

Sponsorship 2026/27

CHARITY
IT LEADERS



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Partner
With Us.

Thank you for considering a partnership with CITL

CITL is all about community - bringing together digital, data and tech (DDT) professionals from across the charity sector to share ideas, solve challenges, and drive progress.

Our unique network is united by a shared goal: using technology, digital and data to achieve more. And we'd love for you to be part of that journey.

When you sponsor CITL, you're not just supporting an organisation - you're joining a community. You'll meet the people who make DDT work for charities, gain insights into the sector, and show that your business cares about making a difference.

Here's what sponsorship offers you:

- Access to a unique network of charity technology leaders
- Opportunities to showcase your solutions to a receptive audience
- Brand exposure across events, communications, and online platforms
- Collaborative partnerships that drive innovation and impact
- A chance to give back and support charities that change lives

Your support helps us deliver events, training, and thought leadership that strengthen the sector and deliver lasting societal change. Together, we can create partnerships that matter—not just for business, but for society. Partner with us and help charities thrive in a connected world.

I hope you'll join us,

Tree



CITL Communities

Where connections create impact

CITL is the meeting point for charities, not-for-profit organisations, DDT specialists, thought-leaders, and suppliers. Our vibrant communities bring together the people who shape technology for good, creating spaces for collaboration, innovation, and shared learning.

For sponsors, this means unparalleled access to influential decision-makers and sector experts in an environment built on trust and partnership. By engaging with CITL communities, you can showcase your solutions, build meaningful relationships, and position your brand as a champion of social impact. Sponsorship isn't just visibility - it's joining a network that drives change.

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CIOs
Digital Specialists
Programmers CTOs
Tech Support
Web Developers BAs
Network Managers
Data Analysts Developers
Architects CISOs
DevOps

Charities
Not-for-profits
NGOs Federations
Foundations
CICs
Trusts

Sponsors
Sector Specialists
Thought-Leaders
Speakers
Suppliers

CHARITY
IT LEADERS

About our audience

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MEMBER ORGANISATIONS

- Over 120 member organisations
- More than 95% are in the top 200 UK charities by income (*Source - Charity Commission Website*)
- Members include large, household name charities and smaller organisations including CICs
- Our membership is growing each year
- Membership is organisational, so our database of individual contacts is extensive and includes CIOs, CTOs, Directors, Heads of and Managers. A range of digital, data and technology specialisms is represented, including adjacent specialisms

LINKEDIN ANALYTICS

- Over 3,500 followers
- 70% in senior roles
- 85% in tech, digital, data or adjacent roles
- 57% work for organisations with >500 staff
- Over 1,000 page searches per week
- Average engagement rate of 34%

MAILING ANALYTICS

- Over 1,000 individuals on mailing list
- Open rate of 34%
- Click rate of 7%



Benefits for sponsors

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1 Collaborate for change

1

Engage with decision-makers from a wide range of charities, building partnerships that deliver meaningful change.

2 Access to a unique community

2

Be part of a network of senior data, digital and tech professionals, building strong relationships and expanding connections across the UK charity sector.

3 Showcase your expertise

3

Position your organisation as a trusted partner by sharing insights, solutions, and innovations that support charitable missions.

4 Drive social impact through technology

4

Contribute to initiatives that enhance digital transformation and tech resilience for charities, amplifying your CSR credentials.

5 Flexible sponsorship opportunities

5

Benefit from a range of options that align with your business objectives, including events, workshops, and co-branded content.

PREMIER PARTNER PACKAGE

Cost: £12,500 + VAT

What's included:

- Use of Premier Partner Logo
- Annual Conference exhibitor
- CITL Connect exhibitor x2
- Annual Awards sponsor
- Blog post (standalone)
- LinkedIn post (standalone)
- Solus member mailing
- Trusted Supplier listing



EVENT SPONSORSHIP

Cost: Various - see table on page 10

What's included: * (dependent on package selected)

- Exhibition stand
- Accommodation *
- Inclusion on marketing materials
- Blog post *
- Priority stand selection *
- Logo and company info on CITL website
- Use of Event Sponsor Logo
- Trusted Supplier Listing *
- Solus member mailing*
- Attendance at networking breaks / lunches
- Inclusion in event app*
- Attendance at Gala Dinner *
- Priority booking of sponsor demo space *
- Delegate list (without email addresses)
- Please see table on page 10 for full breakdown of benefits.



