

QUINTESSENTIALLY FOUNDATION

PRESENTS

The
Fayre
of
St James's

Tuesday 26th November 2024

IN AID OF

THE
FIREFLY
PROJECT



Tuesday 26th November 2024

One of the most highly anticipated Charity Christmas Concerts in London, the Fayre of St James's delivers a star-studded evening of carols, live performances, festive readings and Christmas cheer.

With 2023's concert seeing performances from Simon Le Bon, Calum Scott, Freya Ridings and Sigrid, and readings from Simon Pegg, Stephen Fry, Gugu Mbatha-Raw and Danny Huston, incredibly almost half a million pounds was raised for Quintessentially Foundation and The Firefly Project.

2024 will be the thirteenth year of The Fayre, and will see 600 guests welcomed to the enclaves of St James's Church, Piccadilly for another iconic evening of carols with the stars.

On the evening, we will launch our Annual Winter Appeal, and Silent and Live Auctions. Quintessentially Foundation's Founding Trustee, Sir Ben Elliot, will host a dinner at Loulou's, 5 Hertford Street, after the carol concert for the Foundation's most generous supporters.

We hope that you will consider joining us as a leading partner for this event.



Who is involved?

This stylish event attracts an audience from all over the UK; this is made possible by the event's long-standing reputation and engaged high-profile committee who deliver year-on-year.

2023 committee:

Amelia Brooks
Anoushka D'Abo
Arthur Lonsdale
Astrid Harbord
Charlie Gilkes
Charlie Hobhouse
Charlie Pragnell
Debbie Griggs
Emily Ferray
Geordie Greig
Hayley Bloomingdale
Heather Porter
Helen Perry
Hugo Brooks

Jascha Widecki
Jayne Alexander
Joe Hage
Kate Reardon
Leo Bamford
Lucy Marsham
Lysbeth Fox
Marcus Roberts
Melanie Nennig
Mia Fenwick
Monica Irani
Nicholas Coleridge
Noor Charchafchi
Olly Barker
Paul Bursche

Princess Beatrice, Mrs.
Edoardo Mapelli Mozzi
Rahul Moodgal
Rory Brooks CBE
Ruth Ganesh
Scott Green
Selva Pankaj
Sir Ben Elliot
Violet Manners
William Woodhams



Past performers

Simon Le Bon

James Bay

Cate Blanchett

Sam Ryder

James Blunt

Alfie Boe

Simon Cowell

Benedict Cumberbatch

Craig David

Rupert Everett

Stephen Fry

Lord Julian Fellowes

Ellie Goulding

Sheila Hancock

Tom Hardy

Beverly Knight

Joanna Lumley

Emeli Sande

Ian Somerhalder

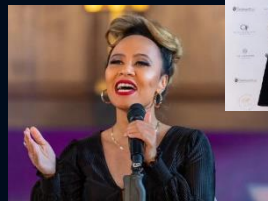
Phoebe Waller-Bridge

Jack Whitehall

Daisy Edgar-Jones

Gugu Mbathba-Raw

Simon Pegg



The Fayre of St James's
Press coverage

TATLER

COUNTRY & TOWN
HOUSE

London
Evening
Standard

MailOnline

Daily Mail

The Telegraph

HELLO! Mirror

OK!

The  INDEPENDENT

Sponsors will receive access to Quintessentially's marketing channels...

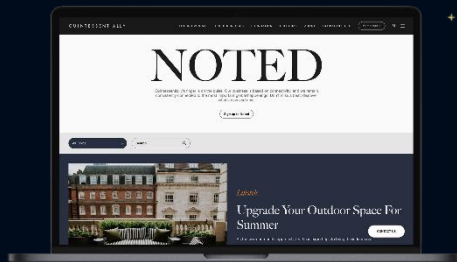
SOCIAL



Audience
205,000+ Global following

Value
£11,000

WEBSITE



User Sessions
543,000 in 2022

Page Views
936,000 in 2022

Value
£15,000

NEWSLETTERS



Frequency
Monthly

Audience
25,000 Global member audience &
online subscribers

Value
£5,000

ANNUAL GUIDES



Frequency
Monthly

Reach
Global membership base

Value
£1,000 - £5,000

QUINTESSENTIALLY FOUNDATION

THE FIREFLY PROJECT 1 YEAR IMPACT UPDATE

With £50k unrestricted grants, our first three charity partners invested in:



With our support



Our charity partners increased their internal capacity by 213%



The staff count grew on average from 7 to 19 Full Time Equivalent staff!



THE AVERAGE TURNOVER SOARED FROM £615K TO £1M!



THE BENEFICIARY COUNT GREW BY 30% ON AVERAGE



Resulting in 7635 babies, children and young people accessing transformative interventions to have brighter futures

£1 : £2.23



For every £1 we donated, we connected our charities to an additional £2.23, helping them to attract a further £335,000 on top of our funding!

Quintessentially Foundation has a long history of supporting children and young people. We believe that children should have the right to realise their true potential despite their background. Our initiative focus' on supporting children and young people living in poverty.

Over 700,000 children in London live in poverty - the highest rate of child poverty in England. They face challenges daily that prevent them from reaching their potential. There are frontline organisations that offer proven solutions; however, these organisations are often overlooked and underfunded – less than 5% of charities receive 85% of total charitable income.

