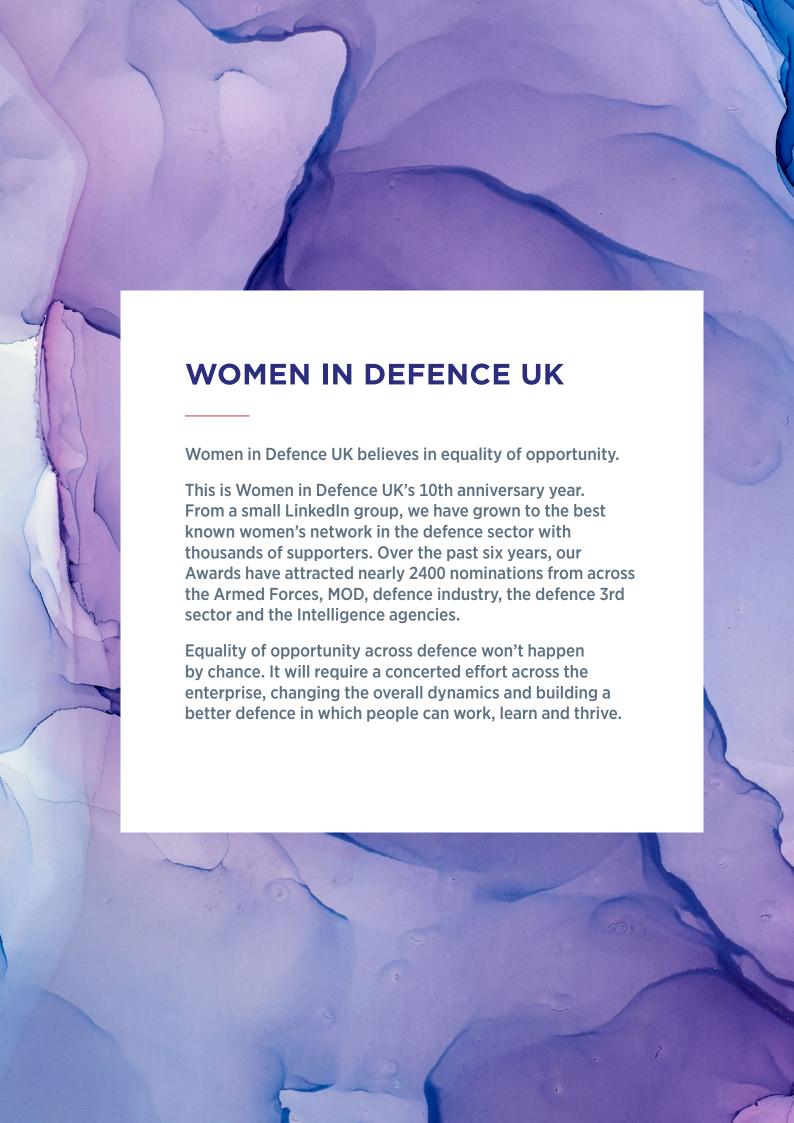


# PARTNERSHIP OPPORTUNITIES

2021





### WHY BECOME A PARTNER?

Becoming a Partner to Women in Defence UK demonstrates your organisation's commitment to equality of opportunity for all in the Defence Sector.

As a Women in Defence UK Partner, your brand will be promoted on our website and Social Media channels, and we will share with you opportunities to get involved in events across the sector.

#### **KEY BENEFITS TO OUR PARTNERS:**

- Showcase your commitment to equality of opportunity with use of our Partner logo for the duration of the partnership.
- Promote your organisation on the home webpage of the Women in Defence UK website
- Access to early bird tickets for Women in Defence UK networking, development, and training events
- Access to our network, for example help with finding panel chairs/speakers for events
- Opportunities to publish relevant content on the Women in Defence UK website
- Gain exposure from Women in Defence UK marketing campaigns before, during and after events

We are delighted to share our available Partnership opportunities for Women in Defence UK in 2021, under the three pillars on which Women in Defence UK is built; Inspire, Challenge, and Develop.

If you are interested in getting involved with Women in Defence UK or require any further information, please contact a member of our team, or visit the Women in Defence UK website: <a href="https://www.womenindefenceuk.com/get-involved">https://www.womenindefenceuk.com/get-involved</a>

Please note: Our Award packages and Dinner packages are based on the assumption that we will be able to accommodate 350 people at the Women in Defence UK Awards Dinner 2021, they are subject to change in line with government restrictions relating to COVID-19.



