

A NEW SEAT. A NEW TABLE.

PARTNER WITH A
MOVEMENT, NOT
JUST A **MOMENT**.



THE 51% CLUB

@THE51PERCENTCLUB

www.the51percent.club

The 51% Club is the UK's definitive community for ambitious female founders and leaders.

We're a national movement built around local hubs, strategic partnerships,
and initiatives designed to move the dial.

From a world-first framework to help more women scale to £1 million and beyond, to our Female Enterprise Forums that bring together public and private sector leaders to strengthen local economies; The 51% Club is building the ultimate ecosystem to ensure that women-led enterprise thrives.



We're here to unlock the UK's greatest untapped economic asset...

35%

higher ROI from women-founded businesses when invested in

£310bn

added to UK GDP if women scale at the same rate as men

75%

of all UK wealth is projected to be controlled by women by 2030



... by changing the narrative: from inspiration to infrastructure.

For too long, the conversation at the centre of female entrepreneurship has focused on founder ambition. The 51% Club is here to change the conversation... and take action.

We exist to bridge the gap between untapped potential and national prosperity. From our five regional hubs to our evidence-led work in Parliament, we're building a new ecosystem for female-powered enterprise, whilst proactively pushing for systemic change.



WHAT MAKES US UNIQUE

We aren't just a network -
we're driving forward a new era of
wealth, powered by women.

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Investing in women isn't a social box-ticking exercise. Nor is it charity. Whether financial investment or access to better resources and networks, the data makes an unanswerable commercial argument. The 51% Club aims to be at the centre of the interventions that make this a reality.

By partnering with us, you're not just sponsoring an organisation. You are positioning your brand at the centre of the most significant economic shift of the decade and demonstrating to your clients, stakeholders, and talent pipeline that you are on the right side of it.



Our Ecosystem

The Community

2,500+ Members

Free to join. Diverse founders and leaders from pre-revenue to established SMEs. The pipeline of the future... and your future clients.

The Membership

250+ Founding Members

High-intent founders who have invested in their growth. Focused on scale, wealth, and influence. These are buyers with budget and ambition.

The Curated Network

7-8 Figure Founders

Exited founders, senior leaders, and policy-makers. Convened through our Power Table Dinners and Exited Founders Club. These are the women shaping what comes next.



A national network built around local hubs

We currently operate five city hubs - Birmingham, Leamington Spa, Leicester, London, and Worcester - each hosting monthly curated events combining expert masterclasses with facilitated networking, led by local ambassadors with deep regional knowledge.

Every hub gives partners direct, in-person presence within a specific founder ecosystem. A room of the right people, in the right city, at the right moment.

Our strategy for 2026 is to dive deep into each of those locations, building out a regional network that aims to connect with every single female founder and leader to provide what they need at the right time.



In two years, The 51% Club has grown from one Birmingham event to a national movement.

2,500

community members,
growing daily

100+

events hosted,
in person and online

Over 3,000

event attendees
to date

£2m

investment unlocked via
Fortuna Fellowship

60+

leaders in our first
Female Enterprise Forum

Over 40

founders through our
growth programmes



A TRUE PARTNERSHIP

The 51% Club is not one audience; it's a deliberately layered ecosystem.

When you partner with us, you choose the level of access that best serves your commercial objectives.

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Our Growth Programmes

We have three distinct programmes with one shared purpose: getting more women-led businesses to £1 million and beyond.

Each programme sits at a different stage of the founder journey, and together they represent the most comprehensive scaling infrastructure for female founders in the UK.

Each programme has dedicated partnership options; from curriculum sponsorship to cohort naming rights. The Million Pound Ladder has its own bespoke commercial model, detailed on the following page.

To discuss programme partnership, contact tara@the51percent.club.



FEMALE FOUNDER GROWTH PROGRAMME

12-week cohort

Our signature programme for founders ready to move from survival to scale. Expert-led curriculum across all four corners of growth, delivered in cohorts across our city hubs in partnership with external organisations.

