

— THE — OCTOBER CLUB

2026

THE OCTOBER CLUB

THE CAUSE

Over the past 38 years, The October Club has raised more than £17 million for UK charities doing extraordinary work. Our model is simple but powerful: we identify small and medium-sized charities with genuinely transformational plans, then provide them with the resources to make those plans a reality.

Each year, we invite applications from charities across the UK and put them through a rigorous selection process. From these, our committee selects one that is doing remarkable work in its field and is looking to extend its impact – ensuring that every pound raised that year changes lives directly.

Our past causes have ranged widely from charities with a physical or mental health focus, such as Parkinsons, spinal injuries or eating disorders, to those that seek to reach disadvantaged or marginalised people and provide them with skills and confidence to reach their full potential.

In 2025, The October Club's events raised more than £800,000 for Spark Inside, an award-winning charity that coaches young offenders approaching release. These funds will enable Spark Inside to expand from London to the Midlands, giving more young people the chance to break the cycle of reoffending and build meaningful futures.

Your sponsorship makes this impact possible.

2026 will bring another exceptional cause to the forefront. We expect to announce our charity partner for the year in late May or early June.

Some of The October Club's past charity partners:



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2026 EVENT CALENDAR

House of Commons Drinks Reception

Date: Thursday, 25th June 2026

Place: Terrace Pavilion & Commons Terrace, House of Commons, London

We kick off the season with this exclusive gathering beside the River Thames. The evening introduces our 2026 charity partner and highlights the progress made by last year's recipient over some drinks and canapés. Gold sponsors of The October Club are invited to the reception to meet both charities, and are given the opportunity to bring along their own guests.

The October Club Gala Dinner

Date: Wednesday, 14th October 2026

Place: The Savoy, London

The Savoy dinner is The October Club's signature event, attended by nearly 400 City-based professionals. The evening features a champagne reception, a luxurious dinner in the candle-lit Lancaster Ballroom, and live and silent auctions of exclusive money-can't-buy items and experiences. The evening continues till late with after-dinner drinks served in The Savoy's River Room. Gold sponsorship of The October Club includes a table of 10 at the dinner. Sponsors will have their company logo featured both in the printed dinner programme and on screens throughout the evening.

Optional add-on: Ascot Race Day

Date: King George Friday, 24th July 2026

Place: Ascot Race Course

A relaxed day of champagne, a sit-down lunch and thrilling races on the Ascot race course, where members and key supporters of our charity partner for the year get to know The October Club's committee and their guests. The day also includes afternoon tea, a raffle and a short auction for the benefit of the charity. Tables and individual seats in The October Club's Ascot pavilion are available for purchase. Please contact enquiries@theoctoberclub.co.uk.

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GOLD SPONSORSHIP BENEFITS

The Gold Sponsorship package (£22,000) includes:

VIP invitation for you and guests to the House of Commons drinks reception – an exclusive event introducing our charity partner

Gala dinner with a champagne reception for 10 at The Savoy, offering an unforgettable evening of fine dining, auctions and entertainment

Brand visibility – your company logo featured throughout the gala dinner in event materials and on digital screens, as well as a full-page A4 advert in the dinner programme

Profound impact on our 2026 charity and its transformational project

Artwork submission for branding and ad placement

Deadline: Friday, 18th September 2026

File requirement: Full colour A4, portrait (277mm x 190mm)

Submission: Via FTP or email to taina@theoctoberclub.co.uk
(cc: david.willison@paragon-cc.co.uk, dave.holt@paragon-cc.co.uk)