

ProShare

2026 COLLABORATION OPPORTUNITIES

ProShare is the UK's leading advocate for employee share plans. We are committed to offering your organisation a variety of opportunities to promote your offering to our ProShare's members and beyond. Your support plays a crucial role in our work in campaigning, engaging with the share plan sector, and our growing audience. We thank you for your continuing support and are excited to collaborate with you this year to enhance the industry experience we provide.

To discuss thing further please get in touch: team@proshare.org

Thank you for your support of ProShare! This year we are offering you a more flexible approach in how we collaborate to support your business goals and ProShare together. **Please look at the menu of sponsorship items included here, and let us know what you are interested in and your estimated budget, so that we can help you to finalise something that is meaningful and valuable for you;** whilst supporting our organisation so we can continue to support our members and the industry. As always, we are open to new ideas and suggestions too!

To help with this – we have colour coded the costs of the items so you can see if it might be a high/ medium/ low cost: Gold – higher; Silver – medium; No colour – lower

<p>New for 2026 – and closing soon: Research & Lobbying</p> <p>This year we are focusing lobbying efforts by commissioning independent research (via the Social Market Foundation – a think tank whose credibility with a Labour Treasury is key to our strategy), which would lead on influencing the UK Autumn Budget. This is a great time to make impact with an independent data-backed approach, to increase political traction inside the Treasury and No.10 at a point when retail share investment participation is firmly on the government agenda.</p>	
<p>Opportunities</p> <ul style="list-style-type: none"> • Multi-sponsored research project on SIP and SAYE (and potentially the wider impact of share plans), delivered independently by the Social Market Foundation, with supporters able to share practical insight and context to inform the brief. • Parliamentary launch event at the House of Commons Terrace, designed to present evidence, build political momentum with Minister and MPs and drive engagement on SIP and SAYE reform ahead of the Autumn Budget 	<p>Benefits</p> <ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials, Newsletter and on site at events • Your logo and short profile on the ProShare website, with a link to your website • Verbal and brand recognition at any events where this research is promoted • Potential panel placement for a webinar or event after the results have been announced • Ability to share insight to inform the research proposal. Any other benefits TBA based on the final sponsorship
<p>Webinars</p> <p>1-hour webinars via zoom on relevant topics. Our webinar attendance on average ranges from 50-100, with a fairly even split between Issuers, Advisors and Providers.</p>	
<p>Opportunities</p> <p>Hosting a webinar:</p> <ul style="list-style-type: none"> • Dates to be agreed • Topics/ Theme to be agreed <p>Dates available throughout 2026-7</p>	<p>Benefits</p> <ul style="list-style-type: none"> • Brand positioning alongside education and supporting the industry, whilst being at the heart of relevant & timely topics • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Topic of your choosing (to be agreed) • Speakers to be agreed, including your representative(s)

	<ul style="list-style-type: none"> All webinar invites extended to the full ProShare mailing list
<u>Introduction to Employee Share Ownership Course</u> 1-day introductory course for those new to share plans – held 3 times annually.	
Opportunities	Benefits
Hosting the course in 2027: <ul style="list-style-type: none"> April – London June – North/ Midlands/ Other October – London 2026 dates taken	<ul style="list-style-type: none"> Major brand positioning alongside a key Next Gen course Brand visibility pre and post event on ProShare website, Socials, Newsletter and on site at event Welcome speech Attendee list access
<u>Focus Group Meetings</u> 2-hour hybrid meetings, hosted by industry chairs on hot topics with experts, followed by networking. Usually member-only events, with some exceptions.	
Opportunities	Benefits
Hosting meetings: Multiple dates listed on the webpage alongside each Focus Group theme Dates available throughout 2026-7	<ul style="list-style-type: none"> Major brand positioning alongside Focus Group theme of your choice and being at the heart of relevant & timely topics Brand visibility on ProShare website (100 word company overview and logo), Socials, Newsletter and on site at event Welcome speech on the day Attendee list access 4 attendees Thought leadership opportunity – summary of meeting in 500 words to showcase the event and your expertise that will be used on socials and newsletter Opportunity to host post-event networking event/ reception
<u>Celebrating Excellence Event</u> 1 day event where those acknowledged at the recent Annual Awards will tell their story and share best practices.	
Opportunities	Benefits
Hosting the event: <ul style="list-style-type: none"> April 2027 - London 	<ul style="list-style-type: none"> Major brand positioning alongside award winners and industry leading best practices Brand visibility on ProShare website, Socials, Newsletter and on site at event Welcome speech Agenda placement Attendee List 4 delegate tickets included
After-party	<ul style="list-style-type: none"> Brand positioning alongside award winners and industry leading best practices