FORTUNA FELLOWSHIP

12m investment accelerator

A first-of-its-kind accelerator co-created with Future Planet Capital Regional. Five female founders selected annually for intensive support, mentorship, and the chance to pitch for a share of £2 million in investment.

MILLION POUND LADDER

Scaling framework

A world-first framework mapping seven revenue stages from £0 to £2m+. Each rung identifies the precise psychological and operational stall points and the specific interventions that unlock the next stage.



Million Pound Ladder

Traditional sponsorship puts your logo in a room. The Million Pound Ladder puts your brand at the precise moment a founder realises she needs what you offer.

When a founder hits her next challenge, her solution is found in experts and organisations that can help her through it. By sponsoring a Rung of the Million Pound Ladder, you become the pre-vetted answer to her business prayers.

We've designed the programme – and partnership work – to be the perfect fit, matching what founders need at seven financial stages from £0 to £2 million.



Million Pound Ladder

Working in partnership with world-leading Executive Coach and entrepreneur, Geeta Sidhu-Robb, this is a world-first framework that takes women through each financial milestone, up to £2 million. It is both a psychological and operational map showing founders where they will stall – and more importantly, the strategy, team, and tools required to move through it.

As part of the programme, founders gain access to a specially-designed online course and weekly coaching calls with experts.



Million Pound Ladder

Rung Sponsor: *£10,000 per year*

- Your organisation positioned as the recommended solution for your chosen Rung
- Speaking opportunities at all ladder events (in person and online) relevant to your Rung
- Aggregated, anonymised data insights from founders at your sponsored revenue stage
- Full exposure across all touchpoints
- Invitation to Power Table Dinners and invite-only ecosystem events
- Sustained presence in monthly member communications to 2,500+

Headline Ladder Partner: *£50,000 per year*

- Exclusive headline partner status across the entire Million Pound Ladder programme
- Brand embedded in all seven Rungs
- Co-authorship of the programme narrative; your organisation as the definitive partner
- Priority speaking slots at Ladder events
- Formal press release announcing the partnership, aligned to your strategic messages
- Permanent Partner Spotlight monthly emails
- Annual strategy and impact review with The 51% Club



IGNITE

What began as 100 founders at STEAMhouse, Birmingham in 2024, is now our annual flagship event and our most visible commercial asset.

IGNITE26 will take place on 29 September 2026; a full day of keynotes, expert sessions, panels, workshops, and networking – with 250 attendees, high profile speaker line-up, and a marketplace of handpicked businesses in attendance.

Many of our valued long-term partners began their relationship with us at IGNITE, as it's the ideal, high-visibility entry point.



IGNITE

Headline Partner: £15,000

- IGNITE26 powered by [your organisation]
- Branding across all materials, venue signage, digital and print
- Named in the opening/closing addresses
- Main stage speaking slot
- Premium exhibition space
- Formal press release announcing the partnership
- Post-event impact report
- Ten complimentary conference tickets

Conference Partner: £5,000

- Exclusive branding across the event
- Dedicated exhibition space in the atrium marketplace
- Verbal acknowledgement from the stage and in opening and closing remarks
- Logo across all relevant event marketing, website, and on-the-day materials
- Five complimentary conference tickets



IGNITE

Exhibitor: £1,500

- Exclusive branding across the event
- Dedicated stand in the main atrium of Millennium Point for the full day
- Direct access to founders during breaks and networking sessions
- Listed as an official IGNITE26 exhibitor on website and in all event communications
- Two complimentary conference tickets



Female Enterprise Forums

The Female Enterprise Forum puts your organisation at the table where regional economic policy is shaped.

The Forum brings together public and private sector leaders - local authority figures, universities, investors, business support organisations, and senior founders - in a structured quarterly forum designed to strengthen the ecosystem for female-led enterprise and feed directly into national policy conversations.