### HOW TO GET INVOLVED

We offer different types of partnerships and can also create bespoke packages to help amplify your aims or messages. A summary of the types of partnerships on offer is shown below:

#### **AWARDS PARTNERS**

Platinum, Sparkling Wine Reception, and Category Partners. These foundation partnerships cover all elements of the Awards such as the Shortlisting Ceremony and the Awards Dinner. We offer grandmother rights to our existing Awards partners which means that this type of partnership is rarely available.

#### **DINNER PARTNERS**

Live Stream, Twitter Wall, Memento, and After Dinner Party Partner (one of each). These are linked solely to the Awards Dinner and provide an opportunity to be part of the culmination of the 2021 Awards programme. The Dinner is attended by around 350 guests, the Awards part of the Dinner will be live streamed.

#### SHORTLISTING PARTNERS

Reception, Ice-breaker, Memento, and Bag Partners (one of each). These are linked solely to the Shortlisting Ceremony and offer an opportunity to be part of the face to face ceremony that honours and celebrates those on the Shortlist (typically 65 to 70 individuals or teams). The Shortlist ceremony is attended by between 200 and 250 guests.

#### **CHALLENGE PARTNERS**

Every year, we interview key figures in Defence or from outside of the sector. Past interviewees have included the Chief of Air Staff, the Chief of the General Staff and Tracy Edwards MBE, Yachtsman of the Year 1989/90 and Founder of the Maiden Factor. We also run panel events exploring different aspects of and barriers to equality of opportunity. This partnership offers the opportunity to introduce or be part of the event, demonstrating the importance to your company of continuing the discussion.

#### **DEVELOPMENT PARTNERS**

Our development sessions are typically run by women, for women, and offer a safe environment away from work colleagues in which to dare to fail. They are attended by women from across our community in both the public and private sectors, bringing learning and networking opportunities that few organisations can match. Becoming a partner shows the importance to your company of investing in women's development.



AWARDS 2021

**AWARDS PARTNERSHIPS** 



# PLATINUM PARTNER

Our Platinum Partner will receive promotional elements of the Women in Defence UK Awards, and a high level of visibility at the awards ceremony.

As the Platinum Partner your organisation's logo will be displayed on literature associated with the event, granting you exposure during the build up to the Awards and throughout the event.

There will be only one Platinum Partner.

#### **PLATINUM PARTNER BENEFITS**

#### **Shortlisting Event:**

- Three reserved tickets to attend the Shortlisting Event
- Logo in the official Shortlisting Event programme
- Logo on the media board where photos will be taken

#### **Awards Dinner:**

- · Three tables of ten at the Awards Dinner
- Speaking opportunity at the beginning of the Awards Dinner for 10 minutes
- Logo on the front of the official programme
- Full page advert and message of support inside the official programme
- · Priority call to host senior guests
- Hosting opportunity for up to three judges
- Recognition from the stage during the event, thanking you for your support
- Logo on the media board where photos will be taken
- Logo on the 'thank you to our supporters' board on exit

#### **Post-Awards Dinner:**

 Use of the highlights video and access to approved photography for your own post event promotion of the Awards Dinner

#### For the duration of the partnership:

- Logo and a message of support on the Awards webpages of the Women in Defence UK site including photo of a spokesperson
- Access to a Partner Support Pack with marketing material to support internal and external communication
- Three tickets to attend the 10th Anniversary Virtual Conference
- Priority access for tickets for Women in Defence UK networking, development and training events
- Access to our network, for example help with finding panel chairs/speakers for selected events
- Preferential rates on sponsorship opportunities for Women in Defence UK activities (outside of the Awards programme)

 Opportunities to publish relevant content on Women in Defence UK website

Licence to use the Partner logo for the duration of the partnership

 URL link to your company website from the Women in Defence UK site.





### SPARKLING WINE RECEPTION PARTNER

The sparkling wine reception marks the start of the evening's proceedings, where all partners, finalists, and guests come together to meet ahead of the Dinner itself.

As the Sparkling Wine Reception Partner your organisation's logo will be displayed on literature associated with the event, granting you exposure during the build up to the Awards and throughout the dinner.

There will be only one Sparkling Wine Reception Partner.