Local venue for attendees to move on to for networking post-event	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Recognition in welcome and closing remarks • Sole brand positioning at the after party and welcome speech • 2 delegate tickets included
2027 - Attendee prize draw	<ul style="list-style-type: none"> • Brand positioning alongside award winners and industry leading best practices • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Time on stage for raffle • 1 delegate ticket included
2027 - Branded Charging Station	<ul style="list-style-type: none"> • Brand positioning alongside award winners and industry leading best practices • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Recognition in welcome and closing remarks • Branded charging banks for attendees to charge devices • 1 delegate ticket included
<p>SAYE & SIP Report Launch and Summer Networking event Afternoon & Evening event, where report results are showcased and other related themes; followed by a much-anticipated networking event!</p>	
Opportunities	Benefits
<p>Hosting the event:</p> <ul style="list-style-type: none"> • Mid August 2026 • 3-9pm • London <p>2026 host confirmed, 2027 available</p>	<ul style="list-style-type: none"> • Major brand positioning alongside industry thought leadership and best practices • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Welcome speech • Recognition in welcome and closing remarks • Agenda placement • Attendee list access • 8 delegate tickets included • Organisation profile, logo and link on ProShare website (up to 500 words)
2026 - Networking Reception	<ul style="list-style-type: none"> • Brand positioning alongside industry thought leadership and best practices • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Recognition in welcome and closing remarks • Major brand positioning at the after party • 6 delegate tickets included • Organisation profile, logo and link on ProShare website (up to 500 words)
2026 - Photo Booth	<ul style="list-style-type: none"> • Brand positioning alongside industry thought leadership and best practices • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Recognition in welcome and closing remarks

	<ul style="list-style-type: none"> • All 'booth' photos printed at the event with your logo alongside ProShare's • All 'booth' photos - including your logo - made available to all attendees post-event • 4 delegate tickets included • Organisation profile, logo and link on ProShare website (up to 250 words)
2026 - Entertainment (to be agreed – e.g. caricatures in 2025)	<ul style="list-style-type: none"> • Brand positioning alongside industry thought leadership and best practices • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Recognition in welcome and closing remarks • Ability to influence/ choose the entertainment to align with your brand and messaging • 2 delegate tickets included • Organisation profile, logo and link on ProShare website (up to 250 words)
2026 - Attendee prize draw	<ul style="list-style-type: none"> • Brand positioning alongside industry thought leadership and best practices • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Your company representative to present the prize (supplied by ProShare). Short speech optional. • 2 delegate tickets included • Organisation profile, logo and link on ProShare website (up to 250 words)
<p>Annual Conference event - September 23rd 2026, London Annual 1 day conference with Keynote speakers, plenary and breakout sessions, and exhibit hall. *NEW THIS YEAR: - Site visit pre-event may be available for major sponsors - Hosted, themed, Strategic Roundtables (please see our website for more info) - Conference exhibit hall activation experience (see below for more info)</p>	
Opportunities	Benefits
<p>Hosting Sponsor</p> <p>2026 lead confirmed, 2027 available</p>	<ul style="list-style-type: none"> • Major brand positioning alongside industry leading best practices & timely, relevant industry themes • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Welcome speech • Recognition in welcome and closing remarks • On site branding includes: logo on backdrop and lectern, logo on all holding slides throughout the event, logo on all delegate badges alongside ProShare's • Agenda placement • One full colour advert in event app • Logo on app loading screen (Each time users load the app, your logo appears alongside ProShare's on 'splash screen')

