

— THE —
OCTOBER CLUB

2025

THE OCTOBER CLUB

THE CAUSE

Over the past 37 years, The October Club's annual events have raised a total of nearly £17 million for UK-based charities. Each year, The October Club's committee invites applications from small and medium-sized charities that are looking to extend the scope of what they do. Following a rigorous assessment process, it selects one that is doing remarkable work and has a compelling transformational project plan, ensuring that the funds raised that year impact lives directly.

The October Club's 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 potential.

In 2024, The October Club's fundraising events raised more than £690,000 for our charity of the year, Back Up, a spinal cord injury charity. 2025 will bring another exceptional cause to the forefront.

The number of applications received in 2025 is the highest in the Club's history, featuring many outstanding charities with transformational project plans. We expect to announce our charity partner for 2025 in late May or early June.

Some of The October Club's past charity partners:



— THE — OCTOBER CLUB

2025 EVENT CALENDAR

House of Commons Drinks Reception (sponsored by Soros)

Date: Thursday, 26th June 2025

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 2025 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, 8th October 2025

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: Friday, 25th July 2025

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.

— THE — OCTOBER CLUB

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 2025 charity and its transformational project

Artwork submission for branding and ad placement

Deadline: Friday, 12th September 2025

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)