



Sponsorship Guide

6 May 2020





Women in Rail Awards 2020

Women in Rail is delighted to announce its third award ceremony, on the evening of Wednesday 6 May 2020, at the historic Roundhouse in Camden.

The Women in Rail Awards aim to showcase and reward individuals and companies (large or small) who have made a significant contribution to improving gender balance, diversity and inclusion in the UK railway industry.

The first Women in Rail Awards took place on 19 April 2018 to coincide with the fifth anniversary of the official launch of the Women in Rail group. The event was sold out in just 8 weeks and over 350 entries were received. In 2019 the event moved to a larger venue to accommodate the demand received for attendance and again reached capacity, demonstrating our industry's commitment to supporting the Women in Rail agenda and rewarding those companies and individuals who work hard to improve gender balance, diversity and inclusion in our sector.

The Judges commented that "It was truly inspirational reading about the achievements and dedication of the nominees. There is a real sense of recognition at all levels across rail that growing diversity in the workforce is how our sector will grow and prosper."

The Women in Rail Awards are attended by a cross section of the UK railway industry, including key stakeholders and decision makers, infrastructure providers, operators, manufacturers, rolling stock companies, technical consultancy companies and suppliers to name a few.





Women in Rail Awards 2020

Sponsorship Opportunities

Becoming a Women in Rail Awards sponsor allows your company to demonstrate its commitment to diversity within the rail industry whilst promoting your brand identity across the industry; supporting the ground-breaking work of Women in Rail.

Sponsors brand messages will be promoted via Women in Rail Awards website and social media channels.

Supporting the Women in Rail Awards demonstrates your industry leadership and active commitment to a professional and diverse industry.

- Promote your company, brand, products and services to key industry personnel
- Demonstrate your commitment to diversity within the industry
- Increase brand loyalty by supporting a beneficial industry event
- Network with key existing and potential customers
- Use the event to support a sales promotion campaign or another initiative
- Demonstrate industry leadership and positive involvement in the industry
- Benefit from associated publicity, before, during and after the event
- Gain exposure from the event website and marketing campaigns

We are proud to present the sponsorship packages available for the Women in Rail Awards 2020, including main corporate sponsorship (Headline, Champagne Reception, Entertainment) and individual award sponsorship.

If you require any further information, please contact a member of our dedicated team and we will be happy to assist.





Women in Rail Awards 2020

Headline Sponsorship Package

Our Headline Sponsor will receive the most prestigious promotional elements of the Women in Rail Awards and the highest level of visibility at the awards ceremony, in addition to service and support from the awards management team.

As the Headline Sponsor, your corporate identity will be prominent on all literature associated with the event. You will be granted continuous brand exposure during the build-up to and the awards ceremony.

There can only be one Headline Awards Sponsor.

HEADLINE SPONSORSHIP BENEFITS

Prior to the Event

- Branded invitations for your guests
- License to use the 'Headline Sponsor' Logo
- Lead positioning of your corporate identity within the extensive publicity programme to include branding across dedicated social media channels
- Lead positioning of your corporate identity on all pre-event literature, including joining instructions
- Lead positioning of your corporate identity and company profile on the WR Awards website with URL link to your company website

At the Event:

- Lead branding throughout the event
- Large Format print display in the Champagne Reception
- VIP drinks reception area
- Two (2) tables in the premium area for twenty (20) guests
- Recognition from the stage during the event, thanking you for your support
- Premium stage branding during dinner

- Lead positioning of your corporate identity across AV throughout the event
- Lead positioning of your corporate identity on the programme
- Lead positioned Company Profile (up to 500 word and up to three (3) images alongside your Company Logo) to support your involvement with the event OR a full-page advertisement in the programme
- Dedicated social media messaging throughout the physical event

After the Event:

- Post-event branding across dedicated social media channels
- Recognition in all press releases
- Access to all photography from the night for your own post-event promotion
- Corporate logo promotion across the dedicated awards web page

HEADLINE SPONSORSHIP: £16,000.00 + VAT

Payment terms:

Payment is required with a 50% non-refundable deposit within 30 days of booking with the remaining balance due by 12 February 2020.