#### SPARKLING WINE RECEPTION PARTNER BENEFITS

#### **Shortlisting Event:**

- Three reserved tickets to attend the Shortlisting Event
- Logo in the official Shortlisting Event programme
- Logo on the media board where photos will be taken

#### **Awards Dinner:**

- Sole branding in the Reception Room
- Speaking opportunity to welcome guests to the Reception
- Opportunity to buy two tables of ten at the Awards Dinner
- Full page advert and message of support inside the official programme
- Priority call to host senior guests
- Hosting opportunity for two judges
- Recognition from the stage during the event, thanking you for your support
- Logo on the media board where photos will be taken
- Logo on the 'thank you to our supporters' board on exit

#### **Post-Awards Dinner:**

 Use of the highlights video and access to approved photography for your own post event promotion of the Awards Dinner

#### For the duration of the partnership:

- Logo and a message of support on the Awards webpages of the Women in Defence UK site including photo of a spokesperson
- Access to a Partner Support Pack with marketing material to support internal and external communication
- Three tickets to attend the 10th Anniversary Virtual Conference
- Priority access for tickets for Women in Defence UK networking, development and training events
- Access to our network, for example help with finding panel chairs/speakers for selected events
- Preferential rates on sponsorship opportunities for Women in Defence UK activities (outside of the Awards programme)

 Opportunities to publish relevant content on Women in Defence UK website

Licence to use the Category Partner logo for the duration of the partnership

URL link to your company website from the Women in Defence UK site





### **CATEGORY**

There are ten Award Categories for the Women in Defence UK Awards 2021.

As an Award Category Partner your organisation's logo will be displayed on literature associated with that category, granting you exposure during the build up to the Awards and throughout the event.

There will be only one Partner per category.

#### **AWARD CATEGORY PARTNER BENEFITS**

#### **Shortlisting Event:**

- Three reserved tickets to attend the Shortlisting Event
- Logo in the official Shortlisting Event programme
- Logo on the media board where photos will be taken

#### **Awards Dinner:**

- One table of twelve at the Awards Dinner to include your three category finalist.
- Full page advert in the official programme, next to your category
- Hosting opportunity for one judge
- Senior representative from your organisation on stage to announce the category winner
- Photo on stage with the VIP, winner, and finalists
- Recognition from the stage during the event, thanking you for your support
- Logo on the media board where photos will be taken
- Logo on the 'thank you to our supporters' board on exit

#### **Post-Awards Dinner:**

 Use of the highlights video and access to approved photography for your own post event promotion of the Awards Dinner

#### For the duration of the partnership:

- Logo and a message of support on the Awards webpages of the Women in Defence UK site including photo of a spokesperson
- Access to a Partner Support Pack with marketing material to support internal and external communication
- Three tickets to attend the 10th Anniversary Virtual Conference
- Priority access for tickets for Women in Defence UK networking, development and training events
- Access to our network, for example help with finding panel chairs/speakers for selected events
- Preferential rates on sponsorship opportunities for Women in Defence UK activities (outside of the Awards programme)
- Opportunities to publish relevant content on Women in Defence UK website

 Licence to use the Category Partner logo for the duration of the partnership

URL link to your company website
Women in Defence UK site



# TWOMENIN AWARDS 2021

DINNER PARTNERSHIPS



### DINNER LIVE STREAM PARTNER

The live stream will broadcast the Awards part of the Dinner to a large audience via a streaming platform.

As the Live Stream Partner, your organisation's logo will be displayed at the event, granting you exposure during the build up to the Awards and throughout the Awards evening.

There will be only one Live Stream Partner.

#### LIVE STREAM PARTNER BENEFITS

#### **Awards Dinner:**

- One table of ten at the Awards Dinner
- · Your branding on the live stream
- · Advert in the official programme
- Hosting opportunity for one judge
- Recognition from the stage during the event, thanking you for your support
- Logo on the media board where photos will be taken
- Logo on the 'thank you to our supporters' board on exit

#### **Post-Awards Dinner:**

 Use of the highlights video and access to approved photography for your own post event promotion of the Awards Dinner

#### For the duration of the partnership:

- Logo and a message of support on the Awards webpages of the Women in Defence UK site including photo of a spokesperson
- Access to a Partner Support Pack with marketing material to support internal and external communication
- Priority access for tickets for Women in Defence UK networking, development, and training events.
- Access to our network, for example help with finding panel chairs/speakers for selected events
- Preferential rates on sponsorship opportunities for Women in Defence UK activities (outside of the Awards programme).
- Opportunities to publish relevant content on Women in Defence UK website.
- Licence to use the Partner logo for the duration of the partnership

URL link to your company website from the Women in Defence UK site





# DINNER TWITTER WALL PARTNER

The Twitter Wall runs throughout the Awards Evening, displayed in a position visible to all at the event.

