-profile keynote speakers and an agenda tackling some of the sector's biggest priorities, it garners extensive interest including national media coverage.

2024 was another special year for the Scottish Land & Estates conference, with over 400 attendees joining us at the Assembly Rooms for a thought-provoking day with influential speakers, including the leader of the Scottish Labour Party, the Chairman of NatureScot and a former Director General of the National Trust. With regular break-outs, there were also exceptional networking opportunities throughout the day.

The Annual Conference presents a number of opportunities for you to engage with our membership, raise your profile and to gain knowledge and expertise. Below and overleaf we have set out various opportunities available to you. Please get in touch with Hannah or Jane if you would like to know more.

01 GOLD SPONSOR

Sponsorship includes:

- Your logo on all invitations, event correspondence and event promotion (clickable online)
- Branding and logo on all conference documentation and signage
- Conference programme advert - full page
- Two banners on display in the conference room
- Complimentary Premium Exhibition Stand (worth £1,200)
- The opportunity to include promotional material in delegate packs
- The opportunity to speak as part of the main conference agenda
- Your logo featured on the event slides and inclusion in the Chair's welcome and closing speeches
- Four complimentary tickets to attend the conference
- The opportunity to write a Business Briefing for our membership magazine - LandBusiness

The Gold Package is available for £10,000.

02 SILVER SPONSOR

Sponsorship includes:

- Your logo on all invitations, event correspondence and event promotion (clickable online)
- Branding and logo on all conference documentation and signage
- Conference programme advert - half page
- Complimentary Exhibition Stand
- The opportunity to include promotional material in delegate packs
- Inclusion in the Chair's welcome and closing speeches
- Two complimentary tickets to attend the conference

The Silver Package is available for just £5,000.

DATE : 28TH MAY 2025
ASSEMBLY ROOMS, EDINBURGH



ANNUAL CONFERENCE

DATE : 28TH MAY 2025
ASSEMBLY ROOMS, EDINBURGH

03 BRONZE SPONSOR

Sponsorship includes :

- Branding and logo on all conference documentation and signage
- Conference programme advert - half page
- Complimentary Exhibition Stand
- The opportunity to include promotional material in delegate packs
- Inclusion in the Chair's welcome and closing speeches
- One complimentary ticket to attend the conference

The Bronze Package is available for just £2,500.

04 DELEGATE PACK INSERT PACKAGE

Include an A4 or A5 insert in all conference delegate packs for just £500.

Please note: this can only be purchased in addition to an exhibitor stand

05 BREAKFAST RECEPTION

Sponsorship includes:

- Branding and promotional material in the exhibition hall
- Conference programme recognition
- Discounted Exhibition Stand, subject to availability
- The opportunity to include promotional material in delegate packs
- Two complimentary tickets to attend the conference

The Breakfast Reception Package is available from £1,000.

06 POST CONFERENCE DRINKS RECEPTION

Sponsorship includes:

- Branding and promotional material in the exhibition hall
- Conference programme recognition
- Discounted Exhibition Stand
- The opportunity to include promotional material in delegate packs
- Two complimentary tickets to attend the conference

The Drinks Reception Package is available for just £1,200.



ANNUAL CONFERENCE - EXHIBITOR STANDS

DATE : 28TH MAY 2025
ASSEMBLY ROOMS, EDINBURGH

The Scottish Land & Estates Annual Conference provides a fantastic opportunity to showcase your brand and products to our members. Exhibiting with us provides you with targeted exposure to raise your company profile across the rural sector.

Our exhibitor offerings are tiered and designed to put you in front of decision makers from across the membership.

Please Note : Exhibitor Stands are limited - early booking is advised.
Deadline for booking : 31st January 2025

01 STANDARD

This includes:

- Stand space with table and space for up to two standard roller banners including power & wifi
- Company listed on SLE website including logo, 50-word description and website link
- Exhibitor listing in spring issue of LandBusiness and in Conference Programme
- Promotion in pre- & post- event delegate communications
- One complimentary ticket to attend the conference, including lunch

A Standard Exhibitor Stand is available for just £750.

