



THE
PROBATE
INDUSTRY
AWARDS
2025

**SPONSORSHIP
PACKAGE**

WE WANT YOU TO BE A PART OF IT!



Originally established in 2019 as The UK Probate Research Awards, The Probies, pioneered by Meerkat PR founder, David Stoch, has become a beacon of recognition and celebration in the probate world.

As the awards achieved remarkable success, it became evident that the realm of probate extended far beyond its initial boundaries. David's vision embraced a broader perspective, encompassing the entire probate industry and its diverse stakeholders. With immense pride and enthusiasm, we evolved into 'The Probate Industry Awards'.

Now in its seventh year, The Probies stands as a testament to the dedication and tireless efforts of solicitors, legal professionals, researchers, and other essential service providers in the probate industry. The awards are more inclusive than ever, recognising excellence and extending appreciation to the wider probate industry.

The journey has been marked by widespread media coverage, fostering meaningful connections across various sectors within probate. This transition reflects our commitment to recognising and honouring the invaluable contributions that shape the industry.



We are thrilled to continue celebrating excellence, uniting professionals, and highlighting the profound impact of the probate industry as we embark on this new chapter. With your unwavering support, we look forward to elevating the industry to even greater heights and unilaterally leaving a lasting legacy on the lives of the families and individuals we assist.



SPONSORSHIP AT A GLANCE

By sponsoring The Probies, you will gain exclusive access to a diverse network of businesses and individuals within the industry. This unique platform will enable you to promote your company, reach new peers, and elevate your brand presence in the probate industry.

Sponsors of The Probies collaborate closely with us to enhance this remarkable event and share our mission of reaching and acknowledging both new and established talents, commemorating outstanding contributions in the realm of probate and private client law.

PROMOTIONAL BENEFIT

Our marketing plan generates interest and targets potential clients pre and post-ceremony, through the use of:

- Robust social media campaigns via LinkedIn & Twitter
- Our official website
- Direct mailing
- Email marketing
- 1-1 marketing
- Third-party advertising
- Press releases

Sponsoring the Probies can provide several benefits and promotional perks for your company. Here are some reasons why a company might consider sponsorship:

Brand Exposure: Sponsoring the awards allows the company's brand to be prominently displayed in all marketing materials, event programmes, and on-site banners, whilst also allowing speaking roles, increasing brand visibility.

Targeted Audience: The awards attract top professionals and key players from across the probate industry, providing an opportunity to reach a highly targeted and captivated audience.

Networking Opportunities: Sponsoring the event gives the company a chance to network with industry leaders, potential clients, and partners, fostering valuable connections.

Online Exposure: Your partnership will be promoted through the awards' growing social media channels, reaching a broader online audience and increasing followers and engagement across your own channels.

Press Coverage: The event often receives wide-spread media coverage, providing your company with potential mentions in articles, press releases, and news segments.

Lead Generation: The event organisers can provide sponsors with attendee lists, facilitating direct communication and potential lead generation, whilst also enabling face-to-face interactions with high-profile attendees.

Appeal and Reputation: Showcasing your commitment to the industry and its development through sponsorship can enhance your company's reputation and generate more appeal among potential customers, whilst further aligning with your CSR efforts.

Customer Loyalty & Trust: Existing customers often appreciate seeing a company supporting industry events, fostering loyalty, trust in your practices and positive sentiment.



You can check out our website and social media channels by clicking the icons below.





In 2025, we are returning to the amazing 8 Northumberland Avenue venue due to the resounding success that was the 2024 Probies event.



PRESS & MEDIA

The Probies year-on-year attracts wide publicity from reputable news & media providers.

Some notable publicity across a variety of platforms in print and online includes...



YOUR CONTRIBUTION

The Probies is a non-profit making industry event. All sponsorship fees will be used to make the event a great experience for all involved. Any surplus funds will be used to support future events or donated to our chosen charity for 2025.

Check out our sponsorship packages below. As usual, we're putting every effort into giving our sponsors great value for money.

We are forecasting 2025 to continue this trend. To view some of past press, please view our 'Press and Media' on our website.