To discuss your requirements please call a member of our dedicated events team

Tel: +44 (0) 1780 432930 | Email: WRAwards@nimblemedia.co.uk

Website: www.womeninrail.org/awards



Women in Rail Awards 2020

Champagne Reception Sponsorship Package

The Champagne Reception traditionally marks the start of the evening's proceedings as a meeting point for sponsors, finalists and their guests. It is a highly valuable branding opportunity offering visibility before, during and after the event.

As the Champagne Reception Sponsor, your corporate identity will be prominent on all literature associated with the event. You will be granted continuous brand exposure during the build-up to and the awards ceremony.

There can only be one Champagne Reception Sponsor.

CHAMPAGNE RECEPTION SPONSORSHIP BENEFITS

Prior to the Event

- Branded invitations for your guests
- License to use the 'Champagne Reception Sponsor' Logo
- Premium positioning of your corporate identity within the extensive publicity programme to include branding across dedicated social media channels
- Premium positioning of your corporate identity on all pre-event literature, including joining instructions
- Premium positioning of your corporate identity and company profile on the WR Awards website with URL link to your company website

At the Event:

- Premium branding during the Champagne Reception and event
- Branded decoration of the Champagne area
- VIP drinks reception area
- Format print display in the Champagne Reception
- Two (2) tables in the premium area for twenty (20) guests
- Recognition from the stage during the event, thanking you for your support
- Stage branding during dinner

- Premium positioning of your corporate identity across AV throughout the event
- Premium positioning of your corporate identity on the programme
- Premium positioned Company Profile (up to 500 word and up to three (3) images alongside your Company Logo to support your involvement with the event OR a full-page advertisement in the programme
- Dedicated social media messaging throughout the physical event

After the Event:

- Post-event branding across dedicated social media channels
- Recognition in all press releases
- Access to all photography from the night for your own post-event promotion
- Corporate logo promotion across the dedicated awards web page

CHAMPAGNE RECEPTION SPONSOR: £12,000.00 + VAT

Payment terms:

Payment is required with a 50% non-refundable deposit within 30 days of booking with the remaining balance due by 12 February 2020.

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Women in Rail Awards 2020

Drinks and Wine Sponsorship Package

Awards ceremonies are a fantastic way to celebrate and reward achievement, becoming the Drinks and Wine Sponsor offers your company the opportunity to toast the industry and the Women in Rail organisation by providing a first-class drinks package to guests.

By becoming the Drinks and Wine sponsor your company will be recognised as a key supporter for this prestigious event.

There can only be one Drinks and Wine Sponsor.

DRINKS AND WINE SPONSORSHIP BENEFITS

Prior to the Event

- Branded invitations for your guests
- License to use the 'Drinks and Wine Sponsor' Logo
- Premium positioning of your corporate identity within the extensive publicity programme to include branding across dedicated social media channels
- Premium positioning of your corporate identity on all pre-event literature, including joining instructions
- Premium positioning of your corporate identity and company profile on the WR Awards website with URL link to your company website

At the Event:

- Premium branding during the main event
- VIP drinks reception area
- Two (2) tables in the premium area for twenty (20) guests
- Branded wine bottle lanyards
- Recognition from the stage during the event, thanking you for your support
- Stage branding during dinner
- Premium positioning of your corporate identity across AV throughout the event

- Premium positioning of your corporate identity on the programme
- Premium positioned Company Profile (up to 500 word and up to three (3) images alongside your Company Logo to support your involvement with the event OR a full-page advertisement in the programme
- Dedicated social media messaging throughout the physical event

After the Event:

- Post-event branding across dedicated social media channels
- Recognition in all press releases
- Access to all photography from the night for your own post-event promotion
- Corporate logo promotion across the dedicated awards web page

DRINKS AND WINE SPONSOR: £12,000.00 + VAT

Payment terms:

Payment is required with a 50% non-refundable deposit within 30 days of booking with the remaining balance due by 12 February 2020.

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Women in Rail Awards 2020

Entertainment Sponsorship Package

Awards ceremonies are a fantastic way to celebrate and reward achievement, and what better way to celebrate the industry and the Women in Rail organisation than by providing a first-class entertainment package to offer guests an experience like no other awards ceremony.

