

2022

SFI

AWARDS

PRESENTED BY MORTGAGE INTRODUCER

SUSHI SAMBA  
LON DON

SALESFORCE  
TOWER

12PM - 4PM | FRIDAY 8 JULY 2022 | SUSHI SAMBA, THE CITY



# THE SEVENTH ANNUAL SPECIALIST FINANCE INTRODUCER AWARDS

**Following on from our previous stellar events, the Specialist Finance Introducer Awards are returning for a seventh successive year. Brought to you by the team behind Mortgage Introducer, the awards celebrate all that is great in the specialist sector.**

In an ever-changing world, the real heroes of the specialist finance industry are those who keep well-informed, pay attention to the facts, stay positive and provide their clients with a complete and realistic outlook.

These are the champions of the finance industry - working together to reshape the future of the UK financial sector.

The Specialist Finance Introducer Awards are presented by Mortgage Introducer and sister publication Specialist Finance Introducer and are focused on rewarding excellence and thought leadership.

The rise of specialist finance shows that it is no longer just about servicing clients, but about being resilient to the adapting landscape and standing out from the crowd.



The Awards recognise, reward and celebrate the best and brightest of the UK Specialist Finance sector; individuals and businesses who are pushing boundaries, breaking down barriers and resetting the dial with innovation and professionalism.

Join us on the afternoon of 8 July 2022 at SUSHISAMBA in the heart of the City of London, to empower the thought leaders and game-changers. This is an opportunity to position your company at the forefront of the industry – a champion of champions.

We look forward to working with you and celebrating the Awards.

**This year, we will be celebrating  
the best in UK specialist finance  
at the world-famous  
SUSHISAMBA restaurant and  
terrace bar.**

Located on the 38th and 39th  
floors of Heron Tower at 110  
Bishopsgate, SUSHISAMBA  
London features the highest  
outdoor dining terraces in Europe,  
offering unparalleled 360 degree  
views of the City.

The awards will be held in  
SUSHISAMBA's main dining room  
with private access to both  
terraces.



**SUSHISAMBA®**



# THE CATEGORIES

RESERVED FOR HEADLINE SPONSOR

**Rising Star Award for Brokers**

**Service to the Industry Award**

**Commercial Lender of the Year**

**Development Lender of the Year**

**Secured Loan Lender of Year**

**Buy-to-Let Lender of the Year**

**Bridging Lender of the Year**

**Specialist Finance Lender of the Year**

**Best Broker: Buy-to-Let**

**Best Broker: Bridging**

**Best Broker: Development Finance**

**Best Broker: Commercial**

**Best Broker: Secured Loans**

**Best Broker: Sole Trader of the Year**

**Best London Broker**

**Specialist Finance Broker of the Year**

**Commercial Distributor of the Year**

**Bridging Distributor of the Year**



**Secured Loan Distributor of the Year**

**Best Conveyancer / Legal Firm**

**Best Surveyor**

**Best Insurance Provider**

**Product or Digital Innovation of the Year**

**Public Speaker of the Year**

**BDM / Relationship Manager of the Year**

# THE AWARD WINNERS SUPPLEMENT



Distributed in print with an issue of Mortgage Introducer to our circulation of 5,000 mortgage brokers.

Digital version to be distributed to our full subscriber base via email to 15,500 specialist finance professionals and hosted on both Specialist Finance Introducer and Mortgage Introducer websites.

High quality A4 supplement documenting all 28 awards including photos of all winners at on stage at the event with their trophies.

Forwards from the Mortgage Introducer / SFI editorial team.

Editorial contribution on the Specialist Finance sector.

Sponsors advertising.

Double page spread of event photographs.

# STANDARD AWARDS PACKAGE

£3,250 + VAT



Sponsorship of chosen award (sold on a first come first served basis).

10 tickets to the event.

“Supported by” logo branding on all marketing building up to and at the event including email campaigns to our audience, adverts promoting the event in Mortgage Introducer magazine, the awards voting website and social media posts.

Social posts throughout the event.

Awards supplement: Full page advert facing full page photo of you presenting the award to the winner including caption.

# PLATINUM AWARDS PACKAGE

£7,500 + VAT



Sponsorship of chosen award (sold on a first come first served basis).

10 tickets to the event.

Sponsorship of tree terrace including branding and signage.

Opportunity for social media sponsorship / photo opportunities / 360 Photo Booth

Prominent logo branding on all marketing building up to and at the event including email campaigns to our audience, adverts promoting the event in Mortgage Introducer magazine, the awards voting website and social media posts.

Social posts throughout the event.

Awards supplement: Full page advert facing full page photo of you presenting the award to the winner including caption.





# HEADLINE SPONSOR & MEDIA PARTNER PACKAGE

£15,000 + VAT

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**together.**<sup>®</sup>

'Specialist Finance Business of the Year' award sponsor.

'Service to the Industry' award sponsor.

10 tickets to the event.

"In association with" - headline branding on the main stage, at the main entrance and on all banners, drapes, pop ups and projections at the event as well as marketing building up to and at the event including email campaigns to our audience, adverts promoting the event in Mortgage Introducer magazine and social media posts.

Wallpaper on the awards microsite.

Social posts throughout the event.

Awards supplement: Branding on front cover of supplement "SFI Awards in partnership with..."

Awards supplement: Full page advert - inside front cover and facing 3cm strip on foot of editor's forward.

Awards supplement: 2 page editorial piece summarising the specialist finance market over the past 12 months and looking ahead to future trends and opportunities.

Awards supplement: DPS centre page spread containing photos of you presenting both awards to the winners including captions supported by 3cm DPS strip adverts.

Awards supplement: Full page advert - outside back cover





# CONTACT US

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