

Sponsorship Opportunities

At-a-glance guide

2020

Information correct at time of publishing. Last reviewed December 2019.

About the FSI

- Registered charity, founded in 2007
- Over 7,400 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
- Led by Chief Executive Pauline Broomhead CBE and Chair Emma Harrison CBE
- 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 – reach an audience of 7,400+ small charities.
- Authentic conversations – our events offer relaxed interactions with delegates.
- Genuine partnership - most of our sponsors return year after year.



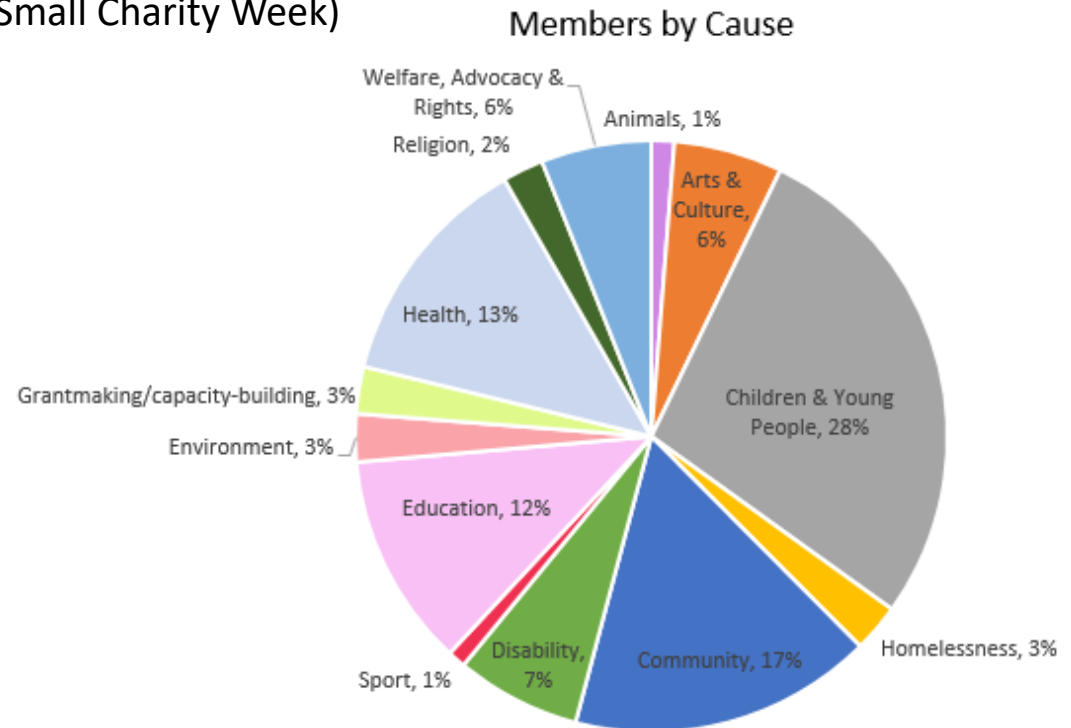
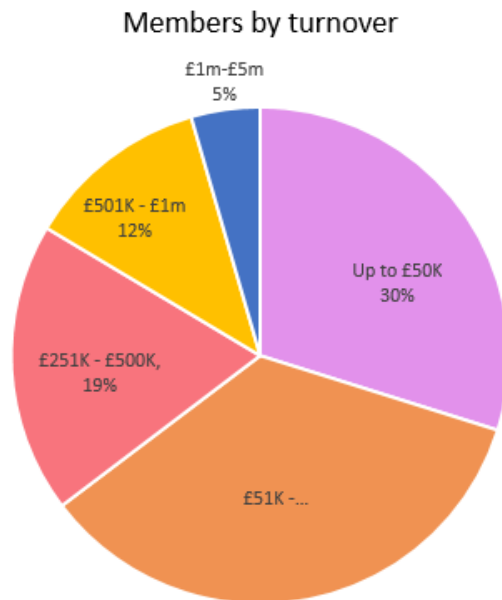
- Pride of place - exhibitor stands at the heart of our events, not tucked away in side rooms.
- Our exclusivity promise – no direct competitors at your event.
- Join the conversation – contribute through guest blogs, access to the latest research and thought leadership.

Our reach

7,491 members as of 1st August 2019: 95.5% free Members under £1m turnover; 4.5% Associate Members (£1 - £5m turnover)

Twitter followers: 12.7k (FSI) + 13.7k (Small Charity Week)

Facebook followers: 1.2k (FSI) + 4.1k (Small Charity Week)





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

Sponsorship opportunities

There is a wide range of ways to engage our charity members with your product and brand, from light-touch digital offers, to our popular exhibitor packages at training events and conferences, through to annual high-level partnerships. With multiple price packages available at each event, you're bound to find something that meets your needs.

Our 2020 opportunities include:

- **National training events** – our flagship London events with up to 240 charity delegates at each 2-day event.
- **Regional training events** – meet up to 60 local charities in cities across the UK.
- **Fundraising Conferences** – our high-profile Conferences in London and Leeds with up to 200 charities.
- **Skills Conference** – 20 workshops on a range of charity topics for 200+ charities.
- **Online learning** – sponsor a webinar, e-learning or online video for maximum reach.
- **Advice & Information** – be part of our popular Advice Hub, charity research, or learning blog.
- **Small Charity Week** – be part of the largest celebration of small charities by sponsoring a Day or the Week as a whole.
- **In Conversation events** – demonstrate your support and commitment to small charity sector leaders at our 'In Conversation' learning and networking events.
- **Partnership level** – we have a limited number of partnerships available each year for those organisations that want the deepest and broadest reach into our membership.

Each opportunity offers a range of engagement levels from advertising, exhibiting, hosting and sponsorship, from only £200 + VAT. Contact us on development@thefsi.org to find out more!

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

what@charity



SMALL
CHARITY
WEEK

SMALL
CHARITY
WEEK

2020 Calendar – dates subject to change

January

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February

M	T	W	T	F	S	S
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18	19	20	21	22	23	
24	25	26	27	28	29	

March

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31						

April

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May

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June

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29	30					

July

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August

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September

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October

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November

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December

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