TRUSTED SUPPLIER DIRECTORY

Cost: £1,000 + VAT

What's included:

- 12 months listing in Trusted Supplier Directory
- Use of Trusted Supplier Logo
- Inclusion in Trusted Supplier Bulletin x2



Please note, we require at least two charity references and reserve the right to decline applications for Trusted Supplier status if organisations do not meet our eligibility criteria.

ANNUAL CONFERENCE

When: October 2026

About:

Our premier event is a two-day conference packed full of sessions, networking, engagement and collaboration. Our sponsor exhibition is a key element, with plenty of time for networking breaks and lunches.

Enjoy the Evening Reception on Wednesday, followed by our Gala Dinner. There are more engagement opportunities at our Networking Reception and Buffet on Thursday evening.

Our event app supports networking and connections, and enables sponsors to book meetings with delegates. Supplier speed-dating on the first morning is a fast and furious way to introduce yourself to all our delegates.

This year, sponsors will also be able to book our demo area to showcase products and platforms.

In addition to our Lead, Premier and Exhibitor packages, we have additional Event Sponsor options available. Please see the table on page 10 for more details.

ANNUAL AWARDS AND DINNER

When: November 2026

About:

Our inaugural Awards, combined with our 25th Anniversary Celebration Dinner in 2025 was a huge success, so we're delighted to make this a fixture of our annual events programme.

Our Lead Sponsor and Reception Sponsor help us make this a truly special event.

You can also join us as an award sponsor or table sponsor and help us celebrate and champion the incredible achievements of our members and the wider sector.

Enjoy the reception, followed by a three course celebration dinner, and then the awards.

This is a feel-good event, and a fantastic way to end the year on a high!

9 Events - continued

CITL CONNECT

When: five events throughout the year

About:

Our CITL Connect events are all about networking and connections, and thought leadership. Aimed at 30-40 delegates, with a maximum of 5 sponsors, these are small, intimate events, with plenty of networking and knowledge-sharing.

All sponsors will participate in the agenda for the day, which will be a combination of short presentations, panel sessions and Q&As, with additional speakers from our membership and other sector specialists.

Each event will be focussed on a specific topic or specialism, ensuring that members get in-depth information and expertise and that sponsors are speaking to carefully targeted and focussed audiences.

SME AND LARGE CHARITY FORUM

When: July 2026

About:

This event will bring together charities of all shapes and sizes to collaborate, network and discuss the biggest challenges and opportunities.

Some content will be for charities of all sizes, while other parts of the agenda will focus on issues specific to charities of particular sizes, enabling delegates to benefit from targeted learning and discussion, and sponsors to speak with charities who fit their target client model.

The agenda will be interactive, and allow plenty of time for collaboration and discussion, as well as knowledge-sharing and thought-leadership, plus case studies and panel sessions.

With plenty of time for networking this is a great opportunity to meet new contacts and showcase your brand.

AD HOC EVENTS

When: various throughout the year

About:

Do you have an idea for an event? Perhaps a business breakfast, networking lunch, reception or roundtable and dinner?

We can work with you to host a fantastic event that will meet your objectives, showcase you and your brand to a targeted audience, and demonstrate your NFP credentials.

If you would like to hold a co-branded event, with support from us to create the perfect guest list, and access to sector-specialist speakers, please get in touch to explore options.

Price is dependent on the size of the event and the level of input you need from CITL and starts at £1,500.

CEO - EVENT HOST

When: dependent on availability

About:

Would you like our CEO, Tree Hall, to host an event for you?

Whether you're holding a business breakfast, networking lunch, roundtable or dinner, or even a conference, Tree can host or Chair your event, depending on availability.

Price is dependent on the duration and location of the event and the level of input you need from Tree, and starts at £1,000.

ONLINE EVENTS

When: various throughout the year

About:

We deliver a range of online events for our members and the wider sector throughout the year. We often partner with sector experts to ensure we are providing exceptional quality for our delegates.

If you have an idea for a webinar, online workshop, Q&A or panel session that you think would benefit our membership, please get in touch to discuss.

There is no charge for joint delivery of online events.

