



# Smee & Ford Legacy Giving Awards 2023

27 April 2023 | Hilton Bankside, London

**Smee & Ford's** unique position as a leader in legacy giving information enables us to create valuable and engaging events for the charity sector to gather and share ideas.

We work closely with all of the top UK charities, providing them with crucial intelligence on charitable gifts in wills through our unique legacy notifications service. Over the years this has also enabled us to curate the most extensive database of legacy giving in the UK, dating back to 2013, providing intelligence and support for all aspects of legacy fundraising and administration.

## **ABOUT THE AWARDS**

The inaugural **Smee & Ford Legacy Giving Awards** will bring the whole sector together to recognise and celebrate the immense value that legacy income provides for charities and their beneficiaries.

Combining a **morning forum** with an **afternoon awards**, the day will identify and reward the high-level of skill, innovation and creativity involved in legacy giving, as well as offer the latest viewpoints on the evolution and direction of the sector.

This is the only event that shines a spotlight on the achievements of the entire legacy sector – a vital, valuable, and often overlooked fundraising stream. Smee & Ford and our partners look forward to welcoming you to the event on 27 April 2023.

## WHO WILL ENTER

- **Legacy teams** from the charity sector who see themselves as innovative, successful, best in class – including professionals in Legacy Administration, Legacy Fundraising, Legacy Management, Donor Insight & Support Data professionals from the charity sector, Marketing specialists from charity sector who work in or with legacy teams.
- **Senior leadership teams** from the charity sector who wish to nominate colleagues
- **Organisations** that work alongside the legacy sector to provide outstanding services, campaigns, or products – i.e., Legal firms, creative agencies, auction or property search companies, data or tech firms that assist with donor management, advisory firms.

“ Smee & Ford is so well respected and recognised. Charities would be proud to receive an award that is a Smee & Ford Legacy Giving Award ” **GOSHC**

“ Legacy is driven by heart and passion, about doing the right thing for people and families, the Legacy Giving Awards will be nice way to celebrate the people behind the legacy world ” **Guide Dogs**

## BENEFITS OF PARTNERSHIP

- **Show your support** to an exciting first-year project and the launch of the first awards of its kind to bring together the entire Legacy Giving team
- **Align your brand** with the celebration and promotion of best practice and innovation across the Legacy Giving sector
- **Build high-quality relationships** with colleagues, clients and prospects by hosting a table at the Awards ceremony and jointly celebrate the successes of the legacy giving sector
- **Showcase your expertise** and thought leadership as a respected member of the judging faculty
- **Raise your profile** through an extensive and continuous marketing campaign from September 2022 through to mid-April 2023 to Senior teams, Legacy fundraising and administration teams

## WHAT WE WILL DELIVER

- Expert team who will closely guide and support on category or content creation and end-to-end project management to ensure you maximise the value of your investment
- Close engagement of key stakeholders (entrants, judges, Advisory Board) to push out content via social media and personal networks
- A formal lunch and ceremony for 300+ guests
- High production quality and easy registration and access for all
- Present each award winner with a trophy by key judges and partners
- Continual audience engagement
- A series of post-ceremony marketing and engagement opportunities enabling you and your colleagues to share in and celebrate successes of the Legacy Giving sector
- Host a judges tips and tricks session

## Who will be the winners of the Legacy Giving Awards 2023?



# PARTNERSHIP PACKAGES

## STRATEGIC PARTNER

- Appoint a key representative from your organisation to take part on the judging panel
- Participate in the decision making around the winning entry
- One table of 10 at the awards ceremony, branded meeting point during the reception

**Includes all deliverables listed in Support Partner package**

**£13,500**

## CATEGORY PARTNER

- One table of 10 at the awards ceremony, branded meeting point during the reception

**Includes all deliverables listed in Support Partner package**

**£7,500**

## SUPPORT PARTNER

- Align your brand with 1 category
- 1 week category focus during the entry acquisition campaign with dedicated category email, social media push and telesales drive
- One half table of 5 at the awards ceremony, branded meeting point during the reception
- Present x1 trophy to the winners of your chosen category on stage
- Congratulatory email to the winner
- Full branding package
- Logo and company profile featured on website
- Logo featured on all email campaigns pre and post event
- Appear in the partner welcome revolve
- Appear on your partnered category slides
- Appear in the winners video played throughout the after party

**£5,500**

To discuss partnership opportunities in more detail,  
please contact **Hanan Keswani** at [Hanan.Keswani@wilmingtonplc.com](mailto:Hanan.Keswani@wilmingtonplc.com)

# LEGACY GIVING EXCELLENCE FORUM

9.30am – 12.30pm | 27th April 2023

## Awards ceremony and networking commences 12.30pm

Join 200 shortlisted finalists and judges and examine the factors and techniques that are driving excellence, innovation and impact across the legacy sector.

As a partner, participate in 1 of three panels with carefully selected sector experts and share your expertise on the trends and changes affecting both administration and fundraising professionals.

## Why Partner?

- Highlight your company's legacy sector knowledge and insight in one of three panel discussions
- Network in-person at the central London awards event with legacy leaders and charity professionals
- Extend your brand's profile across the sector
- Benefit from pre and post event marketing campaign

## Panel Topics

- **Nurturing Excellence in Legacy Giving** – What does excellence look like in today's legacy sector?
- **Legacy Giving Innovation 2023** – What are the marketing & communication approaches that are leading the sector?
- **Maximising the impact of legacies at your charity** – How to optimise legacies as a vital income pipeline for the charity sector?

## CONTENT PARTNER

- Recognised as 'Content Partner' on marketing communications, event website and branding at the event
  - Participate in a panel session curated with Smee & Ford alongside up to three legacy leaders and awards judges. Panel sessions include Q&A with the audience.
  - Work with the Conference Producer to integrate your core messages into the wider conversation
  - 3 passes to attend the content morning and the lunchtime Awards
  - Video featuring a representative from your organisation to share your experience of partnering with Smee & Ford
  - Receive a list of registered delegates in advance of the event including name, job title and organisation
  - Receive a list of attendees at your session. The list includes name, job title, organisation and email address of each delegate\*
  - Receive a post-event report including audience breakdown and feedback
- \* Please note that email addresses are only provided subject to delegate opt-in during the registration process. Upon receiving the registered data, you are responsible for determining your own legal basis for processing and compliance with applicable Data Protection obligations.

£6,500



# Smee&Ford Legacy Giving Awards 2023



## LAUNCH

19th September

- ▶ Awards entries open
- ▶ Social media campaign

## ENTRY DEADLINE

25 November

- ▶ Encourage your customers to take part
- ▶ Social media advocacy

## FINALIST ANNOUNCEMENT

20th February

- ▶ Congratulate your finalists on social media
- ▶ Work with our PR and marketing team to maximize engagement
- ▶ Press releases sent to local, national and industry outlets

SEPT

OCT

NOV

DEC

JAN

FEB

MAR

APRIL

## ENTRY PHASE

September – November

- ▶ Partner marketing with content focus on the category
- ▶ Appoint your judges to the panels
- ▶ Social marketing in partnership
- ▶ PR campaign focused on success stories

## JUDGING

14th December – 27th January

- ▶ Review entries for your partnered award
- ▶ Gain insight into projects and organisations
- ▶ Score and comment on initiatives

## AWARDS CEREMONY

27th April

- ▶ Host your guests with a table for up to 10 people
- ▶ Full hospitality package including food and beverages
- ▶ Present the trophy to the winner of your category