By becoming the Entertainment sponsor your company will be recognised as a key supporter for this prestigious event.

There can only be one Entertainment Sponsor.

ENTERTAINMENT SPONSORSHIP BENEFITS

Prior to the Event

- Branded invitations for your guests
- License to use the 'Entertainment Sponsor' Logo
- Premium positioning of your corporate identity within the extensive publicity programme to include branding across dedicated social media channels
- Premium positioning of your corporate identity on all pre-event literature, including joining instructions
- Premium positioning of your corporate identity and company profile on the WR Awards website with URL link to your company website

At the Event:

- Premium branding during the event
- VIP drinks reception area
- Two (2) tables in the premium area for twenty (20) guests
- Recognition from the stage during the event, thanking you for your support
- Stage branding during dinner
- Premium positioning of your corporate identity across AV throughout the event

- Premium positioning of your corporate identity on the programme
- Lead positioned Company Profile (up to 500 word and up to three (3) images alongside your Company Logo to support your involvement with the event OR a full-page advertisement in the programme
- Dedicated social media messaging throughout the physical event

After the Event:

- Post-event branding across dedicated social media channels
- Recognition in all press releases
- Access to all photography from the night for your own post-event promotion
- Corporate logo promotion across the dedicated awards web page.

ENTERTAINMENT SPONSOR: £12,000.00 + VAT

Payment terms:

Payment is required with a 50% non-refundable deposit within 30 days of booking with the remaining balance due by 12 February 2020.

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Women in Rail Awards 2020

Individual Award Category Sponsorship Package

All of the categories of the Women in Rail Awards 2019 are available for sponsorship; without exception, every category received sponsorship at the inaugural 2018 Women in Rail Awards.

Our Sponsorship Manager can assist you to select the category that best fits your brand and strategic messages that you want to communicate to market.

There can only be one sponsor per category.

INDIVIDUAL AWARD CATEGORY SPONSORSHIP BENEFITS

Prior to the Event

- Branded invitations for your guests
- License to use the 'Award Category Sponsor' Logo
- Your corporate identity within the extensive publicity programme to include branding across dedicated social media channels
- Your corporate identity on all pre-event literature, including joining instructions
- Your corporate identity and company profile on the WR Awards website with URL link to your company website

At the Event:

- VIP drinks reception area
- Logo placement on the programme
- Company Profile (up to 250 words) and one (1) image alongside your Company Logo to support your involvement with the event
- Corporate identity across AV throughout the event
- One (1) table in the premium area for ten (10) guests

- Your company representative invited to present your chosen award, including an introduction from the host
- Your corporate identity engraved on the winning award
- Recognition from the stage during the event, thanking you for your support
- Dedicated social media messaging when your chosen category winner is announced

After the Event:

- Post-event branding across dedicated social media channels
- Recognition in all press releases
- Access to all photography from the night for your own post-event promotion
- Corporate logo promotion across the dedicated awards web page

AWARD CATEGORY SPONSORSHIP: £8,000.00 + VAT

Payment terms:

Payment is required with a 50% non-refundable deposit within 30 days of booking with the remaining balance due by 12 February 2020.

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Women in Rail Awards 2020

Table Decoration Sponsorship Package

Make an instant impression by having your brand identity incorporated into the table decoration. Our Sponsorship Manager will work with you to ensure your company is front and centre as the guests take their seats for the Women in Rail Awards.

There can only be one Table Decoration Sponsor.

TABLE DECORATION SPONSORSHIP BENEFITS

Prior to the Event

- Branded invitations for your guests
- License to use the "Table Decoration Sponsor" Logo
- Your corporate identity within the extensive publicity programme to include branding across dedicated social media channels
- Your corporate identity on all pre-event literature, including joining instructions
- Your corporate identity and company profile on the WR Awards website with URL link to your company website

At the Event:

- VIP drinks reception area
- Logo placement on the programme
- Company Profile (up to 250 words) and one (1) image alongside your Company Logo to support your involvement with the event
- Corporate identity across AV throughout the event
- One (1) table in the premium area for ten (10) guests
- Your company branding incorporated into the table decoration design

- Recognition from the stage during the event, thanking you for your support

After the Event:

- Post-event branding across dedicated social media channels
- Recognition in all press releases
- Access to all photography from the night for your own post-event promotion

TABLE DECORATION SPONSORSHIP: £7,000.00 + VAT

Payment terms:

Payment is required with a 50% non-refundable deposit within 30 days of booking with the remaining balance due by 12 February 2020.