	<ul style="list-style-type: none"> • Your logo on rotation in app • Logo in mobile conference app and link to your organisation’s website • Organisational profile in the App Event Guide with Logo and link to your website • Contribution to conference delegate bag (optional, up to 2 Items) • Editorial in the Event Guide, 500 words plus logo • Stand space (up to 6m x2m, can be made up of one or two stands; key positioning) • Access for 4 exhibitor staff, plus 2 conference delegate tickets • Attendee list access • Organisation profile on the ProShare website
<p>2026/7 Digital Provider</p>	<ul style="list-style-type: none"> • Major brand positioning alongside industry leading best practices & timely, relevant industry themes • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Recognition in welcome and closing remarks • Logo displayed on App Wi-Fi page • Logo on rotation in App • Logo on app loading screen along with ProShare's • Logo in mobile conference app and link to your organisation’s website • Joint conference branding with ProShare across App & Wi-Fi promotional activity • Organisational profile in the App Event Guide with Logo • Contribution to conference delegate bag (optional) 1 Item • Stand space (3m x 2m – larger size may be possible, pending venue confirmation) with preferential placement • Access for 3 exhibitor staff included • Organisational profile on the ProShare website (250 words) • Logo and hyperlink between conference website and your preferred landing page • Branded Mics in sessions (optional) • Branded device charging stations (optional)
<p>*NEW – conference exhibit hall activation ‘wow’ (TBA with sponsors) 2026/7</p>	<ul style="list-style-type: none"> • Your opportunity to make an impact across the conference! An activation (e.g. interactive games, tech etc) that will create the wow that all attendees will remember from this year’s event • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Listing in the day’s schedule as activation sponsors • Recognition at start of afternoon session • Organisational profile in the App Event Guide with Logo

	<ul style="list-style-type: none"> • Optional promotional item added to conference delegate bag (1) • Access for 3 conference delegates • Organisation profile on the ProShare website (100 words) • Logo and hyperlink between conference website and your organisation's preferred landing page • Logo in mobile conference app and link to your organisation's website
<p>Networking Reception 2026/7</p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Listing in the day's schedule as sponsors • Recognition at the close of the afternoon sessions • Organisational Profile in the App Event Guide with Logo and link to your website • Optional promotional item added to conference delegate bag (1) • Access to 3 conference delegates • Organisation profile on the ProShare website (150 words) • Logo and hyperlink between conference website and your organisation's preferred landing page
<p>Coffee Station Sponsor 2026/7</p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Organisation Profile in the App Event Guide with Logo • Large Company logo above 2 coffee stations • Your logo alongside ProShare's on all paper cups at coffee stations (to be supplied by sponsor at their cost) • Optional promotional item added to conference delegate bag (1) • 2 conference delegates included • Organisational profile on the ProShare website (150 words) • Logo and hyperlink between conference website and your organisation's preferred landing page • Logo in mobile conference app and link to your organisation's website
<p>Afterparty Sponsor 2026/7</p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Listing in the day's schedule as afterparty sponsors • Recognition in closing remarks • Organisational profile in the App Event Guide with Logo • Optional promotional item added to conference delegate bag (1) • Optional branding for afterparty event • Access for 2 conference delegates • Organisation profile on the ProShare website (100 words) • Logo and hyperlink between conference website and your organisation's preferred landing page • Logo in mobile conference app and link to your organisation's website

<p>Lunch Sponsor 2026/7</p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Listing in the day's schedule as lunch sponsors • Recognition at start of afternoon session • Organisational profile in the App Event Guide with Logo • Optional promotional item added to conference delegate bag (1) • Access for 3 conference delegates • Organisation profile on the ProShare website (100 words) • Logo and hyperlink between conference website and your organisation's preferred landing page • Logo in mobile conference app and link to your organisation's website
<p>Branded conference attendee lanyards <i>*First right of refusal by host sponsor</i></p> <p><i>Taken for 2026</i></p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Organisation Profile in the App Event Guide with Logo • Lanyards worn by all attendees • Co-branded with ProShare and your logo • Brand coverage in all post event photos Brand visibility on ProShare website, Socials, Newsletter and on site at event
<p>Delegate Bag Sponsor 2026/7</p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Organisation Profile in the App Event Guide with Logo • Optional promotional item added to conference delegate bag (1) • Access to 1 conference delegate • Full colour logo printed on event bags
<p>Delegate Bag Insert 2026/7</p>	<ul style="list-style-type: none"> • 1 x promotional item added to conference delegate bag <p><i>Please be mindful of a sustainable approach when selecting your items. Please finalise with the ProShare team to avoid repeat items in the bag.</i></p> <p><i>Suggestions of items could include: gift with note, gift card, edible items, logo merchandise, eco-made gifts etc.</i></p>
<p>Keynote Speaker 2026/7</p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Short address to audience and introduction to keynote speaker • Listing in the day's schedule as keynote sponsor • Optional promotional item added to conference delegate bag (1) • 2 conference delegates included • Organisation profile on the ProShare website (100 words) • Logo and hyperlink between conference website and your organisation's preferred landing page • Logo in mobile conference app and link to your organisation's website

