

Sponsorship Opportunities

At a glance

About the FSI

- Registered charity, founded in 2007
- 7.5k members (charities up to £5m turnover)
- Our vision is of a world filled with independent, effective and accountable charities with the belief, passion and capacity to achieve their vision
- We achieve this through a year-round programme of free and heavily subsidised learning opportunities across the UK, focusing on fundraising, governance, impact measurement and project management
- We are exceptionally well regarded and trusted – last year 95% of training delegates said they would recommend our training
- Recent partners and funders include NCVO, City Bridge Trust, Leathersellers Company, Garfield Weston Foundation, Association of Chairs, and the Department of Culture, Media and Sport.

“I really really, value the FSI events and being a member, and thank you hugely for the work you do and the support you provide. It makes me so proud to be part of this sector.”

“I really am grateful the FSI exists! It helps me do my job better and provides a wonderful feeling within the small charity community - thank you!”



Why sponsor with us?

- Engage an often hard-to-reach audience of 7,500+ small charities (up to £1m turnover) and Associate Members (£1m-£5m) at a time when they're looking to grow and professionalise.
- Associate your brand and raise your profile with a trustworthy organisation and best practice learning.
- We've been developing our online learning suite for 3+ years so we are skilled at delivering high-quality digital events, and our members are comfortable with engaging online.
- Take advantage of our exclusivity promise – you'll have no direct competitors at your event.
- Build a mutually beneficial and supported partnership with your dedicated FSI account manager – most of our sponsors return year after year, and have worked closely with us to develop and refine the benefits we offer.
- Have genuine conversations with exhibitor stands placed at the heart of face-to-face events rather than side rooms; get involved in multiple networking breaks during the day.
- Maximise reach with value-added offers like guest blog opportunities, insight into small charity needs, access to the latest research and thought leadership in the sector.
- Every penny of your sponsorship is reinvested back into furthering our charitable mission of helping the small charity sector thrive.

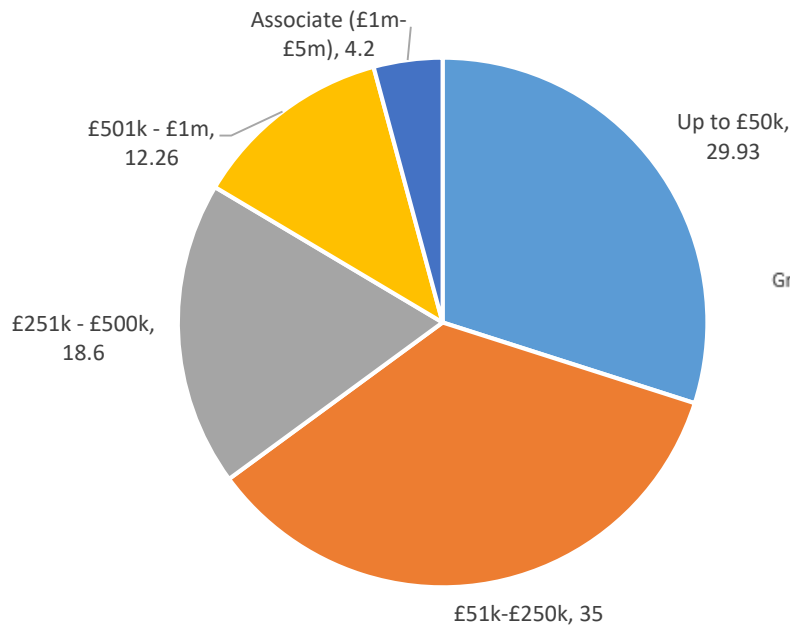
Our reach

7.5k+ members: 95.8% free Members under £1m turnover; 4.2% Associate Members (£1 - £5m turnover)

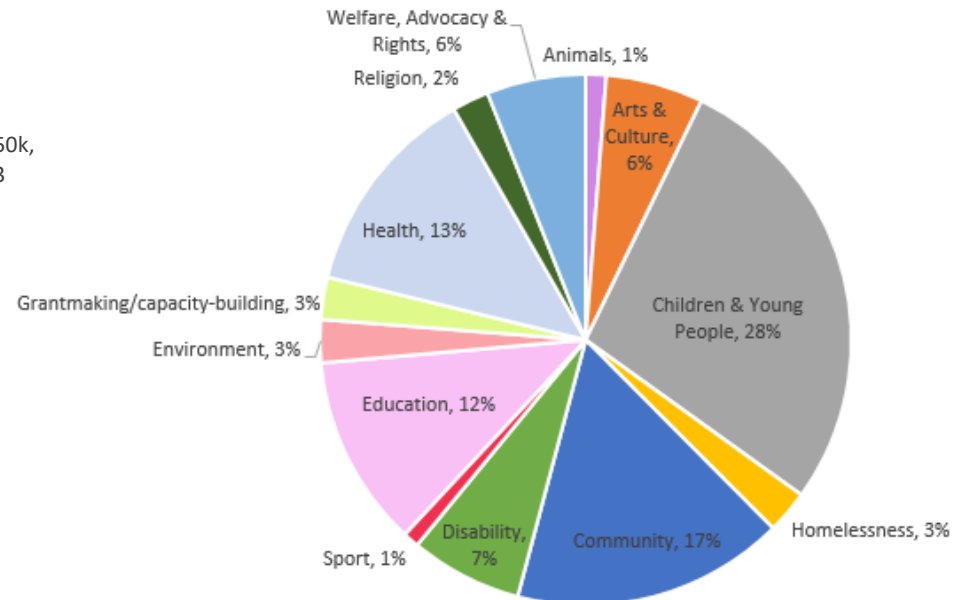
Twitter followers: 13.9k (the FSI) + 14.7k (Small Charity Week)

