

VIP Launch Event

Builder Pack

HARPERS FIELD
1ST NOVEMBER 2026



A M B E R L E I G H

GOLDEN GROVE





An invitation to be part of *Amberleigh's launch.*

We are pleased to introduce Amberleigh, a significant new residential community set to take shape across approximately 104 hectares in Golden Grove.

Designed to become a connected and enduring neighbourhood, Amberleigh will introduce over 1,100 new homes across a diverse mix of allotments.

The vision brings together considered urban design, landscaped open spaces, walking connections and convenient access to the established schools, shopping, recreation and services of Golden Grove.

Amberleigh presents an exciting opportunity to deliver more housing choice in one of Adelaide's most established and sought-after north-eastern communities. It will be a place shaped for everyday living, where new homes sit within a carefully planned environment and residents can feel connected from the very beginning.

The Amberleigh VIP Launch Event will provide registered buyers with their first opportunity to discover the project, explore future home options and speak directly with the builders who may help bring their new home to life.

Amberleigh is proudly delivered by YAS Property & Development and Land Communities SA.

VIP Event Information

WHERE	WHEN	FORMAT	ATTENDEES	OPPORTUNITY
Harpers <i>Field,</i> <i>Golden Grove</i> The launch will be held at Harpers Field in the heart of Golden Grove. Final access, parking and venue details will be provided to confirmed builders.	Sunday 1st <i>November</i> Builder bump-in will commence from 9:00 am, allowing time for displays to be completed before the first buyers arrive at 11:00 am.	3 x two-hour <i>sessions</i> VIP buyers will attend one of three ticketed sessions: 11am-1pm, 1pm-3pm or 3pm-5pm.	450 expected <i>buyers</i> Up to 150 registered Amberleigh VIPs will be attending each session, creating a highly relevant and engaged audience of prospective purchasers.	Maximum <i>7 builders</i> on display A carefully selected group of builders will meet prospective buyers and showcase suitable home designs, building options and potential house and land solutions.



Participating builders must have representatives and displays in place for all 3 buyer sessions. Final bump-in and setup requirements will be issued before the event.

Be part of Amberleigh *from the beginning*

The Amberleigh VIP Launch is an opportunity to introduce your building company to prospective purchasers at the very beginning of their buying journey.

Registered VIPs attending the event will be actively considering Amberleigh and the possibilities available to them. By participating, your team can help buyers understand what they may be able to build, explore suitable home designs and begin making informed decisions about their future home.



Participating builders will have the opportunity to:

- Meet prospective Amberleigh buyers face-to-face
- Showcase home designs suited to future Amberleigh allotments
- Discuss building options, inclusions and upgrade opportunities
- Explore potential house and land solutions with interested buyers
- Display brochures, floorplans and relevant company information
- Build brand awareness with a highly relevant and engaged audience
- Establish early relationships with buyers as they move towards purchasing
- Develop a strong working relationship with the Amberleigh sales and marketing team

This is more than an opportunity to display your brand. It is a chance to provide useful guidance, start genuine buyer conversations and establish your business as part of the Amberleigh story from launch.

Participation is limited and will be subject to available space and final approval by the Amberleigh team.

Confirm your interest in participating:

yaspd.com.au/gg-vip-event-builder-roi

Builder ROI's close Friday 2nd October.



Participation requirements

To create a professional and welcoming experience for Amberleigh VIPs, participating builders will be responsible for providing professional representatives and display materials for the duration of the event.

YOUR REPRESENTATIVES

Please provide:

- Representatives for the full event, including all 3 buyer sessions. We will need names and contact details closer to the event.
- Team members who can confidently discuss your home designs, building process, inclusions and suitable housing options.

INVITING BUYERS

The VIP Launch will be managed as an official Amberleigh event, with attendance ticketed across three sessions.

Builders should not invite or distribute event details directly to their own databases. Once public registrations open, builders may direct interested buyers to the official Amberleigh RSVP page (link to be provided). This will ensure attendance numbers can be managed and all guests are registered through the correct channel.

YOUR DISPLAY

Each builder should provide or organise:

- A branded tablecloth and other presentation materials. We will supply a 1.8m trestle table.
- Current brochures, floorplans and relevant home information.
- Signage or a media wall no wider than 2.2 metres
- Any required devices, display stands, chargers or extension leads.
- Details of any power, AV or other setup requirements.
- Public liability insurance documentation.

Final allocations and setup requirements will be finalised with each builder once participation has been confirmed.

DOWNLOAD THE AMBERLEIGH ASSETS

Approved Amberleigh logos and brand assets are available for participating builders to download below.

[LINK HERE](#)

Please use only the approved artwork supplied and do not alter the Amberleigh logo, colours, proportions or typography. All public-facing material referencing Amberleigh must be submitted to the project team for approval before publication or distribution.



Important Dates