02 PREMIUM

As per standard exhibitor listing, plus:

- Promoted to prime stand location with increased size for up to 3m curved banner
- Exclusive Opportunity to display a pop-up banner in the conference hall**
- Upgraded listing in spring issue of LandBusiness
- Full page Advert in Conference Programme
- Priority Conference Programme listing with space for QR Code to link to your website
- Three complimentary tickets to attend the conference, including lunch

A Premium Exhibitor Stand is available for just £1,200.

** Please note this is strictly restricted to only 10 Premium Exhibitor Stands.



HELPING IT HAPPEN AWARDS 2025

DATE: OCTOBER 2025

EDINBURGH



Our annual Helping it Happen awards celebrate rural success across a variety of sectors. Since launching the Helping it Happen campaign ten years ago in 2014, and creating the awards in 2016, we have championed the achievements of our members across the many sectors in which we represent members' interests including farming, climate action, education and tourism.

This is your chance to be part of the 2025 campaign as we call for entries, promote finalists and celebrate our winners, through a range of different communication channels and across a broad audience, including dozens of national and regional news publications and broadcasters offering extensive exposure for your brand. The awards campaign throughout 2024 was hugely successful and achieved almost 100 nominations. The Helping it Happen Awards black-tie dinner showcases all finalists, with more than 300 people coming together to celebrate successes across rural Scotland.

The Awards campaign annual dinner will return in October 2025 for another glittering night of celebrations for hundreds of people who share our passion for rural Scotland.

01 HEADLINE SPONSOR

Sponsorship includes:

- Your logo on all mentions of the Helping it Happen awards campaign throughout 2025 including social media, LandBusiness magazine, SLE e-news, SLE website, SLE events newsletter, press releases, podcasts and direct marketing to potential entrants
- Branding and logo on all invitations to members, stakeholders and guests
- Branding and logo on all documentation and signage
- Table for ten people in a prime location at the awards dinner in October in Edinburgh
- The opportunity for a senior representative of your company to present your Award Category and be photographed with the category winner
- Logo and link to your website on the Scottish Land & Estates website
- Awards programme advert - full page
- Two banners on display at awards dinner
- Your logo and promotional media featured on the event slides and inclusion in the Chair's speeches
- Company profile on Helping It Happen awards page on website
- Credits on marketing and advertising in build-up to the night and afterwards in the post-awards review in Scottish Land & Estates newsletter and magazine

The Headline Sponsorship package is available for just **£8,000** including Awards Category sponsorship.



HELPING IT HAPPEN AWARDS 2025

02

AWARDS CATEGORY SPONSOR

LIMITED
AVAILABILITY 2025

Sponsorship includes:

- Your logo on all mentions of Helping it Happen Awards campaign throughout 2025 including social media, LandBusiness magazine, SLE e-news, SLE website, press releases, SLE events newsletter, podcasts and direct marketing to potential entrants.
- Table for 10 people in a prime location at the awards dinner in October in Edinburgh
- The opportunity for a senior representative of your company to present your Award Category and be photographed with the category winner
- Logo and link to your website on the Scottish Land & Estates website
- A full page advert in our programme for the night
- Your logo and promotional media featured on the event slides and inclusion in the Chair's speeches
- Company profile on Helping it Happen awards page on website
- Credits on marketing and advertising in build-up to the night and afterwards in the post-awards review in Scottish Land & Estates newsletter and magazine
- Ongoing publicity opportunities throughout the year via case studies of award winners

The Awards Category Sponsorship packages are available for just £3,000.

Contact Jane to find out more about the award categories and opportunities available for 2025.