Facebook followers: 1.3k (the FSI) + 4.2k (Small Charity Week)

Members by turnover



Members by Cause



What sponsors say

“We’ve seen fantastic results from partnering with the FSI, and are excited to be entering a second year with them. The FSI have an extensive reach into the small charity sector, and critically, are trusted by their members. This ensures the engagement we have with their members helps us achieve the impact we are seeking, because when the FSI says our advice is important, their membership listens. If charities are a key audience for you, then FSI sponsorship is well worth considering.”

National Cyber Security Centre, part of GCHQ

“UK Charity Insurance has been partnering with the FSI for a number of years. We really appreciate the FSI’s understanding of how the voluntary and commercial sectors can work together for mutual benefit. In terms of return on investment, the relationship with the FSI is one of the best - the exhibitor opportunity particularly produces a good amount of interest.

UK Charity Insurance

Recent sponsors and exhibitors

CAF Charities Aid Foundation



AVIVA



National Cyber
Security Centre

a part of GCHQ

blackbaud[®]

UKCharityINSURANCE
Understanding the needs of today's charities

ansvar 
Insuring the heart of your community

vibrantcolour

PolicyBee 

FR FUNDRAISING
REGULATOR

Virgin  **moneygiving**

Cazenove
Capital

M&G
INVESTMENTS

 **Veale Wasbrough
Vizards**

Pothecary
Witham
Weld | **PWW**
solicitors



civilisation with an historical track record that is unbeaten the world
ning to visit your country. Not just to prove that the time has come for
ack', but because this place has its own rich and diverse history in its own
markable feat of exploration and empire building over recent times your
reined with ours, and shaped so many of our contemporary
such an esteemed academic institution so close to the
to the murky ocean road that set in motion a con
le, and in many respects unite. June Oscar AO,

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SOLUTION

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challenges facing First Peoples and ch
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ethologies with



CAF
Charities Aid Foundation

SAY HELLO TO YOUR FUND

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CAF Donate

Sponsorship opportunities

- Sponsorship spaces with **speaking slots** direct to delegates in our popular courses, from
- High-profile **exhibitor** opportunities with speaking slots at conferences
- **Advertising opportunities** – your logo and service offer shared on emails to 25k+ mailing list, plus on course materials
- Introduce yourself and sponsor a **webinar**
- Share a blog and promote in our **newsletter**
- **Run your own webinar** marketed to all members
- **Host a workshop** in our Skills Conference
- Sponsor **online videos** and e-learning
- **Partnerships** valued at £5k+ in a year access additional benefits and promotion

Advertising spots available from £200+VAT, exhibit or sponsor from £750+VAT

Get in touch with development@thefsi.org for information on current opportunities.

Upcoming dates

When	What	Opportunities for you
October tbc	3x webinars	Webinar sponsorship
7 October	Single-day training event (priority for Birmingham charities)	Speaking sponsor or advertisement
November tbc	3x webinars	Webinar sponsorship
24-25 Nov	Multi-day training event	Speaking sponsor or advertisement
9 December (subject to final confirmation)	Northern Fundraising Workshop Collection	Speaking sponsor or advertisement – one slot remaining!
December tbc	3x webinars	Webinar sponsorship
February 2020	Multi-day training event	Speaking sponsor or advertisement
March 2021	Skills Conference	Tbd dependent on format)
Ongoing		Run your own webinar Promote a blog Create an e-learning module Sponsor our videos or e-learning



get noticed.
build relationships.
be remembered.

discover how effective
and merchandise
you stand out.

friendly, honest,
affordable - and
challenges

produce a SoFA and Return
of Parish Finance with ease

manage donors, donations
and file Gift Aid claims

work with a supplier
committed to
the Not-for-Profit sector

Powerful and v
accounting s
in the c

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The FSI