LEGACY FESTIVAL

15 March 2027

As a sponsor of Remember A Charity's Legacy Festival, you enable fundraisers from across the sector to come together, share learnings and inspire one another. With your support, we can help charities to grow their legacy income and build resilience for the future.

SPONSORSHIP OPPORTUNITIES

Are you looking to get your brand in front of an engaged group of legacy fundraisers and to be seen as a key partner, supplier or provider to the sector? Do you want to help charities build resilience and grow long-term legacy income?

By sponsoring Remember A Charity's Legacy Festival, you will be playing a fundamental role in enabling legacy fundraisers to come together to learn and share; to gain insight, inspiration and build confidence, helping to grow their legacy income, while showcasing your brand and service.

ABOUT REMEMBER A CHARITY

Remember A Charity is a behaviour change campaign, dedicated to growing the UK's charitable legacy market. Our work, which includes high-profile consumer campaigns, advocacy, engagement with professional advisers and more, helps charities develop vital long-term funding, strengthening their resilience for the future.

Representing 200 member charities, Remember A Charity has a strong brand and reputation, and proven impact in driving change. We work collaboratively, drawing together our charity members, solicitors, professional advisers, government and others around a collective and singular purpose of growing the UK's legacy market.

SYNOPSIS OF THE EVENT

Shining a light on your brand and your support for the sector, sponsorship will position your organisation at the heart of our movement to normalise legacy giving across the UK.

This one-day event, taking place on 15 March 2027, brings together Remember A Charity members, reflecting the diversity and breadth of the charity sector. It will present new legacy market data and insights into supporter behaviour, alongside inspirational legacy campaigns, strategies, and our annual legacy hackathon!

Sponsors are invited to join in all parts of the day, including multiple networking opportunities, enabling you to build relationships with delegates across our membership community.

Attendance at this unique event is free for Remember A Charity members, so there is no ticket cost for delegates. One to two places will be allocated per member charity, and we are anticipating around 150 delegates at the event.

WHAT TO EXPECT FROM THE LEGACY FESTIVAL 2027

This free and exclusive one-day event for Remember A Charity members will deliver an informative and inspirational array of topics ranging from new market insights through to creative legacy marketing campaigns and strategies, alongside key campaign updates for members. An interactive event, it offers multiple networking opportunities.

As a sponsor, you will have the opportunity to engage with delegates and to showcase your brand and services in each of the networking sessions, while participating actively in the content programme throughout the day. The Legacy Festival is held at the iconic and historic venue, 1 America Square, located in the heart of London.

AGENDA – 15 March 2027, 9am-5pm

Registration opens at 9am, with the programme starting at 10am and breaks mid-morning, at lunch and mid-afternoon, followed by networking drinks (4-5pm). Lunch and refreshments will be provided in the exhibition area, allowing plenty of time for networking between exhibitors/sponsors and delegates. The programme includes the following highlights:

- **Today's legacy market:** Unveiling new research on charitable legacies, this session shares highlights from a range of sector studies, collating the latest learnings and exploring what this means for your legacy programme.
- **Legacy Hackathon:** A highlight from last year's event, delegates will once again be set the task of working with their peers at their tables to develop a fictional legacy campaign
- **Inspirational case studies**: This session will share legacy successes, giving delegates the opportunity to learn and be inspired by their peers.
- **Legacy fundraising clinics:** Breaking into small groups, this legacy troubleshooting session is your opportunity to put your burning questions to a panel of legacy experts.
- **Remember A Charity in 2027:** Key campaign updates and promotional opportunities for members.
- **Networking drinks:** A chance to get to know our members and our partners in a more relaxed setting.

SPONSORSHIP PACKAGES

Sponsorship opportunities are limited and are available on a first-come, first-served basis. They include headline sponsorship and 8 exhibitor packages. Select elements of the Festival such as networking drinks or the Legacy Hackathon may also be considered for sponsorship on request.

EXHIBITION SPONSOR (£2,400 +VAT)

As a valued exhibitor, you'll be able to showcase your organisation and services, and to fully participate in the event alongside our members. This includes:

- Exhibition space with a large stand, table and chairs to showcase services, literature and promotional materials.
- Logo and branding featured across event slides, promotional emails, event literature, and social media.
- Recognition from the stage, including a welcome and brief introduction to your organisation and services.
- Two delegate places, with refreshments and lunch.
- Participation in the full event programme with delegates.

HEADLINE SPONSOR (£4,240+VAT)

As headline sponsor, you'll receive maximum visibility and exclusive opportunities to showcase your brand, while immersing yourself in the day's activities. The package includes:

- Exclusive positioning as the Headline Sponsor, with a short speaking opportunity at the event.
- Prime exhibition location for a stand, table and chairs to showcase services, literature and promotional materials.
- Placing a promotional item or literature on every seat.
- Provision of a blog and promotional video for delegates.
- Logo and branding featured across event slides, promotional emails, event literature, and social media.
- Three delegate places, with refreshments and lunch.

CLICK HERE TO VIEW FURTHER DETAILS

WHY SPONSOR OUR LEGACY FESTIVAL?

Sponsoring Remember A Charity's one-day Legacy Festival offers a unique opportunity to position your organisation as a trusted partner in the legacy sector. What's more, you'll be helping to drive long-term social good as part of our collective mission to inspire people to remember a charity in their Will.

From a commercial perspective, sponsorship enables you to:

- Build brand awareness and engagement at the heart of the sector;
- Demonstrate your commitment to charities, sponsoring an event that equips and empowers fundraisers to grow their long-term legacy income;
- Strengthen relationships with existing clients within our membership;
- Gain knowledge and understanding from the event itself.

WHAT SPONSORS SAY

With outstanding feedback from last year's Legacy Festival, delegates and sponsors described the day as "impeccable".

"We really valued the opportunity to be part of the day, and interact with attendees, fellow sponsors and the Remember A Charity team."

GET IN TOUCH

If you're keen to find out more, view our ratecard here or get in touch today at info@rememberacharity.org.uk

Remember A Charity is part of the Chartered Institute of Fundraising, which is incorporated by Royal Charter (RC000910) and is a charity registered in England and Wales (No. 1188764) and Scotland (No. SC050060).

Canopi, 82 Tanner Street, London, SE1 3GN
www.rememberacharity.org.uk info@rememberacharity.org.uk