03

DRINKS RECEPTION SPONSOR

The Drinks Reception marks the start of the Helping it Happen Awards Black Tie Dinner and Awards ceremony and this package includes:

- Your logo on all invitations, event correspondence and event promotion (clickable online)
- Two tickets on a mixed table of guests at the awards dinner in Edinburgh in October
- Half page advert in awards dinner programme
- Two banners on display in drinks reception area
- The opportunity to supply wine bottle collars or similar with your branding
- The opportunity to upgrade to a full table at the awards dinner in Edinburgh in October

The Drinks Reception Sponsorship package is available for just £1,650.



WILDLIFE MANAGEMENT & MOORLAND CONFERENCE

Scottish Land & Estates is proud to be the representative organisation for landowners with moorland management interests. In the midst of a climate and nature emergency it has never been more important to ensure our uplands are managed professionally, responsibly and sustainably - delivering integral benefits for people, jobs and nature. Moorland management has an important role to play in sustaining a thriving and prosperous upland landscape - something that has long been recognised by Scottish Ministers.

In 2024 we were delighted to deliver the inaugural Scottish Land & Estates Moorland Conference bringing together landowners, land agents and land managers. Following the success of this event, in 2025 we will deliver the Wildlife Management and Moorland Conference providing an opportunity to discuss significant changes to moorland management activities and wildlife management as a result of current legislative changes. Topics are likely to include muirburn, deer management and species licensing amongst others.

The Scottish Land & Estates Wildlife Management & Moorland Conference brings together leading voices from across the sector to set out and discuss the impact of legislation. The event will be an exciting opportunity to discuss the future of a sector that remains vital to the fabric of rural Scotland.

This event provides a number of opportunities for you to engage with our membership, raise your profile and to gain knowledge and expertise for you and your business. Below and overleaf we have set out various opportunities available to you.

Please get in touch with Hannah if you would like to know more.

01 HEADLINE SPONSOR

SPONSOR
CONFIRMED 2025

Sponsorship includes:

- Your logo on all invitations, event correspondence and event promotion (clickable online)
- Branding and logo on conference documentation
- Two banners on display in the conference room
- Exhibitor Stand space
- The opportunity to gift promotional material (notebook / pens etc) to event delegates
- The opportunity to speak as part of the main conference agenda plus a seat on the Q&A panel
- Your logo featured on the event slides and inclusion in the Chair's welcome and closing speeches
- Three complimentary tickets to attend the conference
- A mention and quote in the event write up in our membership magazine - LandBusiness

The Headline Sponsorship package is available for just £3,500.

DATE: MAY 2025
PERTHSHIRE



WILDLIFE MANAGEMENT & MOORLAND CONFERENCE

DATE: MAY 2025
PERTHSHIRE

02 GOLD SPONSOR

Sponsorship includes:

- Your logo on all invitations, event correspondence and event promotion (clickable online)
- Branding and logo on conference documentation
- Exhibitor Stand space
- The opportunity for a seat on a panel as part of the conference agenda
- A banner in the conference area
- Inclusion in the Chair's welcome and closing speeches
- Two complimentary tickets to attend the conference

The Gold Sponsorship package is available for just £2,500.

03 SILVER SPONSOR

Sponsorship includes:

- Branding and logo on all conference documentation and signage
- Exhibitor Stand space
- A banner in the conference area
- Inclusion in the Chair's welcome and closing speeches
- One complimentary ticket to attend the conference

The Silver Sponsorship Package is available for just £1,500.

A limited number of Exhibitor Stands are available - do let us know if you would be interesting in exhibiting and we will be in touch.



WILDLIFE ESTATES SCOTLAND



The Wildlife Estates Scotland (WES) initiative is hosted by Scottish Land & Estates and aims to promote the best habitat and wildlife management practices, build recognition and raise standards through an objective accreditation system.