<p>Gold Stand Sponsor 2026/7</p>	<ul style="list-style-type: none"> • Organisation profile in the App Event Guide with Logo • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Organisation profile in the App Event Guide with Logo • Optional promotional item added to conference delegate bag (1) • Stand space (3m x 2m – larger size may be possible, pending venue confirmation) with preferential placement • Access for 3 exhibitor staff + 1 delegate • Organisation profile on the ProShare website (250 words) • Logo and hyperlink between conference website and your organisation's preferred landing page • Logo in mobile conference app and link to your organisation's website
<p>Silver Stand Sponsor 2026/7</p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Organisation profile in the App Event Guide with Logo • Optional promotional item added to conference delegate bag (1) • Stand space 3m x 2m • Access for 2 exhibitor staff • Organisation profile on the ProShare website (100 words) • Logo and hyperlink between conference website and your organisation's preferred landing page • Logo in mobile conference app and link to your organisation's website
<p>Annual Awards Event - Thursday 26th November, Intercontinental Park Lane Hotel, London Annual gala awards event with celebrity host, awards dinner, afterparty and entertainment. *NEW OPPORTUNITIES LISTED BELOW</p>	
<p>Opportunities</p>	<p>Benefits</p>
<p>Awards Dinner Partner 2026 confirmed, 2027 available</p>	<ul style="list-style-type: none"> • 2 Executive tables of 10 places each, and priority booking for additional Executive tables • Access to the VIP reception for up to 20 guests prior to the Awards dinner, with dedicated signage • Major branding as 'Awards Dinner Partner' on ProShare website and event marketing pre and post event • Co-branding on screen and all relevant AV during the event • Logo on 'step and repeat' board where all winners are photographed • Logo on the front cover of Winners Book • 1 inner page advert in Winners Book • Logo on the seating plans • Verbal acknowledgment of partnership by the Awards host during the ceremony

	<ul style="list-style-type: none"> • Opportunity to contribute a 500-word article to our ProShare newsletter, including company logo • A copy of all award winners' photos taken by our photographer on the Awards night • Access to attendee list
<p>*NEW – Award Reception Sponsor TBA based on sponsor needs – this can cover the general welcome reception, and or afterparty</p> <p>2026/7</p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials, Newsletter and on site at event • Access to VIP reception for up to 20 guests prior to the Awards dinner. <i>Please note: Dinner places need to be purchased separately</i> • Listing in programme on each table as 'drinks reception sponsor' • Verbal acknowledgment of your partnership by the Awards host during the ceremony • Branded cocktail for welcome and/or after party • Branded cocktail menu – displayed on tables throughout the reception • Potential to brand other items - TBA • Logo on 'step and repeat' board where all winners are photographed • Company logo and 250-word profile to appear on the Awards website, with a link to your website • 1 inner page advert in Winners Book
<p>Photobooth Sponsor</p> <p>2026/7</p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials, and on site at event • All 'booth' photos printed at the event with your logo alongside ProShare's • All 'booth' photos - including your logo - made available to all attendees, post-event • Verbal acknowledgment of your partnership by the Awards host during the ceremony • Logo on 'step and repeat' board where all winners are photographed • Company logo and 250-word profile on the Awards website, with a link to your website
<p>Event Entertainment TBA based on sponsor needs (brand/ messaging, budgets alignment etc)</p> <p>2026/7</p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials, newsletter and on site at event • Entertainment options to be finalised with your input; aligning your brand/ messaging alongside ProShare's • Options to maximise your branding alongside entertainment assets e.g. entertainer may be able to wear/ use your logo in their act/ follow up marketing – to be agreed • Organisational profile, logo and link to your website on ProShare's website (up to 250 words) • Logo on 'step and repeat' board where all winners are photographed
<p>Prize Draw Sponsor</p> <p>2026 confirmed, 2027 available</p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials, newsletter and on site at event • Your company representative to present the prize on-stage with the Awards host • Company logo and 120-word profile on the Awards website, with a link to your website • Branded envelope with your logo containing prize draw tickets on each table

