



Corporate Membership Packages 2023

About Women in Rail

Since 2012, Women in Rail has been working to improve diversity in the UK rail industry.

- » Providing support and networking opportunities for women within the sector
- » Encouraging undertakings and stakeholders to adopt diversity as a business strategy
- » Devising initiatives aimed at positioning rail as an attractive career choice.

Individual membership is currently free.

Our 7,500 members include representatives from across UK rail. WR have eight regions, along with an international group in Malaysia. As a registered charity, run by 100 volunteers and a small part time paid support team, we rely on corporate partners to help fund our work.

Social Media

Over 10,000 followers on LinkedIn

Over 4,500 followers on Twitter

... and counting!

Communications

Promoting Women in Rail's:

- » Agenda, mission, and vision within rail and beyond
- » Initiatives, events, and programmes, including some run by third parties
- » As experts on gender balance and D&I issues
- » Social media channels as a policy information and industry intelligence source
- » Strategic themes: sustainability, scalability, and expandability
- » Media presence in trade press
- » Support of initiatives outside of the organisation

Equality, Diversity and Inclusion Charter

In partnership with the Railway Industry Association, the EDI Charter reflects the commitment of 185 businesses, to champion equality, diversity and inclusion in the rail industry and to work together to build a more balanced and fairer and high performing sector.

Signatory companies recognise that an inclusive workforce is good for business. It brings diversity of thought, innovation, and a positive workforce culture, as well as improved customer relationships. Diversity and inclusion are also increasingly important to rail clients and investors.

Pioneering Cross-Company Mentoring

To create and sustain inclusivity, the industry must attract, retain, and develop diverse talent, particularly at leadership level.

The WR mentoring programme works to support a diverse workforce – including gender, ethnicity, socio-economic background, thinking styles and their intersectionalities.

SWiFT: Supporting Growth of a Pipeline of Senior Talent

SWiFT supports women in senior positions and develops career progression to drive an improvement in gender diversity at senior level. Its objective is to shift the dial on the number of women in executive UK rail roles.

The number of females in senior positions is currently just 1% in C-suite roles. The sector is missing out on a wealth of senior talent and the business benefits to be gained when companies improve inclusion and gender balance across their workforce.

SWiFT: Senior Women In (or Formerly) in rail and/or Transport.

Promoting Careers for Women in Rail

WR Jobs Board gives women the chance to view vacancies from employers who are actively looking to recruit women for full or part time jobs and promote diversity across their workforce.

The group also runs initiatives, such as Never Mind the Gap, to provide training and work placements to help get more women into rail.

Workshops & Events

In 2021, the WR team ran 67 free-to-everyone events, to include:

- » Professional development workshops covering topical issues including mental health, career guidance, well-being, management skills and personal development
- » Social events e.g. Book club, quizzes

Showcasing Role Models

Shining a spotlight on inspirational women who work in rail, along with rising stars for the future.

Helping Those in Need

- » WR also support a number of external campaigns; in 2021 this included:
- » Technology Poverty donations of laptops and mobiles for schools, children, and families
- » Online Safe Spaces (OSS) a discreet pathway to specialist domestic abuse support.
- » White Ribbon Day campaigning to end male violence against women.

Flagship Events

The Women in Rail Awards celebrates excellence in the UK rail industry, rewarding individuals and companies (large and small) who have made a significant contribution to improving gender balance, equality, diversity and inclusion in the UK railway industry.

The Big Rail Diversity Challenge is the only industry event showcasing the diversity the UK rail industry is seeking to achieve. Teams are gender balanced. Bringing together people from diverse backgrounds including (but not limited to) race, ethnicity, religion, gender, socio economic background and disability.

About Corporate Membership

The aim of the Women in Rail Corporate Membership is to allow Women in Rail to work with an annual operating budget to fund the charity's initiatives and help further the group's ambition to support, develop and attract women in the UK rail industry and improve gender balance, diversity, and inclusion in our sector.

Becoming a Women in Rail Corporate Member allows your company to demonstrate its industry leadership and active commitment to supporting the ground-breaking work of the Women in Rail charity and bridge the skills gap in UK rail.

7 Key Reasons to Become a Corporate Member

- » Promote your company, brand, products and services across the rail industry
- » Demonstrate your commitment to diversity within the industry
- » Demonstrate industry leadership and positive involvement in the industry
- » Increase brand loyalty by supporting a beneficial industry charity
- » Promote a campaign or another initiative via the Women in Rail platforms
- » Benefit from associated publicity throughout the year
- » Gain exposure from the Women in Rail website, events and marketing campaigns

Each type of Corporate Membership Package sets out the benefits available per annum, for the specified amount, exclusive of VAT.