The key aims of the initiative are to:

- Promote best practice in wildlife and habitat management
- Build information on species and their habitats, wildlife management, conservation projects and integration with other land uses to monitor continuous improvement
- Encourage conservation projects and integration with other land uses to monitor continuous improvement
- Use information to engage public and private stakeholders in encouraging best practice management for further maintenance and enhancement of Scotland's biodiversity

There are a variety of events and mechanisms through which you can support WES alongside raising your business profile with landowners committed to best practice and conservation.

01 WES ASSEMBLY - EVENT SPONSORSHIP

The Headline Sponsorship Package is available for just £5,000.

Sponsorship includes:

- Your logo on all invitations, event correspondence and event promotion (clickable online)
- Branding and logo on assembly documentation
- Two banners on display in the conference room
- The opportunity to gift promotional material (notebook / pens etc) to event delegates
- The opportunity to speak as part of the main assembly agenda (subject to topic and expertise)
- Your logo featured on the event slides and inclusion in the Chair's welcome and closing speeches
- Two complimentary tickets to attend the assembly
- A mention and quote in the event write up in our membership magazine - LandBusiness

The Silver Sponsorship Package is available for just £2,000.

Sponsorship includes:

- Your logo on all invitations, event correspondence and event promotion (clickable online)
- A banner on display in the conference room
- Your logo featured on the event slides and inclusion in the Chair's welcome and closing speeches
- One complimentary tickets to attend the assembly



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WILDLIFE ESTATES SCOTLAND



02 WES WEBINARS THROUGHOUT 2025

Our live webinars, which are free to accredited estates, provide insight on key topics relevant to their businesses. These are also recorded and form part of our 'On Demand' resources, through our exclusive member portal, ensuring ongoing exposure of your sponsorship and involvement.

Sponsorship includes:

- The opportunity to speak on the webinar - 10 mins minimum (exact agenda varies between webinars)
- Input into the agenda and event format
- Your logo on all invitations, event correspondence and event promotion (clickable online)
- Your logo featured on the event slides as appropriate
- Ongoing promotion to all members through video sharing of webinar on SLE website and promoted via newsletter and social media

Sponsorship starts from £550 - do get in touch to find out more.

03 WES WALK & TALK EVENTS THROUGHOUT 2025, ACROSS SCOTLAND

The Wildlife Estates Scotland Walk & Talk programme aims to showcase best practice, facilitate collaboration and knowledge sharing as well as bringing together those working to enhance the environment and landscapes in which they live and work.

Sponsorship includes:

- The opportunity to present and showcase what you are doing to accredited members (details on specifics of this vary)
- Your logo on all invitations, event correspondence and event promotion (clickable online)
- The opportunity to display promotional material and banners at the event
- The opportunity to include breakfast / lunch for additional networking

Sponsorship starts from £500 - do get in touch to find out more.

04 WES SUPPORTER DONATIONS

Join those businesses who already support Wildlife Estates Scotland as part of their ongoing commitment to encourage the reversal of biodiversity loss and restore habitats across Scotland with an annual donation to enable the ongoing development of the accreditation scheme and facilitate the scheme's capabilities as a delivery partner for Scottish Government.

Contact Tony Stevenson or Ross Ewing
(ross.ewing@scottishlandandestates.co.uk) to discuss further.



Scottish
Land & Estates



Wildlife Estates Scotland is supported by :



OUR TEAM



TONY STEVENSON

Director of Operations

tony.stevenson@scottishlandandestates.co.uk



HANNAH LLOYD

Business Development Manager

Contact Hannah for marketing & advertising packages for 2025 including print & digital opportunities and events.

hannah.lloyd@scottishlandandestates.co.uk



JANE LAING

Events and Publications Co-ordinator

Contact Jane for event sponsorship opportunities including Helping it Happen Awards, Annual Conference, Land Managers Training Day, Annual Taxation Event and the Shows.

jane.laing@scottishlandandestates.co.uk

*Prices quoted are subject to change at any point without prior notice

*All prices are subject to VAT at standard rate ruling at time of invoice



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