



## Showcase your products and services to key decision makers in homecare

Affiliate Membership of the Homecare Association is open to organisations or individuals that provide goods, services and consultancy to homecare providers.

The Homecare Association is the only membership body dedicated to representing homecare providers. Together we ensure that homecare is valued, and people can live well at home and flourish in their communities.

We have over 2,300 homecare provider organisations in membership, with over 4,000 member contacts with whom we communicate, representing a third of the homecare market.

As an Affiliate Member or supplier to the homecare sector, our affiliate programme offers a unique and valuable opportunity to raise awareness of your products and services to a relevant and engaged audience.



## Affiliate membership benefits

### Access to the market

Our members include a wide range of homecare providers from small independent enterprises to national franchises.

### Connection and engagement opportunities

We can facilitate tailored connection opportunities to help build effective relationships with homecare provider business owners.

### Discounts and cost-effective promotional and sponsorship opportunities

Available through our digital and print media and events.

### Directory listing

Have your business promoted in our online directory listing, easily searchable by business category.

### Use of our Affiliate Membership logo

Highlight your commitment and support for the sector by using our Affiliate Member logo in your marketing.

### Expertise and information

Stay up to date with changes and hot topics for the sector through our regular email alerts.



## Opportunities to reach and engage our membership



### Digital marketing

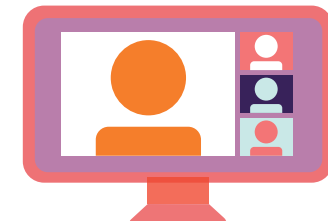
- Blogs
- Emails to members
- Webinars
- Website listing

### Traditional marketing channels

- Event sponsorship and exhibition opportunities
- *Homecare* - our members' magazine
- New member welcome packs

### Pricing

- Advertorial (up to 800 words) **£500**
- One page magazine advert **£750**
- Half page magazine advert **£500**
- Magazine inside front cover **£900**
- Magazine back cover **£1,200**
- Affiliate solus email **£500**
- Non-member solus email **£1,000**
- Webinar **£1,000** (Price includes promotional emails and website listing)
- Conference sponsorship and stands - **register interest**





## Affiliate Membership fees

Homecare Association Affiliate Membership is an annual subscription based on your company turnover and your requirements,

**For more details please contact the membership team on:**

020 8661 8188 select option 2 or email: [liam.pavesi@homecareassociation.org.uk](mailto:liam.pavesi@homecareassociation.org.uk)

PLEASE NOTE: We are not currently accepting applications for membership from recruitment agencies.



Find out more about the  
Affiliate membership of the  
Homecare Association:

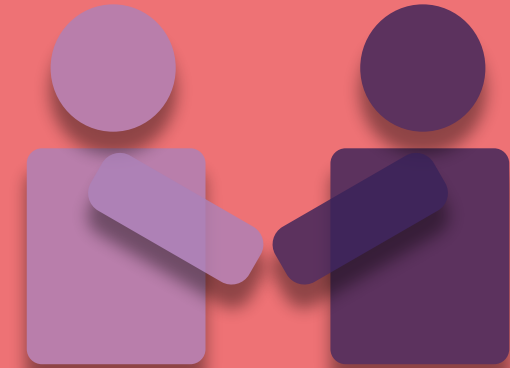


020 8661 8188, option 2

[liam.pavesi@homecareassociation.org.uk](mailto:liam.pavesi@homecareassociation.org.uk)



# Homecare Association



## Affiliate Membership



Homecare  
Association

Registered in England. Number 03083104  
Registered Office: Mercury House, 117 Waterloo Road,  
London, SE1 8UL

Join the Homecare Association as a  
supplier and reach thousands of  
homecare providers across the UK.