Benefits - Premier Partner



PREMIER PARTNER PACKAGE

Cost: £12,500 + VAT

Benefits - non-event			
Duration (from date of sign-up)		12 months	
Use of Premier Partner Logo		*	
Use of Trusted Supplier Logo		*	
Logo & company info on CITL website		*	
Blog post (standalone) email, social media & website		*	
LinkedIn post (standalone)		2 per year	
Solus member mailing		*	
Inclusion in Trusted Supplier bulletin		2 per year	
Benefits - events	Annual Conference	CITL Connect	Annual Awards and Dinner
Exhibition stand + 2 exhibitor passes	*	*	N/A
1 x accommodation for 1 night	*	N/A	N/A
2 x seats at Gala Dinner	*	N/A	N/A
2 x places at networking reception	*	N/A	N/A
Attendance at networking breaks and lunches	*	*	N/A
Participation in sponsor speed-dating	*	N/A	N/A
Logo on event marketing	*	*	*
Participation in agenda sessions	N/A	*	N/A
Priority booking of sponsor demo lounge	*	N/A	N/A
Logo on opening slide deck	*	*	*
Delegate list (no email addresses)	*	*	N/A
Logo and name on award statuette	N/A	N/A	*
4 x seats at Awards and Dinner	N/A	N/A	*

Benefits - Events

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EVENTS PACKAGES - ANNUAL CONFERENCE

Annual Conference	Lead Event Sponsor	Premier Exhibitor	Exhibitor	Networking Sponsor	Dinner and Drinks Sponsor	Headshot Sponsor
Cost	£15,000	£8,000	£5,500	£3,000	£3,000	£3,000
Exhibition stand + 2 exhibitor passes	*	*	*			
1 x accommodation for 1 night	*	*	*			
Seat at Gala Dinner	x 2	x 2	x 2	x 1	x 1	x 1
Seat at Networking Reception	x 2	x 2	x 2	x 1	x 1	x 1
Attendance at networking breaks and lunches	*	*	*	*	*	*
Participation in sponsor speed-dating	*	*	*	*	*	*
Standalone LinkedIn post	x 2	x 1				
Logo on event marketing	*	*	*	*	*	*
Access to sponsor demo lounge	*	*				
3 minute welcome speech on day one	*					
Logo on stage backdrop	*					
Standalone slide on opening slide deck	*					
Logo on opening slide deck	*	*	*	*	*	*
Delegate list (no email addresses)	*	*	*	*	*	*
Virtual stand on event app	*	*	*	*	*	*
3 minute pre-dinner speech					*	
Logo & company info on menus & networking info				*		
Logo and company info near headshot area						*
12 month listing in Trusted Supplier Directory	*	*	*	*	*	*

EVENTS PACKAGES - AWARDS AND DINNER

Awards and Dinner	Headline Sponsor	Drinks Reception Sponsor	Award Sponsor	Table Sponsor	Award and Table Sponsor Bundle
Cost	£10,000	£5,500	£2,000	£1,500	£3,250
5 minute speech before dinner	*				
3 minute speech during the drinks reception		*			
Table at dinner (10 seats)	*			*	*
Seats at dinner		4	2		
Logo and name on award trophy and in programme	*	*	*		*
Logo and 200 word copy on inside cover of programme	*				
Present award on stage	*	*	*		*
Advert in programme	*	*	*		*
Branding on menu and placecards (for your own table)	*	*		*	*
Branding on menu and placecards (of CITL tables)	*				
Named in event programme & on website	*	*	*	*	*
Branding on signage at the Drinks Reception		*			
Branding on photo backdrop banner	*				
Company banner displayed at the venue	*	*	*	*	*
Standalone LinkedIn post	x 2	x 1			
Use of Event Sponsor logo	*	*	*	*	*
12 month listing in Trusted Supplier Directory	*	*	*	*	*

Benefits - Events

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EVENTS PACKAGES - CITL CONNECT

Annual Conference	Headline Sponsor	Exhibitor
Cost	£3,000	£1,500
Exhibition stand + 2 exhibitor passes	*	*
Attendance at networking breaks and lunches	*	*
Logo on event marketing	*	*
Standalone LinkedIn post	2	
Solus mailing to members	*	
Logo and company info on event page on CITL website	*	*
3 minute speech after CITL welcome and introduction	*	
20 minute presentation (thought leadership or case study)	*	*
Participation in Q&A sessions and panel discussions during agenda	*	*
Standalone slide on opening slide deck	*	
Logo on opening slide deck	*	*
Delegate list (no email addresses)	*	*
12 month listing on Trusted Supplier Directory	*	*

Benefits - Events

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EVENTS PACKAGES - SME & LARGE CHARITY FORUM

