

Raffle Prize Sponsorship Club

2026/27

A new way for local businesses to make a lasting impact

Youth Talk relies on the generosity of our community to help us run vital fundraising events throughout the year. Raffle prizes are an important part of this and they help us raise significant amounts by bundling up exciting experiences and luxury items.



£30,000 raised through raffles and auctions in 2025/26

This is equivalent to an incredible 600 counselling sessions. Our counselling rooms are busier than ever and community support is essential to help us meet rising demand.

Currently, we depend on ad-hoc donations that vary in value and timing. To create a more sustainable and predictable stream of raffle prizes, we are introducing a structured Raffle Prize Sponsorship Club, designed to sit alongside our Business Impact Circle. This will make it easier for local businesses to support us, increase our ability to plan ahead, and strengthen Youth Talk's relationships across St Albans and the surrounding area.

Why partner with Youth Talk?

By becoming a Raffle Prize Sponsor, your business will:

- Reach hundreds of local attendees at our community events throughout the year
- Be promoted to our growing social media audience and supporter base
- Get aligned with a trusted local charity that supports young people's mental health in the St Albans District
- Build stronger connections and visibility within the St Albans District business community

How it works

Businesses commit to donating raffle prizes with a total annual value that aligns with one of our four sponsorship tiers. Each tier includes a set of promotional and engagement benefits to recognise your support.

The programme is designed to be:

- simple and accessible for businesses of all sizes
- flexible enough to suit different sectors
- sustainable for the Youth Talk fundraising team to manage
- aligned with our existing events calendar and partnership strategy

Donations can include products, vouchers, experiences, or services. The total value can come from one prize or several smaller prizes across the year. We will match each prize to the most suitable event so it has the greatest possible impact.

Prize examples:

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| <ul style="list-style-type: none">● Dinner for two at a local restaurant● Spa, wellness, or beauty treatment vouchers● Tickets to popular sport or music events● Family activity passes | <ul style="list-style-type: none">● Retail product bundles● Fitness memberships or classes● Experiences in St Albans, the surrounding areas or in London |
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Sponsorship Tiers & Benefits

Engage Sponsor (£100–£199 per year)

A welcoming starting point for businesses who want to support young people and be part of our community of local champions. Ideal for independent cafés, salons, small retailers and micro businesses.

Benefits:

- Recognition on social media for each event where your prize is included
- Your branding displayed with your prize (you add your own branding to any items you donate)
- Shout outs at events where relevant
- Digital badge for your website and social media

Experience Sponsor (£200–£499 per year)

Perfect for businesses who want to deepen their support and be recognised more widely across our community events and channels. Ideal for restaurants, gyms, family attractions, service businesses and medium sized firms.

Includes all Engage benefits, plus:

- Mention in one Youth Talk newsletter during the year
- Where available, inclusion in event programmes for Youth Talk led events where your prize is used
- Inclusion in an annual social media spotlight post featuring our Raffle Prize Sponsors

Showcase Sponsor (£500–£999 per year)

A strong way to spotlight your business and help us plan ahead with confidence, while reaching more local people through our events and communications. Designed for premium hospitality, local corporates, hotels and larger businesses.

Includes all Engage and Experience benefits, plus:

- Your logo listed on the “Meet Our Community Partners” section of our website
- Option to display a banner or provide one relevant promotional item at events where a prize you donate (worth £500 or more) is used

Inspire Sponsor (£1,000+ per year)

Our highest tier for those who want to make a significant impact. Designed for premium hospitality, local corporates, hotels and larger businesses who are keen to join as a Bronze member of the Youth Talk Impact Circle.

Includes all Engage, Experience and Showcase benefits, plus:

- Inclusion in the Youth Talk Business Impact Circle as a Bronze Member
- One complimentary ticket to a Business Impact Circle breakfast event



Our commitment to YOU

We aim to ensure every sponsor receives meaningful recognition and value. We will:

- Promote your contribution clearly and professionally
 - Match your prize to the most suitable event
 - Build a positive, long-term relationship with your business
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Potential impact

This Raffle Prize Sponsorship Club will allow Youth Talk to:

- build a reliable pipeline of raffle prizes
- reduce last-minute organising pressure for events
- offer meaningful recognition to local businesses
- strengthen long-term partnerships
- generate greater value across all our community fundraising

And most importantly, **every raffle prize donated helps create more safe spaces for local young people to talk, heal and be heard.**



To join the programme or ask any questions, please contact Alex, our Community Events & Volunteers Lead at alexandra.asanache@youthtalk.org.uk