HEADLINE SPONSOR

THIS PACKAGE INCLUDES:

- A company profile on our website with 200 words including logo and links to your own site and social media
- The 'Headline Sponsor Introduction' speech at the ceremony
- Shoutout from the Founder & Celebrity Host during the ceremony
- Category sponsor of 'Probate Law Firm of the Year: Boutique' award (*first award category of the night*)
- Presentation of your sponsored award category
- Exclusive table at the awards ceremony, incl. 10 tickets and a premium drinks package
- Present a pre-recorded 'call to awards ceremony', named the 'Voice of God', to be announced via the venue PA System
- Acknowledgements within pre & post-event marketing & PR including; website, email marketing and social media
- 1x PR story, submitted by you, for publication through Meerkat PR
- 2x blog articles/video content to be published and shared on the Probies website and social media
- Extended company profile within the awards programme
- Opportunity to join the judging panel
- Probies branding pack, to use for your own marketing

LOGO PLACEMENT OPPORTUNITIES INCLUDE:

- Lecturn on stage
- Numerous vinyls & canvas displayed across the venue
- Front page on all print media
- Homepage of Probies website
- Trophies & certificates
- Presentation screens
- Press logo board



TOTAL COST: £12,000 + VAT



DRINKS RECEPTION SPONSOR

THIS PACKAGE INCLUDES:

- A company profile on our website with 100 words including logo and links to your own site and social media
- Acknowledgements within pre & post-event marketing & PR including; website, email marketing and social media *(in relation to the Drinks Reception)*
- 1x blog article / video content to be published and shared on the Probies website and social media
- Mention in the Celebrity Host's introduction at the ceremony
- Custom cocktail to be served at the Drinks Reception, to be chosen & named by you
- Contribute a prize for the Charity Prize Draw announced by the Celebrity Host on the night *(supplied by you)*
- 3x tickets to attend the awards ceremony
- Company profile within the awards programme
- Probies branding pack, to use for your own marketing

LOGO PLACEMENT OPPORTUNITIES INCLUDE:

Areas within the Drinks Reception space:

- Large Wall Vinyl
- Circular Bar or LED Bar
- Stairwell Wall Vinyl
- Within print media *(by Drinks Reception mentions)*
- Homepage on the Probies website
- Press logo board

PLEASE SEE BRANDING EXAMPLES & ADD-ON'S ON PAGE 13



TOTAL COST: £6,000 + VAT

BALLROOM DINNER SPONSOR



THIS PACKAGE INCLUDES:

- A company profile on our website with 100 words including logo and links to your own site and social media
- Acknowledgements within pre & post-event marketing & PR including; website, email marketing and social media *(in relation to the Dinner)*
- 1x blog article / video content to be published and shared on the Probies website and social media
- Mention in the Celebrity Host's introduction at the ceremony
- Present the 'call to dinner' via the venue's PA System
- Contribute a prize for the Charity Prize Draw, announced by the Celebrity Host on the night *(supplied by you)*
- 3x tickets to attend the awards ceremony & choice of where to be seated for each attendee from your company
- Company profile within the awards programme
- Probies branding pack, to use for your own marketing

LOGO PLACEMENT OPPORTUNITIES INCLUDE:

- Table chocolate packaging
- 2x Corridor Mirror Vinyls
- Press logo board
- Within print media *(by Dinner mentions)*
- Homepage on the Probies website

PLEASE SEE BRANDING EXAMPLES & ADD-ON'S ON PAGE 13



TOTAL COST: £5,000 + VAT

AWARD CATEGORY SPONSOR



THIS PACKAGE INCLUDES:

- A company profile on our website with 100 words including logo and links to your own site and social media
- Presentation of your chosen awards category
- Acknowledgements within pre & post-event marketing & PR including; website, email marketing and social media *(in relation to your chosen category)*
- 1x blog article / video content to be published and shared on the Probies website and social media
- Contribute a prize for the Charity Prize Draw, announced by the Celebrity Host on the night *(prize supplied by you)*
- 2x tickets to attend the awards ceremony
- Company profile within the awards programme
- Probies branding pack, to use for your own marketing

LOGO PLACEMENT OPPORTUNITIES INCLUDE:

- Wall Vinyl placed within the Drinks Reception space
- Awards Programme *(by your chosen category)*
- 'Award Categories' page on the Probies website *(by your chosen category)*
- Trophy & certificate *(for your chosen category)*
- Presentation screens *(for your chosen category)*
- Press logo board

PLEASE SEE BRANDING EXAMPLES & ADD-ON'S ON PAGE 13

THE CATEGORIES AVAILABLE FOR SPONSORSHIP:

- Probate Law Firm of the Year: Boutique **SOLD OUT**
- Probate Law Firm of the Year: Regional
- Probate Law Firm of the Year: National **SOLD OUT**
- Rising Star of the Year
- Probate Lawyer of the Year
- Contentious Probate Provider of the Year
- Estate Planning Team of the Year
- Will Writing Firm of the Year
- Wills and Probate Paralegal of the Year
- International Probate Research Firm of the Year
- UK Probate Research Firm of the Year
- Story of the Year
- Deputyship Firm of the Year
- Legal Industry Service Provider of the Year
- Technology Provider of the Year
- Probate Property Services Provider of the Year
- The Unsung Hero Award
- Outstanding Achievement in the Industry **SOLD OUT**

TOTAL COST: £3,500 + VAT



IMMERSIVE DESSERTS STATION SPONSOR

AlchemyLive's show-stopping, unique dessert station boasts an immersive, fun experience to keep the party going as guests continue to mingle, network and create memorable moments. Designed to provide the wow-effect and be "Instagrammable".