SME & Large Charity Forum	Headline Sponsor	Premier Exhibitor	Exhibitor
Cost	£5,000	£3,000	£1,500
Exhibition stand + 2 exhibitor passes	*	*	*
Attendance at networking breaks and lunches	*	*	*
Logo on event marketing	*	*	
Standalone LinkedIn post	2	1	
Solus mailing to members	*		
Logo and company info on event page on CITL website	*	*	*
3 minute speech after CITL welcome and introduction	*		
20 minute presentation (thought leadership or case study)	*	*	
Participation in Q&A sessions and panel discussions during agenda	*	*	*
Standalone slide on opening slide deck	*		
Logo on opening slide deck	*	*	*
Delegate list (no email addresses)	*	*	*
12 month listing on Trusted Supplier Directory	*	*	*

What our sponsors say

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"The conference was an excellent event and delivered fantastic networking while also being a lot of fun. It represented really good value for money and a great way to connect with the sector.

Sales Director, Microsoft Gold Partner

As an IT Service Provider who are 100% charity focussed, Charity IT Leaders is the perfect audience for Smartdesc to mingle with. Through our partnership, and the excellent support we receive from CITL, we've run webinars, in-person events, spoken at their annual conference and generally socialised and networked with our peers across the CITL membership base, most of whom are IT professionals working at charities. It's a great forum for us to share expertise, best practice, and innovation across the nonprofit sector, which is a key mission for us and has helped raise awareness of our work and lead to more work with other charities going forward."

James Field, Customer Strategy Director - Smartdesc

Partnering with CITL has been a breeze, the open and positive relationship we have with them has allowed us both to benefit greatly. We joined to gain a much better understanding of the IT leaders community in nonprofits, what challenges they were facing in their job roles and how we could assist them in overcoming these challenges to help their nonprofits better serve their communities. It's been a joy to work with Tree in developing and hosting events and for allowing us to join the conversations in educating nonprofit IT leaders about innovative technology. I would highly recommend becoming a member as it's been amazing for us as a platform to dive into the world of nonprofit IT leaders and collaborate with them on insightful and educational topics that can help them better achieve their nonprofits mission.

Marketing Director, Microsoft Gold Partner

"We've been sponsors of CITL for many years now and have found it a continually positive experience. It has given us the chance to engage with a really broad range of senior IT leaders within major charities, learn more about their missions and objectives, and we've been able to develop many great, long-term client relationships. We look forward to many years of shared success with CITL."

John Waterhouse, Chairman and Founder, The Network Collective



How to get involved

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To submit your sponsorship preferences or arrange a call to discuss options, please email Tree Hall at:

tree.hall@charityitleaders.org.uk

Please note that while we endeavour to offer sponsors their preferred package or options, we cannot guarantee this due to demand.

Where more than one sponsor expresses interest in limited availability packages, these will be allocated in order of response, but will not be confirmed until payment has been received. If payment is not made by the due date we reserve the right to offer the package to the next respondent.

Meet Our Team

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TREE HALL

CEO



CLAIRE JAGO

HEAD OF OPERATIONS



SAFA LAKADA

EVENTS AND OFFICE CO-
ORDINATOR



NABEELAH PATEL

EVENTS MANAGER



Thank You

The biggest reason for being a CITL member is our incredible community. Our members are from a wide range of charities and not-for-profits, including household-name charities, international NFPs and smaller UK-based organisations. We support CIOs, IT Directors, and technical leads, data specialists and pretty much any other technology-related role you can think of. Our community is a place to find like-minded people, knowledge and expertise, answers to problems and challenges and a supportive network of people who 'get it'.

Sponsorship is an opportunity to talk about your products and services with some of the sector's most senior decision-makers. It's also a way for you to demonstrate your organisation's CSR credentials, and to use your expertise and knowledge to add value for our members while aligning your brand with our own trusted and respected profile.

Sponsorship is not only for technology and digital provision. IT professionals must be expert leaders, excellent communicators, financially knowledgeable and strategically skilled. We welcome sponsors across a range of specialisms in order to support our members in developing an extensive portfolio of professional skills.

If you want to showcase your brand to a community of senior leaders in the NFP sector, and demonstrate your commitment to the charity community, while forging relationships with senior decision-makers, you really should get in touch.



admin@charityitleaders.org.uk



charityitleaders.org.uk



<https://www.linkedin.com/company/charity-it-leaders>