As the Twitter wall Partner your organisation's logo will be displayed at the event, granting you exposure throughout the Awards evening.

There will be only one Twitter Wall Partner.

#### **TWITTER WALL PARTNER BENEFITS**

#### **Awards Dinner:**

- One table of ten at the Awards Dinner
- Opportunity to host one judge
- Advert in the official programme
- Recognition from the stage during the event, thanking you for your support
- Logo on the Twitter Wall
- Logo on the media board where photos will be taken
- Logo on the 'thank you to our supporters' board on exit

#### **Post-Awards Dinner:**

 Use of the highlights video and access to approved photography for your own post event promotion of the Awards Dinner

#### For the duration of the partnership:

- Logo and a message of support on the Awards webpages of the Women in Defence UK site including photo of a spokesperson
- Access to a Partner Support Pack with marketing material to support internal and external communication
- Priority access for tickets for Women in Defence UK networking, development, and training events
- Access to our network, for example help with finding panel chairs/speakers for selected events
- Preferential rates on sponsorship opportunities for Women in Defence UK activities (outside of the Awards programme)
- Opportunities to publish relevant content on Women in Defence UK website
- Licence to use the Partner logo for the duration of the partnership

 URL link to your company website from the Women in Defence UK site





### DINNER MEMENTO PARTNER

The Women in Defence UK Awards Dinner is attended by 350 people.

As the Dinner Memento Partner your organisation's logo will be displayed at the event, and on the Awards favour, granting you exposure throughout the event, and after the Awards.

There will be only one Dinner Memento Partner.

#### **AWARDS MEMENTO PARTNER BENEFITS**

#### **Awards Dinner:**

- Opportunity to buy one table of ten at the Awards Dinner at a discounted rate
- · Advert in the official programme
- Logo on the Awards Memento packaging
- Recognition from the stage during the event, thanking you for your support
- Logo on the media board where photos will be taken
- Logo on the 'thank you to our supporters' board on exit

#### **Post-Awards Dinner:**

 Use of the highlights video and access to approved photography for your own post event promotion of the Awards Dinner

#### For the duration of the partnership:

- Logo and a message of support on the Awards webpages of the Women in Defence UK site including photo of a spokesperson
- Access to a Partner Support Pack with marketing material to support internal and external communication
- Priority access for tickets for Women in Defence UK networking, development, and training events
- Access to our network, for example help with finding panel chairs/speakers for selected events
- Preferential rates on sponsorship opportunities for Women in Defence UK activities (outside of the Awards programme)
- Opportunities to publish relevant content on Women in Defence UK website
- Licence to use the Partner logo for the duration of the partnership

 URL link to your company website from the Women in Defence UK site





### AFTER DINNER PARTY PARTNER

The After Dinner Party is an excellent opportunity for partners, finalists, and guests to come together to celebrate after the ceremony itself.

As the After Dinner Party Partner your organisation's logo will be displayed on literature associated with the event, granting you exposure during the build up to the Awards and throughout the event.

There will be only one After Dinner Party Partner.

#### AFTER DINNER PARTY PARTNER BENEFIT

#### **Awards Dinner:**

- Company branding in the After Dinner Party Room
- Opportunity to buy one table of ten at the Awards Dinner at a discounted rate
- Advert in the official programme
- Recognition from the stage during the event, thanking you for your support
- Logo on the media board where photos will be taken
- Logo on the 'thank you to our supporters' board on exit

#### **Post-Awards Dinner:**

 Use of the highlights video and access to approved photography for your own post event promotion of the Awards Dinner

#### For the duration of the partnership:

- Logo and a message of support on the Awards webpages of the Women in Defence UK site including photo of a spokesperson
- Access to a Partner Support Pack with marketing material to support internal and external communication
- Priority access for tickets for Women in Defence UK networking, development and training events
- Access to our network, for example help with finding panel chairs/speakers for selected events
- Preferential rates on sponsorship opportunities for Women in Defence UK activities (outside of the Awards programme)
- Opportunities to publish relevant content on Women in Defence UK website
- Licence to use the Reception Partner logo for the duration of the partnership

 URL link to your company website from the Women in Defence UK site







# SHORTLISTING RECEPTION PARTNER

Women in Defence UK hold a Shortlisting Event to recognise all nominees that are shortlisted for an Award at the Women in Defence UK Awards 2021. This event hosts between 200 and 250 people.