THIS PACKAGE INCLUDES:

- Branding and logo placement throughout the Dessert Station, to be presented at the final Drinks Reception
- A company profile on our website with 100 words including logo and links to your own site and social media
- Acknowledgements within pre & post-event marketing & PR including; website, email marketing and social media *(in relation to the Dessert Station)*
- 1x blog article / video content to be published and shared on the Probies website and social media,
- Contribute a prize for the Charity Prize Draw, announced by the Celebrity Host on the night *(prize supplied by you)*
- 2x tickets to attend the awards ceremony
- Company profile within the awards programme
- Probies branding pack, to use for your own marketing

LOGO PLACEMENT OPPORTUNITIES INCLUDE:

- Dessert decorations
- Wall Vinyl
- Press logo board

PLEASE SEE BRANDING
EXAMPLES & ADD-ON'S ON PAGE 13



TOTAL COST: £2,000 + VAT

DIGITAL SPONSOR



THIS PACKAGE INCLUDES:

- A company profile on our website with 50 words including logo and links to your own site and social media
- Limited acknowledgements within pre & post-event marketing & PR including; website, email marketing and social media
- 1x blog article to be published and shared on the Probies website and social media
- 25% discount to purchase tickets to the awards ceremony

TOTAL COST:
£500 + VAT

SPONSORSHIP ADD-ONS

PHOTOBOOTH

Opportunity to sponsor the Photobooth to be present within the Drinks Reception space for attendees to use at their disposal.

LOGO PLACEMENT OPPORTUNITIES:

- Booth platform
- Digital photos & videos
- Photo print-outs
- Props & boards

£800 + VAT

TABLE FAVOUR

Opportunity to sponsor an item to be added to each place setting at the Dinner. *(to be sourced by the sponsor & agreed with the organisers).*

TABLE FAVOUR IDEAS:

- Metal straws
- Boxed mints
- Phone chargers

£300 + VAT

BALLROOM BAR

Opportunity to sponsor the small bar to be present within the Ballroom, where the awards ceremony and dinner are to be hosted.

LOGO PLACEMENT OPPORTUNITY:

- Vinyl near the Ballroom Bar

£500 + VAT

ADDITIONAL VINYL BRANDING:

Slim Wall Vinyl **£110 + VAT**

Located within the drinks reception

Pillar Vinyl **£180 + VAT**

Located within the drinks reception

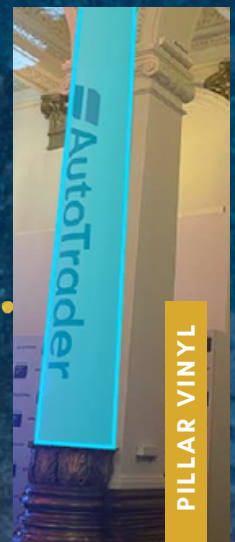
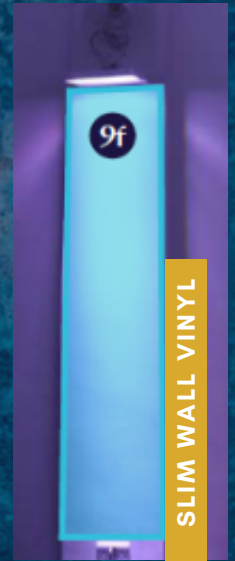
Large Wall Vinyl **£450 + VAT**

Located within the drinks reception

Please note: Add-on's are only available to purchase if a standalone package has already been purchased. These are limited and are sold on a first-come first-served basis.

BRANDING OPPORTUNITIES EXAMPLES

Please note: Owing to unforeseen matters during the artwork design process, branding opportunities and visuals may vary slightly from what is shown below. Rest assured, suitable substitutes will be arranged in such instances. *Not all opportunities are listed below.*



CONTACT US

If you have any queries regarding the awards ceremony, please click the email link below.

If you are interested in proceeding with a sponsorship package, please contact us via email, quoting the package you are looking to purchase.

Alternatively, if you are ready to jump on-board, please fill out the Sponsorship Booking Form [←HERE→](#) to reserve the package/category you are interested in.

CONTACT@PROBATEINDUSTRYAWARDS.COM

