

THE
PROBATE
INDUSTRY
AWARDS
2027

**SPONSORSHIP
OPPORTUNITIES**

#PROBIES2027

Originally established in 2019 as The UK Probate Research Awards, The Probies, pioneered by Meerkat PR founder David Stoch, has grown to become one of the leading celebrations of excellence and achievement across the probate and private client profession.

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 ninth 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 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 talent, 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 branding, 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 widespread 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 2027, we are going to a brand new venue: Assembly Hall, Church House, Westminster, London, SW1P 3NZ



This year we will also have a fabulous new host! More to be announced soon....

YOUR CONTRIBUTION

The Probies is a not-for-profit 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.

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

PRESS & MEDIA

Year after year, The Probies attracts significant coverage from respected news and media outlets across the profession and beyond.

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



New Law
Journal

Surrey **Comet**

Maidenhead
Advertiser

BirminghamLive

Islington
Gazette

We are forecasting 2027 to continue this trend. To view some of our past press coverage, please view the 'Press and Media' section on our website.

HEADLINE SPONSOR

SOLD

THIS PACKAGE INCLUDES:

- A company profile on our website with 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 'Lifetime Achievement in the Industry' award (*last award category of the night*)
- Presentation of your sponsored award category
- Exclusive table at the awards ceremony, including 10 tickets and a premium drinks package
- Acknowledgements within pre- and 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

LOGO PLACEMENT OPPORTUNITIES INCLUDE:

- Lectern on stage
- Displayed at the venue on the night
- Ceremony Programme
- Homepage of Probies website
- Trophies
- Presentation screens

TOTAL COST: £18,000 + VAT

DRINKS RECEPTION

SOLD

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- and 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 closing speech at the ceremony
- Branded napkins on the bar throughout the evening
- 3x tickets to attend the awards ceremony with preferential seating options.
- Company profile within the awards programme



LOGO PLACEMENT OPPORTUNITIES INCLUDE:

- Ceremony Programme
- Napkins on the bar
- Displayed at the venue on the night
- 'Our Sponsors' page on the Probies website

TOTAL COST: £7,500 + VAT

AWARDS DINNER

SOLD

THIS PACKAGE INCLUDES:

- A company profile on our website with logo and links to your own site and social media
- Acknowledgements within pre- and 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
- 3x tickets to attend the awards ceremony with preferential seating options.
- Company profile within the awards programme

LOGO PLACEMENT OPPORTUNITIES INCLUDE:

- Table chocolate packaging
- Screens within the Dinner space
- Ceremony Programme
- 'Our Sponsors' page on the Probies website



TOTAL COST: £7,500 + VAT

AWARDS CATEGORIES

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- and 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
- 2x tickets to attend the awards ceremony
- Company profile within the awards programme

LOGO PLACEMENT OPPORTUNITIES INCLUDE:

- Screens within the Award Ceremony space
- Awards Programme (by your chosen category)
- 'Our Sponsors' page on the Probies website
- Trophy (*for your chosen category*)
- Presentation screens (*for your chosen category*)



TOTAL COST: £3,500 + VAT

THE CATEGORIES AVAILABLE FOR SPONSORSHIP

~~Probate Law Firm of the Year: Boutique (1–50)~~

~~Probate Law Firm of the Year: Mid-Size (51–100)~~

~~Probate Law Firm of the Year: National (101+)~~

~~Probate Law Firm of the Year: London & South East - NEW~~

Probate Law Firm of the Year: South West - NEW

Probate Law Firm of the Year: North East - NEW

Probate Law Firm of the Year: North West - NEW

Probate Law Firm of the Year: Midlands - NEW

Probate Law Firm of the Year: Wales - NEW

International - NEW

~~Rising Star of the Year~~

Probate Lawyer of the Year

Contentious Probate Provider of the Year

Estate Planning Team of the Year

Specialist Probate Provider of the Year

Will Writing Firm of the Year

Wills and Probate Paralegal of the Year

Probate Research Firm of the Year : Large

Probate Research Firm of the Year: Boutique - NEW

Story of the Year

~~Court of Protection Team of the Year~~

Technology Provider of the Year

Legal Supplier of the Year - NEW

Property Services Provider of the Year

~~Industry Disruptor of the Year - NEW~~

~~Lifetime Achievement in the Industry - NEW~~

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

£600 + VAT

SPONSORSHIP ADD-ON

PHOTOBOOTH

Sponsor the photobooth in the drinks reception, giving your brand a visible presence throughout the evening as guests take and share their photographs.

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

£1,500 + VAT

Please note: This add-on is only available to sponsors who have purchased a standalone package.

CONTACT US

READY TO BE PART OF THE PROBIES 2027?

If you'd like to discuss sponsorship, get in touch with the Probies team and we'll talk you through the opportunities still available.

Already know which package or category you want? Complete the Sponsorship Booking Form to reserve it.

contact@probateindustryawards.com