As the Shortlisting Reception Partner your organisation's logo will be displayed on literature associated with the Shortlisting Event, granting you exposure during the build up to and throughout the event.

There will be only one Shortlisting Reception Partner.

#### **SHORTLISTING RECEPTION PARTNER BENEFITS**

#### **Shortlisting Event:**

- Ten reserved tickets for the Shortlisting Event
- Opportunity to welcome guests to Shortlisting Event
- Full page advert inside the official programme
- Logo on the media board where photos will be taken
- Recognition from the stage during the event, thanking you for your support
- Access to approved media and photography for post event promotion

#### For the duration of the partnership:

- Logo and a message of support on the Awards webpages of the Women in Defence UK site including photo of a spokesperson
- Access to a Partner Support Pack with marketing material to support internal and external communication
- Priority access for tickets for Women in Defence UK networking, development and training events
- Access to our network, for example help with finding panel chairs/speakers for selected events
- Preferential rates on sponsorship opportunities for Women in Defence UK activities (outside of the Awards programme)
- Opportunities to publish relevant content on Women in Defence UK website.

 Licence to use the Partner logo for the duration of the partnership

 URL link to your company website Women in Defence UK site





# SHORTLISTING BAG PARTNER

Women in Defence UK hold a Shortlisting Event to recognise all nominees that are shortlisted for an award at the Women in Defence UK Awards 2021. This event hosts between 200 and 250 people.

As the Shortlisting Bag Partner, your organisation's logo will be displayed on gift bags to be taken away from the Shortlisting Event, granting you exposure throughout the event and after.

There will be only one Shortlisting Bag Partner.

#### **SHORTLISTING BAG PARTNER BENEFITS**

#### **Shortlisting Event:**

- Five reserved tickets for the Shortlisting Event
- Full page advert inside the official programme
- Logo on the media board where photos will be taken
- Logo on bag to hold event favours
- Recognition from the stage during the event, thanking you for your support
- Access to approved media and photography for post event promotion

#### For the duration of the partnership:

- Logo and a message of support on the Awards webpages of the Women in Defence UK site including photo of a spokesperson
- Access to a Partner Support Pack with marketing material to support internal and external communication
- Priority access for tickets for Women in Defence UK networking, development, and training events
- Access to our network, for example help with finding panel chairs/speakers for selected events
- Preferential rates on sponsorship opportunities for Women in Defence UK activities (outside of the Awards programme)
- Opportunities to publish relevant content on Women in Defence UK website
- Licence to use the Partner logo for the duration of the partnership
- URL link to your company website from the Women in Defence UK site
- Three tickets to attend the 10th Anniversary Virtual Conference

SHORTLISTING BAG PARTNERSHIP: £6,000.00 (VAT Excl)



# SHORTLISTING MEMENTO PARTNER

Women in Defence UK hold a shortlisting event to recognise all nominees that are shortlisted for an award at the Women in Defence UK Awards 2021. This event hosts between 200 and 250 people.

As the Shortlisting Memento Partner your organisation's logo will be displayed on the gift that can be taken away from the shortlisting ceremony, granting you exposure throughout the event and after.

There will be only one Shortlisting Memento Partner.

#### SHORTLISTING FAVOUR PARTNER BENEFITS

#### **Shortlisting Event:**

- 5 reserved tickets for the Shortlisting Event
- Full page advert inside the official programme
- Logo on the media board where photos will be taken
- Logo on Shortlisting Memento
- Recognition from the stage during the event, thanking you for your support
- Access to approved media and photography for post event promotion

#### For the duration of the partnership:

- Logo and a message of support on the Awards webpages of the Women in Defence UK site including photo of a spokesperson
- Access to a Partner Support Pack with marketing material to support internal and external communication
- Priority access for tickets for Women in Defence UK networking, development and training events
- Access to our network, for example help with finding panel chairs/speakers for selected events
- Preferential rates on sponsorship opportunities for Women in Defence UK activities (outside of the Awards programme)
- Opportunities to publish relevant content on Women in Defence UK website.
- Licence to use the Partner logo for the duration of the partnership
- URL link to your company website from the Women in Defence UK site
- Three tickets to attend the 10th Anniversary Virtual Conference

SHORTLISTING MEMENTO PARTNERSHIP: £6,000.00 (VAT Excl)



# SHORTLISTING ICE BREAKER PARTNER

Women in Defence UK hold the Shortlisting Event to recognise all nominees that are shortlisted for an Award at the Women in Defence UK Awards 2021. This event hosts between 200 and 250 people.