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

Bronze Membership

£1,000.00 per annum

- » Lead positioning of your corporate identity on the homepage of the Women in Rail website
- » License to use the associated Corporate Membership logo with the statement "proudly supporting Women in Rail"
- » License to use the associated Corporate Membership email graphic with the statement "proudly supporting Women in Rail"
- » Women in Rail branded certificate endorsing your level of membership to display at your workplace
- » One (1) dedicated social media posts shared on Women in Rail's LinkedIn and Twitter channels promoting your company's offerings, products and services (content to be supplied)
- » Early bird access to flagship Women in Rail events
- » Invitation for one (1) company representative to attend an annual Corporate Sponsors networking event, attended by Women in Rail trustees and leadership team

Silver Membership

£2,500.00 per annum

- » Lead positioning of your corporate identity on the homepage of the Women in Rail website
- » License to use the associated Corporate Membership logo with the statement "proudly supporting Women in Rail"
- » License to use the associated Corporate Membership email graphic with the statement "proudly supporting Women in Rail"
- » Women in Rail branded certificate endorsing your level of membership to display at your workplace
- » Two (2) dedicated social media posts shared on Women in Rail's LinkedIn and Twitter channels promoting your company's offerings, products and services (content to be supplied)
- » A quarter page advertisement included in the Women in Rail Year End Report (artwork to be supplied)
- » Early bird access to flagship Women in Rail events
- » Invitations for two (2) company representatives to attend an annual Corporate Sponsors networking event, attended by Women in Rail trustees and leadership team

Gold Membership

£5,000.00 per annum

- » Dedicated page on the Women in Rail website (within the Corporate Members section) to promote your support to include the following elements:
 - » A hi-res 300 dpi version of your corporate identity / company logo
 - » A necessary URL link that will be placed on your logo
 - » Organisation / company bio
 - » A 150–200-word statement as to why you are supporting Women in Rail
- » Lead positioning of your corporate identity on the homepage of the Women in Rail website
- » License to use the associated Corporate Membership logo with the statement "proudly supporting Women in Rail"
- » License to use the associated Corporate Membership email graphic with the statement "proudly supporting Women in Rail"
- » Women in Rail branded certificate endorsing your level of membership to display at your workplace
- » Opportunity to deliver a presentation promoting your company's offerings, products and services at one (1) Women in Rail Regional Event
- » Four (4) dedicated social media posts shared on Women in Rail's LinkedIn and Twitter channels promoting your company's offerings, products and services (content to be supplied)
- » One (1) dedicated HTML shared to Women in Rail's membership database promoting your company's offerings, products and services (content to be supplied)
- » A professionally written thought-leadership blog with a senior representative of your company on why your company is supporting the Women in Rail charity, hosted on the website (content supplied for approval)
- » A professionally written Q&A blog with company representative to promote your internal support for equality, diversity & inclusion (EDI) and Women in Rail, hosted on the website (content supplied for approval)
- » A half page advertisement included in the Women in Rail Year End Report (artwork to be supplied)
- » Early bird access to flagship Women in Rail events
- » Invitations for three (3) company representatives to attend an annual Corporate Sponsors networking event, attended by Women in Rail trustees and leadership team

Platinum Membership

£10,000.00 per annum

- » Dedicated page on the Women in Rail website (within the Corporate Members section) to promote your support to include the following elements:
 - » A hi-res 300 dpi version of your corporate identity / company logo
 - » A necessary URL link that will be placed on your logo
 - » Organisation / company bio
 - » A 150–200-word statement as to why you are supporting Women in Rail
- » Lead positioning of your corporate identity on the homepage of the Women in Rail website
- » License to use the associated Corporate Membership logo with the statement "proudly supporting Women in Rail"
- » License to use the associated Corporate Membership email graphic with the statement "proudly supporting Women in Rail"
- » Women in Rail branded certificate endorsing your level of membership to display at your workplace
- » Host one (1) dedicated event - virtually or face to face - attended by Women in Rail members
- » Opportunity to deliver a presentation promoting your company's offerings, products and services at two (2) Women in Rail Regional Events
- » Your organisation's corporate literature distributed at live Women in Rail events if requested and where practical to do so (to be supplied)
- » Six (6) dedicated social media posts shared on Women in Rail's LinkedIn and Twitter channels promoting your company's offerings, products and services (content to be supplied)
- » Two (2) dedicated HTMLs shared to Women in Rail's membership database promoting your company's offerings, products and services (content to be supplied)
- » A professionally written thought-leadership blog with a senior representative of your company on why your company is supporting the Women in Rail charity, hosted on the website (content supplied for approval)
- » Two (2) professionally written Q&A blogs with company representatives to promote your internal support for equality, diversity & inclusion (EDI) and Women in Rail, hosted on the website (content supplied for approval)
- » A full-page advertisement included in the Women in Rail Year End Report (artwork to be supplied)
- » Early bird access to flagship Women in Rail events
- » 5% discount on the cost of one (1) standard table of 10 at the Women in Rail Awards
- » 5% discount on the cost of entering one (1) team of 10 at the Women in Rail's Big Rail Diversity Challenge
- » Invitations for four (4) company representatives to attend an annual Corporate Sponsors networking event, attended by Women in Rail trustees and leadership team

