**Liverpool Chamber of Commerce**

**Charity Partner of the Year 01/06/25 – 31/05/26**

Liverpool Chamber operates a Charity Partner of the Year membership opportunity for registered charities who wish to be part of the Chamber’s Patron and Strategic Partner network.

The Charity Partner of the Year membership operates for twelve months from the month of June each year. One organisation can purchase the package for which they apply.

This is a fantastic year to become our charity partner, as we celebrate our 175th birthday and focus on elevating our events programme and enhancing our marketing coverage.

**Benefits of Becoming Charity Partner**

Liverpool Chamber’s Charity of the Year membership aims to support the networking, marketing, promotion and fundraising of the selected Charity. The Chamber works with more than 70 charities through its membership network but the Charity Partner will have prominence in the network and be considered one of the Chamber’s Patron member businesses.

Key benefits and impacts include:

* **Enhanced Visibility:** By joining as a Patron level member, the charity partner gains heightened visibility and awareness within the local business community and Chamber network with guaranteed content and platforming within the Chamber magazine, social media content, events and prioritised features within our communication channels
* **Fundraising:** opportunities at two of the Liverpool Business Community’s biggest events, including the Liverpool Chamber Innovation in Business Awards and Liverpool Chamber Day at the Grand National Festival. The charity can use these opportunities for raising funds for their cause and ensure a direct return of investment. Other fundraising opportunities are also available through co-delivered campaigns during the year.
* **Networking and relationship-building:** The charity partner gains exclusive access to a wide range of networking events hosted by the Chamber. These include executive receptions and patrons’ lunches, providing opportunities to connect with influential businesses, their leaders and decision-makers, and potential sponsors, doners and supporters
* **Credibility and legitimacy:** Alignment with the Chamber’s policy and advocacy work and status as a respected and influential organisation within the region

**Patron Level Membership**

The Charity Partner of the Year will join Liverpool Chamber as a Patron level member, which requires an investment of £5,000 (+VAT) for the year.

Liverpool Chamber of Commerce's Charity Partner of the Year enhances the reputation, awareness, impact and connection of the charity's work within the Chamber’s business network and community.

**Application Process**

The Liverpool Charity Partner of the Year will be determined by the Chamber’s judging panel nominated from the Chamber’s Board and Policy Committee.

Should more than one Charity express its wish to be the Charity Partner of the Year, the contents of this application form will be used to determine which organisation is the most appropriate to be selected.

All applications submitted prior to 17:00 on 30/04/25 will be considered as part of the judging process. We hope to notify the successful applicant no later than 19/05/25.

To apply, please fill out the following form and submit to lizzie.hughes@liverpoolchamber.org.uk. Supporting media (e.g. video, photographs) can be submitted alongside the application form, however we request that these are kept to a maximum of three pieces of evidence.

By applying, your charity confirms its willingness and ability to pay the discounted Patron membership fee of £5,000+VAT.

**Top tips for successful partnership**

* Have a clear objective of what you want to achieve – fundraising is one aspect of the partnership but it is also about brand alignment and platforming in the network
* Have at least 2-3 people involved where possible, including the CEO/MD, Fundraising Manager and PR/Marketing.
* Consider how content can be integrated into the Chamber’s publications
* Share your company milestones for the year ahead with us in advance so we can align any promotional or marketing activity with the plan
* Be seen – try to attend as many activities and events as possible (using the most appropriate person) to maximise exposure and connectivity with our businesses

|  |
| --- |
| **Liverpool Chamber of Commerce Charity Partner of the Year 25/26 Application Form** |
| Registered Charity Name |  |
| Registered Charity Number |  |
| Registered Address |  |
|  |  |
| Main Contact Name |  |
| Main Contact Email Address |  |
| Main Contact Phone Number |  |
| Main Contact Address |  |
|  |  |
|  Charity Website |  |
| Charity LinkedIn |  |
| Charity Facebook |  |
| Charity Instagram |  |
| Charity X |  |
| Other Social Media |  |
|  |  |
| Please give a brief Overview of the Charity (max 500 words) |
| * Outline of the charity’s purpose, history and size
 |
| Are there any specific causes that you would use charity partner of the year to fundraise for/raise awareness of? What would be your main aims/objectives? (max 500 words) |
| * Outline of the objectives for the Charity to fundraise or promote through the Chamber partnership
 |
| Please give any relevant examples/case studies to demonstrate the impact of your charity (max 500 words) |
| * Help detail the way that the charity has achieved its objectives
 |
| How would you utilise opportunities at the Grand National Festival and Innovation in Business Awards? (max 200 words) |
| * Approach you would take to fundraise and promote the charitable cause at the Chamber’s two key events
 |
| How would you measure the success of the partnership? (max 200 words) |
|  |
|  |  |
| Full Name |  |
| Job Title |  |
| Signature |  |
| Date |  |