

SOFTCAT

LOVE 2GIVE

BALL 2026

Sponsorship opportunities

**As a Softcat partner,
we're pleased to be able
to offer you the chance
to be involved with our
Love2Give Ball in May.**

By investing in the event with a sponsorship package of your choice, you'll do more than just support and raise funds for our charities; you'll enjoy a glitzy night out with drinks, a three-course meal, dazzling entertainment, auction and afterparty. Plus, you'll have the opportunity to build connections and network with members of the Softcat team, including our senior leaders.

When & where

Tuesday 5 May 2026, 18:30 - 00:00, Grosvenor House, London

Pre-event

Package Type		Headline £20,000	Platinum £15,000	Gold £8,500	Silver £6,500	Bronze £4,500	Individual Tickets* £500	
Digital	Internal email communication	Logo presence on digital newsletter - All company distribution	✓	✓	✓	✓	✓	✗
		Social post - tag sponsors/ asset pack designed for LinkedIn/X	✓	✓	✓	✓	✓	✗
		Ticket sales and silent auction platform headline sponsor	✓	✗	✗	✗	✗	✗
		Logo presence on Senior Leadership email communications - All company distribution	✓	✓	✓	✓	✗	✗
	Digital signage	Logo presence on digital signage x 10 offices throughout April and May	✓	✓	✓	✓	✓	✗
	Softcat Central	Logo presence on article	✓	✓	✓	✓	✓	✗

Important note: All prices are subject to UK VAT, which will be charged as this sponsorship relates to a UK event.

*To be released after the tables, once 50+ have been sold. Maximum additional tickets 2 per vendor with a table. 3 per vendor without a table.

On the night

Package Type		Headline £20,000	Platinum £15,000	Gold £8,500	Silver £6,500	Bronze £4,500	Individual Tickets* £500	
Physical	On the night	Table host	Senior Leadership Team	Senior Leadership Team	Extended Leadership Team	Department Head/ Management Team	Staff	✗
	Table quantity**	9 + 1 Softcat host + 2 Softcat staff	9 + 1 Softcat host + 2 Softcat staff	9 + 1 Softcat host + 2 Softcat staff	9 + 1 Softcat host + 2 Softcat staff	9 + 1 Softcat host + 2 Softcat staff	9 + 1 Softcat host + 2 Softcat staff	✗
	Logo presence on entrance gate	✓	✓	✓	✗	✗	✗	
	Company logo printed on table	✓	✓	✓	✓	✓	✗	
	Logo presence on step and repeat board	Headline logo	Extra large	Medium	Medium	Small logo	Small logo	
	Silent auction platform	✓	✗	✗	✗	✗	✗	
	Branding in bar area	✗	✓	✗	✗	✗	✗	
	Prominent logo presence/branding	Premium during main event	Premium during main event	✗	✗	✗	✗	

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**Should you not fill your nine spaces, Softcat will allocate other guests, where appropriate.

[View add ons for Gold and Silver sponsors](#)

Post event

Package Type		Headline £20,000	Platinum £15,000	Gold £8,500	Silver £6,500	Bronze £4,500	Individual Tickets* £500	
Digital	Internal email communication	Branding in Love2Give emails	✓	✓	✓	✓	✓	✗
	Digital signage	Logo presence on digital signage x 10 offices throughout April and May	✓	✓	✓	✓	✓	✗
	Softcat Central	Logo presence on round up article	✓	✓	✓	✓	✓	✗
	News story	Post-event blog logo presence/mention	✓	✓	✓	✓	✓	✗
	Digital pack for vendors	Link to blog, and social assets	✓	✓	✓	✓	✓	✗
	Social post	Branding in external social post from Softcat	✓	✓	✓	✓	✓	✗

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Add ons for Gold and Silver sponsors with a table

Package Type	Gold £8,000	Silver £6,500	Entertainment + £3,500	Live Auction + £3,500	Photobooth + £3,500
Table host	Extended Leadership Team	Department Head/ Management Team	Upgrade to Senior Leadership Team/Director	Upgrade to Senior Leadership Team/Director	Upgrade to Senior Leadership Team/Director
Table quantity	9 + 1 Softcat host + 2 Softcat staff	9 + 1 Softcat host + 2 Softcat staff	9 + 1 Softcat host + 2 Softcat staff	9 + 1 Softcat host + 2 Softcat staff	9 + 1 Softcat host + 2 Softcat staff
Logo presence on entrance gate	✓	✗	✓	✓	✓
Company logo printed on table	✓	✓	✓	✓	✓
Logo presence on step and repeat board	Medium	Medium	Large	Large	Large
Silent auction platform	✗	✗	✗	✗	✗
Branding in bar area	✗	✗	✗	✗	✗
Prominent logo presence/branding	✗	✗	Exclusive during main act	Branding on screen during live auction	Branding for party photobooth

Physical

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[View all packages](#)

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Interested in supporting the Love2Give Ball?

To confirm your package selection, we kindly ask that you let us know below by **Monday 2 March 2026**.

[Secure your Love2Give package](#)