

Corporate Opportunities 2024

Promoting your brand to charity retailers **RESEARCH PROGRAMME SPONSOR**

Identified by our charity shop-running members as their key benefit from membership of the Charity Retail Association, they get free access to charity retail market analysis and benchmarking reports.

The quarterly reports (QMAs) offer information that cannot be found anywhere else on a range of subjects vital to charity shops: from donated goods, bought-in goods and Gift Aid, average shop turnover, number and value of transactions, rag prices, comparisons to commercial retailing, and comments from Heads of Retail on the impacts on income each quarter.

By sponsoring our research programme your organisation's branding and web link will appear:

- on our public and members' research pages - with a short quote
- on all surveys, reports and executive summaries
- on all mailings to charity members relating to research, including up to 3 chase emails
- in a newsletter announcement of the sponsorship (4000 contacts)
- in thank you emails to completed survey participants
- in all related social media.

You can also have an advert in the QMA report and a campaign-related blog post for the CRA website and newsletter.

Align your company values with those of integrity and professional research values in a sector rich in social value and sustainability.

£3000 + VAT for 12 months

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