	<ul style="list-style-type: none"> • Verbal acknowledgment of your partnership by the Awards host during the ceremony • Logo on 'step and repeat' board where all winners are photographed
<p>Digital Winners Book Sponsor <i>This is launched on the ProShare website on the night of the awards and remains online all year long; it is linked/ referenced in all the winner social media posts, and sees most traffic around the awards event and Celebrating Excellence event the following year.</i> 2026/7</p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials, newsletter and on site at event • Corporate logo on the front cover of the Winners Book • 2 full pages of prominently positioned advertising, e.g. inside front cover and outside back cover – as this is a digital book, you may include multimedia formats/ links etc. (required in correct format, 7 business days before the event) • Your logo and 120-word profile on the Awards website, with a link to your website • Verbal acknowledgment of your partnership by the Awards host during the ceremony • Winners Book made available to all via ProShare website • Logo on 'step and repeat' board where all winners are photographed
<p>Digital Winners Book Advert 2026/7</p>	<p><i>Launched on ProShare website on the night of the awards and remains online all year long; it is linked/ referenced in all the winner comms, and has most traffic around the Awards and Celebrating Excellence events the following year.</i></p> <ul style="list-style-type: none"> • 1 full page digital advert – as this is a digital book, you may include links • Winners Book made available to all via ProShare website, socials and newsletters
<p>*NEW – Video Sponsor Ability to sponsor the event highlights video, with potential of a custom version for your own corporate use [additional cost] 2026/7</p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials and on site at event • Your logo and 120-word profile on the Awards website, with a link to your website • Verbal acknowledgment of your partnership by the Awards host during the ceremony • Your logo on the final ProShare highlights video reel • Option to have own custom highlights reel • Logo on 'step and repeat' board where all winners are photographed
<p>*NEW – Next Gen Support The Next Gen program was established in recent years to support newcomers to share plans from an educational, skills and career development perspective. We are now taking this further, and this year, launching a program around this with some opportunities to support this great initiative. <i>Stay tuned – as we will be developing our program further to support beyond Next Gen in the near future.</i></p>	
Opportunities	Benefits
<p>- Event hosting - Expert led sessions We welcome new ideas! 2026/7</p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials and on site at events • Your logo and short profile on our website, with a link to your website • Verbal acknowledgment of your partnership during events where relevant • Any other benefits TBA based on the final sponsorships
<p>*NEW – Bespoke Training Courses If you have a need for specific topics, theme, or groups that need training, we can help curate and deliver these</p>	

Opportunities	Benefits
<p>Get in touch and tell us your goals and we will share a proposal</p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials and on site at event • Your logo and 120-word profile on the Awards website, with a link to your website • Any other benefits TBA based on the final sponsorships/ delivery of courses
<p>*NEW – Create Your Own! For anything you can think of – we are listening!</p>	
Opportunities	Benefits
<p>A great opportunity to share your ideas on what you'd like to sponsor to make an event, training or content extra special/ unique, whilst promoting your brand. E.g. previous discussions for the Awards have included branded seat drops, branded digital attendee guides, live performance artists etc.</p>	<ul style="list-style-type: none"> • Brand visibility on ProShare website, Socials and on site at event • Your logo and 120-word profile on the Awards website, with a link to your website • Any other benefits TBA based on the final sponsorships
<p>Governance and Compliance Magazine opportunities CGI industry magazine 'Governance and Compliance' goes out to 13,500+ subscribers and available to 25,000+ online subscribers</p>	
Opportunities	Benefits
<ul style="list-style-type: none"> - Magazine Adverts (print and digital) – half and full page - Print and digital sponsored columns (full or double page) - Sponsored blogs - Banner adverts - Online article - Sponsored poll 	<ul style="list-style-type: none"> • Benefits vary based on the items selected