Our pilot Forum is in the West Midlands, supported by West Midlands Combined Authority through Business Growth West Midlands. We are actively building regional Forums in each of our five hub locations, starting with the East Midlands.



The Forum partner proposition is fundamentally different from event sponsorship. The value is not reach: it's proximity. The people in the room are decision-makers, funders, and influencers who determine what gets built, what gets funded, and what gets prioritised for female enterprise in your region.

For organisations with ESG commitments, levelling-up objectives, DEI strategies, or government relations goals, Forum partnership is arguably the most efficient spend. You are not buying eyes on your brand; you're aligning yourself with the table where things actually happen.



Female Enterprise Forums

Forum Session Partner: £1,500

- Named partner for the Forum session across all pre-event and post-event communications
- Welcome address at the Forum and the opportunity to frame the conversation
- Logo on all Forum materials, digital and printed
- Inclusion in The 51% Club's member emails before and after the event
- Access to the attendee list for direct follow-up
- Two complimentary seats at the Forum table

Annual Forum Partner: £5,000

- Named annual partner across all Forum sessions in your region
- Speaking opportunity at each meeting
- Logo and brand presence across all Forum materials for the full year, including PR
- Input into Forum agenda, to help shape the conversation
- Priority invitations to associated policy events and government engagement activities
- Direct relationship with The 51% Club's policy and influence work



The 51% Club at The Wilmot

On 1 June 2026, The 51% Club opens the doors to its first permanent physical home; a dedicated co-working space for ambitious female founders and leaders in Birmingham's Jewellery Quarter.

Housed within The Wilmot, a Grade II listed heritage building on Albion Street, the space offers dedicated monthly desks and flexible passes exclusively for women building and scaling their businesses.

We are offering a limited number of desk sponsorships.




THE 51% CLUB
AT THE WILMOT

The 51% Club at The Wilmot

Co-Working Desk Sponsor: £4,000 for a year

A sponsored desk funds a dedicated workspace for an ambitious female founder, giving your organisation a permanent, named presence in the region's first co-working space for women in business.

- Named desk in the space, including physical branding
- Sponsor recognition on our co-working webpage and in all communications about the space
- Inclusion in press releases about the project



THE 51% CLUB
AT THE WILMOT



Not every partnership starts with a flagship programme; we also have options that aim to give you a route to build a deeper engagement with both The 51% Club and its members as the relationship grows.



Community & Event Partnerships

Sponsor: *£5,000*

- Exclusive brand alignment with one of our initiatives: IGNITE, Exited Founders Club, or Female Enterprise Forum
- Speaking opportunities at all events within your chosen initiative throughout the year
- Recurring presence in monthly member comms and sustained social media exposure
- Invitations to invite-only Power Table dinners and key ecosystem events
- Genuine relationship-building with ecosystem partners



Ultimate partnership

Local Hub Partner: £20,000 per year

- Brand embedded in the DNA of a named hub, including all events and comms for the year
- Co-design hub programming to align with your specific regional/commercial objectives
- Speaking slots and workshop delivery in your local area
- Formal press release announcing the partnership locally
- Permanent Partner Spotlight in all hub-specific member communications
- Access to data and reporting

National Partner: £50,000 per year

- Brand embedded across all local hubs and all national communications
- Formal press release aligning your organisation to The 51% Club's mission
- Input into the club and priority promotion of your own initiatives to our community
- Bespoke events and activations designed around your specific objectives
- Permanent Partner Spotlight in every monthly email and ongoing social media
- Annual strategy, data, and impact review



Every organisation comes to The 51% Club with a different objective. The right partnership depends less on budget than on what you are actually trying to achieve. Find your fit.

Local Champion

You want to be the face of business in a specific city and region. You value direct, in-person connection with ambitious local founders and want to be the host of the conversation: not a logo on a banner, but a genuine presence in the room where ideas become businesses.

