

**REMEMBER A CHARITY
IN YOUR WILL**
Help the work live on...

SPONSORSHIP OPPORTUNITIES: REMEMBER A CHARITY'S ONE-DAY LEGACY FESTIVAL 2025

24 MARCH 2025

Are you looking to get your brand or service in front of an engaged audience of legacy fundraisers? Do you want to be seen as a key partner, supplier or provider to the legacy sector? Would you welcome the opportunity to help the sector build resilience and grow its legacy income, demonstrating your support for charities large and small?

By sponsoring Remember A Charity's inaugural **One-Day Legacy Festival 2025** in London, 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.



WHAT TO EXPECT FROM REMEMBER A CHARITY'S LEGACY FESTIVAL 2025

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, while taking an active role in the programme. The Legacy Festival is held at the iconic and historic venue, [1 America Square](#), located in the heart of London.

SYNOPSIS OF THE EVENT

Shining a light on your brand and your support for the sector, sponsorship will see your organisation become an active participant and enabler in our collective movement to grow and normalise legacy giving across the UK.

This one-day event, taking place on 24th March, brings together Remember A Charity members reflecting the diversity and breadth of the charity sector. This conference will present new data from the legacy market and insights into the charitable Will-writing attitudes and behaviours of the giving public. It will also feature inspirational legacy campaigns and strategies from within our membership, creating a unique opportunity for members to share and learn from one another. We'll also provide key updates on Remember A Charity's work programme and multiple networking opportunities, giving you the opportunity to build relationships with delegates.

Attendance at this unique event is free for Remember A Charity members, so there is no ticket cost for delegates. 1-2 places will be allocated per member charity, and we are anticipating close to 150 delegates at the event.

AGENDA – Monday 24th March, 9.00am-5pm

Registration opens at 9.00am, with 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 is being finalised, with highlights including:

- **Understanding our legacy prospects:** Unveiling new research and insights on charitable Will-writing from Remember A Charity's consumer benchmarking study
 - **Future-gazing:** After 25 years of collaborating to grow the legacy market, we turn to the future and ask: What will the legacy market look like 25 years from now?
 - **Inspiring legacy case study:** The opportunity to learn and be inspired by your peers' legacy campaigns
 - **Panel session:** Wealth advisers and charity representatives come together to explore how to grow high value legacies and nurture supporters with wealth
 - **Interactive discussion:** Workshop-style discussions / brainstorming on topical themes
 - **Remember A Charity in 2025:** Essential campaign updates and promotional opportunities for members
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WHY SPONSOR OUR EVENT?

Sponsoring Remember A Charity's first full-day Legacy Festival offers a unique opportunity for your organisation to be positioned as a key trusted partner in the legacy sector and to drive long-term social good by becoming part of our collective mission to inspire people to remember a charity in their Will.

From a commercial perspective, sponsorship of our legacy forum will enable you:

- To build brand awareness and engagement within the charity sector;
 - To demonstrate your commitment to charities and charitable services, sponsoring an event that equips and empowers members to strengthen their legacy fundraising programme;
 - To strengthen relationships with existing clients within our membership;
 - To gain knowledge and understanding of legacy fundraising from the event content.
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SPONSORSHIP PACKAGES

Sponsorship packages will be limited to one headline sponsor and up to five conference sponsors. There is also the opportunity to sponsor networking drinks at the end of the day. [Get in touch to find out more and register your interest today.](#)

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, enables charities and community groups to develop vital funding streams for future generations.

As an established consortium, working for over 20 years with almost 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.

FIND OUT MORE

If you're keen to make a difference and would like to find out more, [please get in touch with us today!](#)

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).

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www.rememberacharity.org.uk