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Women in Rail Awards 2020

Fundraising Sponsorship Package

Show your support for Women in Rail as the 2019 Fundraising Sponsor. Each place setting will include an envelope for the prize draw entry to incorporate your corporate identity. The packaging for each prize will also incorporate the Fundraising Sponsor's branding.

FUNDRAISING SPONSORSHIP BENEFITS

Prior to the Event

- Branded invitations for your guests
- License to use the 'Fundraising Sponsor' Logo
- Your corporate identity within the extensive publicity programme to include branding across dedicated social media channels
- Your corporate identity on all pre-event literature, including joining instructions
- Your corporate identity and company profile on the WR Awards website with URL link to your company website

At the Event:

- VIP drinks reception area
- Logo placement on the programme
- Company Profile (up to 250 words) and one (1) image alongside your Company Logo to support your involvement with the event
- Corporate identity across AV throughout the event

- Your company representative invited to draw the fundraising raffle winners
- One (1) table in the premium area for ten (10) guests
- Your company branding incorporated into the table decoration design
- Recognition from the stage during the event, thanking you for your support

At the Event:

- Post-event branding across dedicated social media channels
- Recognition in all press releases
- Access to all photography from the night for your own post-event promotion

FUNDRAISING SPONSORSHIP: £6,500.00 + VAT

Payment terms:

Payment is required with a 50% non-refundable deposit within 30 days of booking with the remaining balance due by 12 February 2020.

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Women in Rail Awards 2020

Table Gift Sponsorship Package

Exclusive opportunity for you to give every guest attending a unique and exclusive gift (provided by you), reinforcing your brand as a supporter of the Women in Rail Awards.

TABLE GIFT SPONSORSHIP BENEFITS

Prior to the Event

- Branded invitations for your guests
- License to use the 'Table Gift Sponsor' Logo
- Your corporate identity within the extensive publicity programme to include branding across dedicated social media channels
- Your corporate identity on all pre-event literature, including joining instructions
- Your corporate identity and company profile on the WR Awards website with URL link to your company website

At the Event:

- VIP drinks reception area
- Logo placement on the programme
- Company Profile (up to 250 words) and one (1) image alongside your Company Logo to support your involvement with the event
- Your table gifts incorporated into the place setting for each guest
- Corporate identity across AV throughout the event
- One (1) table in the premium area for ten (10) guests

- Your company branding incorporated into the table decoration design
- Recognition from the stage during the event, thanking you for your support

After the Event:

- Post-event branding across dedicated social media channels
- Recognition in all press releases
- Access to all photography from the night for your own post-event promotion

FUNDRAISING SPONSORSHIP: £5,500.00 + VAT

Payment terms:

Payment is required with a 50% non-refundable deposit within 30 days of booking with the remaining balance due by 12 February 2020.

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Women in Rail Awards 2020

Tables and Individual seats

TABLES AND INDIVIDUAL SEATS

Premium Tables

In addition to the standard package Premium table hosts will receive:

- A cheese and port course served at your table
- A magnum of chilled champagne on your table on arrival
- Prime central table position with unrestricted viewing to enable you to see and be seen
- A copy of the guest list and table plan 3 days prior to plan your networking activity

PREMIUM TABLE OF 12: £3,480.00 + VAT

PREMIUM TABLE OF 10: £2,900.00 + VAT

Standard Tables

- Standard table hosts will receive five bottles of wine and three bottles of mineral water
- Additional wine may be purchased on the evening.
- A full bar will be available until 00:30am
- Guests will enjoy a three-course dinner

STANDARD TABLE OF 12: £2,880.00 + VAT

STANDARD TABLE OF 10: £2,400.00 + VAT

INDIVIDUAL SEATS: £240.00 + VAT

Payment terms:

Our standard payment term of 30 days from invoice applies to all table and individual seat bookings.

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Companies who attended and supported the Women in Rail Awards



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