As the Shortlisting Ice Breaker Partner your organisation's logo will be displayed on all ice-breaker collateral, granting you exposure during the build up to the Awards and throughout the event.

There will be only one Shortlisting Ice Breaker Partner.

#### ICE BREAKER PARTNER BENEFITS

#### **Shortlisting Event:**

- Five reserved tickets for the Shortlisting Event
- Full page advert inside the official programme
- Logo on the media board where photos will be taken
- Recognition from the stage during the event, thanking you for your support
- Logo on all media associated with the ice breaker, including video highlights if suitable.
- Access to approved media and photography for post event promotion

#### For the duration of the partnership:

- Logo and a message of support on the Awards webpages of the Women in Defence UK site including photo of a spokesperson
- Access to a Partner Support Pack with marketing material to support internal and external communication
- Priority access for tickets for Women in Defence UK networking, development, and training events
- Access to our network, for example help with finding panel chairs/speakers for selected events
- Preferential rates on sponsorship opportunities for Women in Defence UK activities (outside of the Awards programme)
- Opportunities to publish relevant content on Women in Defence UK website.
- Licence to use the Partner logo for the duration of the partnership
- URL link to your company website from the Women in Defence UK site
- Three tickets to attend the 10th Anniversary Virtual Conference

SHORTLISTING ICE BREAKER PARTNERSHIP: £6,000.00 (VAT Excl)



CHALLENGE PARTNERSHIP



### CHALLENGE PARTNER

This year will be the 10th year of Women in Defence UK, and we have plenty of events lined up to celebrate a decade of Women in Defence UK.

As the Challenge Partner your organisation's logo will be displayed on all literature associated with the event, and at the event itself, granting you exposure during the build up to the event and throughout.

There will be only one Challenge Partner.

#### **CHALLENGE PARTNER BENEFITS**

#### Event:

- Logo on all event marketing collateral with 'partnered by [Partner name]' included in the text
- Named as partner on all emails and social content
- Logo on the Eventbrite page
- A five-minute live video introduction to the event or an opportunity to take part in the panel
- Thank you message as part of the closing of the event
- An agreed number of tickets for the event

#### For the duration of the partnership:

- Priority access for tickets for Women in Defence UK networking, development and training events
- Access to our network, for example help with finding panel chairs/speakers for selected events
- Preferential rates on sponsorship opportunities for Women in Defence UK activities (including tables at the Awards Dinner)
- Message from your spokesperson on the Women in Defence UK website
- Opportunities to publish relevant content on Women in Defence UK website
- Licence to use the Partner logo for the duration of the partnership
- URL link to your company website from the Women in Defence UK site

**CHALLENGE PARTNERSHIP: £6,000.00 (VAT Excl)** 





### **DEVELOPMENT PARTNER**

An innovative approach is needed to deliver an environment where women can be authentically themselves. Our unique development programmes enable defence to learn with, and from, one another.

As the Development Partner your organisation's logo will be displayed on all literature associated with the Workshop, granting you exposure before and during the sessions.

There will be only one Development Partner for each event.

#### **DEVELOPMENT PARTNER BENEFITS**

#### At Event:

- Logo on all event marketing collateral with 'partnered by [Partner name]' included in the text
- Named as partner on all emails and social content
- Logo on the Eventbrite page
- Thank you message as part of the closing of the event
- An agreed number of tickets for the event

#### Other benefits:

- Priority access for tickets for Women in Defence UK networking, development and training events
- Access to our network, for example help with finding panel chairs/speakers for selected events
- Preferential rates on sponsorship opportunities for Women in Defence UK activities (including tables at the Awards Dinner)
- Message from your spokesperson on the Women in Defence UK website
- Opportunities to publish relevant content on Women in Defence UK website
- Licence to use the Partner logo for the duration of the partnership
- URL link to your company website from the Women in Defence UK site