→ **Supporter or Local Hub Partner**

Programme Partner

You have a specific interest in founders at a particular revenue stage or a defined challenge. You want to be positioned as the solution at the precise moment founders need what you offer. You value data, precision, and commercial ROI.

→ **Rung Sponsor or Growth Programme Partner**



**Policy
Leader**

You have ESG, levelling-up, or DEI objectives that go beyond event visibility. You want to be in the room where regional economic decisions are made; associated with systemic change, not just brand awareness.

→ **Female Enterprise Forum Partner**

**National
Leader**

You share our vision for a restructured UK economy. You are not looking for leads: you are looking for leadership. You want your organisation to be remembered as one of the co-authors of this movement, not just a sponsor of it.

→ **National Partner or Headline Ladder Partner**

Not sure which tier is right for you? Contact Tara directly and let us build the right proposition around your objectives: tara@the51percent.club.



Beyond Sponsorship:

What it looks like when an organisation becomes a genuine co-author with us

The most valuable partnerships we have are not defined by a tier. They are defined by a shared mission, a complementary audience, and a willingness to build something neither party could have created alone. Our partnership with Independent Women, part of Forvis Mazars in the UK, is the clearest example of what that can look like.

Independent Women supports women in their financial journey, and we work together to build meaningful, trusted relationships with female founders and leaders as they scale and exit their businesses.

What Independent Women brings:

Deep financial expertise and a genuine commitment to women's wealth.

A desire to reach exactly the audience The 51% Club had already built, without the inauthenticity of traditional financial marketing.

What The 51% Club brings:

A curated community of trusted, high-growth female founders.

The credibility to convene the right room, and the curatorial instinct to make every guest feel that the evening was designed specifically for her.

Together, we have built:

The Exited Founders Club; an exclusive peer network for women who have successfully exited their businesses. As well as a series of curated Power Table Dinners; intimate, high-trust dining experiences for established founders and leaders, co-branded and co-designed around shared objectives. Our ongoing partnership has produced events described by attendees as unlike anything else in the market.





Could we build something like this together?

If you have a specific audience you want to reach, a proposition you want to test, or a conversation you want to convene, this is the kind of partnership we love to build together. We have built bespoke initiatives with organisations across financial services, professional services, and corporate enterprise. If you have an idea, we would love to hear it.





"I'm delighted to collaborate with The 51% Club, on behalf of Independent Women, part of Forvis Mazars in the UK. We work together to curate events that compliment the strategy of Independent Women; to appeal to female founders interested in exploring their financial journey. The result is personalised experiences where each guest feels special, involved, and engaged."

Amanda Dagg, Forvis Mazars



"Enabling businesses to thrive is what Business Growth West Midlands is about, and to reach our full potential as a region we want to unleash the potential of female entrepreneurs and female-led businesses. We're proud to work with The 51% Club and partners to help make that vision a reality."

Ian McLaughlan, Business Growth West Midlands



"We are excited to launch the Fortuna Fellowship and provide a platform for talented female founders to thrive. Our goal is to empower these entrepreneurs and help them achieve their full potential with a programme that's designed to accelerate the growth of their businesses. This is unlike anything delivered before in the region and we want this to be a platform for more female-led businesses to thrive."

Rupert Lyle, Future Planet Capital Regional



Not ready to commit to a full partnership yet?

If you believe in what we're building and you want to be publicly aligned with a movement that is changing the economic landscape for women in the UK, we offer the chance to simply be a Supporter. For the same price as a year's membership, your organisation can stand alongside The 51% Club and everything we stand for.

For just £510 per year, you receive:

- A named listing on The 51% Club website as an official Supporter
- Public alignment with our mission and community
- Inclusion in our annual Supporter communications
- An open door: when you're ready to build something bigger, we'll be here

You can sign up as a Supporter [here](#).



But if you are ready...

We're scaling fast and looking for the right partners who share our mission.
Get in touch to discuss how we can work together.

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