Diamond Membership

£15,000.00 per annum

- » Dedicated page on the Women in Rail website (within the Corporate Members section) to promote your support to include the following elements:
 - » A hi-res 300 dpi version of your corporate identity / company logo
 - » A necessary URL link that will be placed on your logo
 - » Organisation / company bio
 - » A 150–200-word statement as to why you are supporting Women in Rail
- » Lead positioning of your corporate identity on the homepage of the Women in Rail website
- » License to use the associated Corporate Membership logo with the statement "proudly supporting Women in Rail"
- » License to use the associated Corporate Membership email graphic with the statement "proudly supporting Women in Rail"
- » Women in Rail branded certificate endorsing your level of membership to display at your workplace
- » Host one (2) dedicated events - virtually or face to face - attended by Women in Rail members
- » Your company will be aligned with one of the Women in Rail Regional Groups to receive partner branding on communications and events (live and virtual)
- » Opportunity to deliver a presentation promoting your company's offerings, products and services at five (5) Women in Rail Regional Events
- » Your organisation's corporate pop-up/banner displayed at live Women in Rail events if requested and where practical to do so (to be supplied)
- » Your organisation's corporate literature distributed at live Women in Rail events if requested and where practical to do so (to be supplied)
- » Twelve (12) dedicated social media posts shared on Women in Rail's LinkedIn and Twitter channels promoting your company's offerings, products and services (content to be supplied)
- » Six (6) dedicated HTMLs shared to Women in Rail's membership database promoting your company's offerings, products and services (content to be supplied)
- » A professionally written thought-leadership blog with a senior representative of your company on why your company is supporting the Women in Rail charity, hosted on the website (content supplied for approval)
- » Four (4) professionally written Q&A blogs with company representatives to promote your internal support for equality, diversity & inclusion (EDI) and Women in Rail, hosted on the website (content supplied for approval)
- » A full-page advertisement included in the Women in Rail Year End Report (artwork to be supplied)
- » A dedicated full page professionally written article included in the Women in Rail Year End Report (content supplied for approval)
- » Early bird access to flagship Women in Rail events
- » 10% discount on the cost of one (1) standard table of 10 at the Women in Rail Awards
- » 10% discount on the cost of entering one (1) team of 10 at the Women in Rail's Big Rail Diversity Challenge
- » Invitations for six (6) company representatives to attend an annual Corporate Sponsors networking event, attended by Women in Rail trustees and leadership team

Membership Overview

Dedicated page on the Women in Rail website to promote your support
Lead positioning of your corporate identity on the homepage of the Women in Rail website
License to use the associated Corporate Membership logo with the statement "proudly supporting Women in Rail"
License to use the associated Corporate Membership email graphic with the statement "proudly supporting Women in Rail"
Women in Rail branded certificate endorsing your level of membership to display at your workplace
Host dedicated event(s) - virtually or face to face - attended by Women in Rail members
Your company will be aligned with one of the Women in Rail Regional Groups to receive partner branding on communications and events (live and virtual)
Opportunity to deliver a presentation promoting your company's offerings, products and services at Women in Rail Regional Events (per annum)
Your organisation's corporate pop-up/banner displayed at live Women in Rail events if requested and where practical to do so
Your organisation's corporate literature distributed at live Women in Rail events if requested and where practical to do so
Dedicated social media posts shared on Women in Rail's LinkedIn and Twitter channels promoting your company's offerings, products and services (per annum)
Dedicated HTML shared to Women in Rail's membership database promoting your company's offerings, products and services (per annum)
A professionally written thought-leadership blog with a senior representative of your company on why your company is supporting the Women in Rail charity, hosted on the website
Professionally written Q&A blog(s) with company representative(s) to promote your internal support for equality, diversity & inclusion (EDI) and Women in Rail, hosted on the website
Advertisement included in the Women in Rail Year End Report
A dedicated full page professionally written article included in the Women in Rail Year End Report
Early bird access to flagship Women in Rail events
Discount on the cost of one (1) standard table of 10 at the Women in Rail Awards
Discount on the cost of entering one (1) team of 10 at the Women in Rail's Big Rail Diversity Challenge
Invitation(s) for company representative(s) to attend an annual Corporate Sponsors networking event, attended by Women in Rail trustees and leadership team

Bronze	Silver	Gold	Platinum	Diamond
		✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
			1	2
				✓
		1	2	5
				✓
			✓	✓
1	2	4	6	12
		1	2	6
		✓	✓	✓
		1	2	4
	Quarter Page	Half Page	Full Page	Full Page
				✓
✓	✓	✓	✓	✓
			5%	10%
			5%	10%
1	2	3	4	6



For more information on how you can become a Corporate Member, please contact:
E: corporatemembership@womeninrail.org | W: womeninrail.org

Women in Rail
London Fruit & Wool Exchange, 1 Duval Square, London, E1 6PW

Registered in England and Wales - Company Number 9859710
Registered Charity Number 1167835
E: wr@womeninrail.org | www.womeninrail.org