We want to change this and help the smaller charities that make a big difference.

Quintessentially Foundation through The Firefly Project, finds and funds these innovative, impactful charities, helping them to scale up and reach more young people. We 'turbo charge' them through unrestricted funding, tailored support and introductions to untapped networks, allowing them to expand and reach even more disadvantaged children, offering them access to their life-changing services. [Click here to read more](#)

CSR data and engagement opportunities

- **Impact Data:** Sponsors will receive social impact data from The Firefly Project, which will contribute to their Corporate Social Responsibility initiatives
- **Volunteering opportunities:** Potentially highlight opportunities for staff volunteering and engagement, further enhancing the sponsors' CSR offering and wider employee engagement
- **Complete CSR package:** Marketing, CSR data and employee engagement all in one sponsorship opportunity



Charity partners



THE FIREFLY PROJECT



Meet The Firefly Project's charity partners:

Little Village is a baby bank for clothes, toys and equipment. They provide vital help and materials in the early years' development of children. We aim to grow their reach from 5,000 referrals a year to +14,000 referrals by 2024.

20/20 Change works with young Black people to bridge the divide between education and employment. We hope to scale up and take 400 young Black people each year through their 'I Am Change' intensive programme.

The Kids Network provides children going from junior school to secondary with a local mentor for a year offering them stability and a crucial adult role model at a challenging time. We will help them start working in new Boroughs across London.

Team Up uses tuition, delivered by inspirational role models, to enable pupils from low-income backgrounds to meaningfully increase their academic attainment, in order to improve the choices open to them.

Doorstep Library is dedicated to bringing the gift of books and the joy of reading directly into the homes of children across London who need its support. With one in four 11-year-olds leaving primary school unable to read or write properly, it recruits and trains home and online reading volunteers to go into some of the most disadvantaged areas in London to help introduce young children (aged 0-11 years) to the pleasure of reading.

Sponsorship Packages

Headline Sponsor - £50,000

We are seeking a Headline Sponsor for the Fayre of St James's who will receive maximum exposure through the partnership. We can work with you to create a bespoke and curated experience in line with your objectives.

The Headline Sponsor will receive:

Digital & Print:

- Prime positioning and acknowledgement across all materials
- Recognition as Headline Sponsor across marketing channels*, including:
 - ✓ Quintessentially Global editorial platform (Noted) article & Newsletter communication feature
 - ✓ Feature within Member Annual Guide
 - ✓ Ad hoc Proactivity email feature across Quintessentially Global and Foundation communication channels
 - ✓ Social Media coverage (across all Foundation and Global channels) with principal handle tag
 - ✓ Bespoke Social Media coverage across Quintessentially Global channels (x3 posts throughout the year)
 - ✓ Inclusion in Quintessentially Partner Office Global Newsletter
 - ✓ Opportunity to develop bespoke marketing opportunities with Quintessentially Marketing team
 - ✓ Access to official event photography for promotional use

Client Entertaining & Networking Opportunities:

- Allocation of 10 Premier tickets to the church
- Table for 10 at the VIP dinner at Loulou's, 5 Hertford Street

On-site Brand presence:

- Logo credit across all printed event materials on the day
- Step & repeat/photo board for media
- On site banners & on-screen branding at afterparty
- Bar top menu cards
- Thank you and acknowledgement in speeches

Corporate Social Responsibility and Impact Data:

- Marketing, CSR data and employee engagement all in one sponsorship opportunity.

*For all Marketing activation, all copy and creative will be at the control of Quintessentially Global Marketing

Sponsorship Packages

Associated Sponsor- £25,000

- Acknowledged as an Associate Sponsor in all editorial features
- Mentioned as an Associate Sponsor across marketing channels*, including:
 - ✓ Quintessentially Global editorial platform (Noted) article feature
 - ✓ Feature within Member Annual Guide
 - ✓ Social Media coverage (across all Foundation and Global channels)
 - ✓ Logo present throughout all communications and artwork
 - ✓ Access to official event photography for promotional use

Client Entertaining & Networking Opportunities:

- Allocation of 6 Premier tickets to the church
- Alcove table at the VIP Dinner at Loulou's 5 Hertford Street

On-site Brand presence:

- Logo credit across all printed event materials
- Step & repeat/photo board for media
- On site banners & on-screen branding

Corporate Social Responsibility and Impact Data:

- Marketing, CSR data and employee engagement all in one sponsorship opportunity.

Product Partner

We are looking for a variety of companies to feature as our official Fayre of St James's product partners in the following areas:

- Corporate packages (Tickets)
- Auction prizes
- Stock support for F&B, venue hire, talent, décor

We are happy to discuss bespoke packages* to enable you to promote your brand in the lead up, during and post event. Your brand will feature on Quintessentially Foundation's social media channels and the event website plus the opportunity to discuss further partnerships with Quintessentially's wider team. You will have an opportunity to attend the event and promote your goods during the event.

* For all Marketing activation, all copy and creative will be at the control of Quintessentially Global Marketing

QUINTESSENTIALLY FOUNDATION

Thank you.

We are very grateful for your consideration of this exciting event,
and hope that you will be inspired to partner with us.

For more information please contact:

Jo Walker

Head of Events and Engagement

jo@quintessentiallyfoundation.org