

DATHLIAD BYWIOG O FENYWOD YNG NGHYMRU A VIBRANT CELEBRATION OF WOMEN IN WALES

2020 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP MATRIX	Headline	Award Category	Community Tickets	Performance	Reception or Afterparty	Partner
Welcome speech at Womenspire awards (pre-recording optional)	★					
Logo engraved on Award trophies	★					
Post-event press and PR opportunities	★					
Logo on invitations	★					
Present Award (virtual pre-recording optional)	★					
Verbal acknowledgement of support on stage	★					
Logo on all event promo material (online & print)	★	★				
Logo on finalist videos	★	★				
Logo on promotional emails to Welsh businesses	★	★				
Company website link on Chwarae Teg's website	★	★				
Logo and profile in event programme	★	★				
Logo at virtual Reception/Afterparty	★	★			★	
Logo on virtual event backdrop	★	★		★		
Listing on website	★	★	★	★	★	★
Promotional leaflets issued to finalists and womenspire database	★	★	★	★	★	★
Social media acknowledgement	★	★	★	★	★	★
Logo and blurb in digital event programme	★	★	★	★	★	★
Opportunity to sponsor FairPlay Employer [®] webinars	★	★				
Tickets for community groups + bonus career coaching session			20			
Number of complimentary tickets	25	10	2	2	2	2
Exclusive sponsor discount for 2021 awards	★	★	★	★	★	★
<i>all prices subject to VAT</i>	£15k	£5k	£2k	£2k	£1.5k	£1k

Please get in touch if you'd like more information or to discuss other opportunities.



womenspire@chwaraeteg.com

AWARD CATEGORIES

BOARD MEMBER - SOLD

Women continue to be under-represented at board level across Wales. This award recognises the achievements of a woman who has made a huge impact on their business as a Non-Executive Director.

COMMUNITY CHAMPION

There are many examples of women who have contributed significantly to our communities – particularly at times of crisis or challenge. The winner will be an unsung hero – someone who tends to hide from the limelight but whose community holds them up as a role model for other women and girls across Wales.

ENTREPRENEUR - SOLD

Fewer women start businesses than men and the average income of a self-employed woman is currently around £10,000. This award celebrates those women who have bucked the trend and set up successful businesses with real growth potential.

LEADER - SOLD

This award celebrates women who are successfully leading by example. The winner will be someone who has not only been successful in her own right, but has used the opportunities provided by the position she has reached to support and mentor other women.

LEARNER - SOLD

Lifelong learning benefits everyone. It has the power to change lives. This award celebrates those women who have re-entered learning and/or education to realise their full potential.

PEOPLE'S CHOICE

The People's Choice winner will be chosen from our Wonderful Welsh Women campaign as voted for by the general public through social media. This award recognises female role models in Wales, from actors to activists.

RISING STAR - SOLD

We want to celebrate the young women coming through in different roles and sectors who show great promise for the future. The winner of this award will be a woman who has entered the workplace in the last 5 years, has already achieved success and has demonstrated real potential.

WOMAN IN SPORT

This award recognises the contribution women make to sport in Wales. This could be as an athlete, coach or in another role in which they have raised the visibility or increased the impact of women's sport in Wales.

WOMAN IN STEM - SOLD

This award celebrates the women who are building Wales through advancing in their own career journey and making a real difference to the STEM sectors in Wales. Our winner will be encouraging other women into these disciplines and supporting women to progress.

WOMENSPIRE CHAMPION

RESERVED FOR HEADLINE SPONSOR 2020

The headline award will be decided by our panel, chosen from the winners of each of the individual award categories – the person our panel believe deserves to be the overall Champion from this amazing group of winners.

AWARDS FOR EMPLOYERS

GENDER EQUALITY CHAMPION

Businesses that are more diverse are more profitable, more successful and are employers of choice. This award recognises organisations that have taken a proactive approach to close the gender divide in the workplace. They will have run a successful initiative or campaign to directly address gender imbalance for their organisation. They will be able to evidence why gender diversity is of benefit to all employees, not just women. They will be able to evidence the impact their improvements have had on both individual employees and the organisation as a whole.

FAIRPLAY EMPLOYER

Workplaces are changing. Forward thinking organisations are changing the way they work by using new innovative working practices, which allow women to grow and thrive. By working differently, they are benefiting from improved productivity, happy staff and being an employer of choice. This award will celebrate our FairPlay Employers who are on their journey to gender equality within their organisations. We will assess the distance travelled and the impact achieved.



WOMENSPIRE MEDIA COVERAGE

In 2020 we will see the 5th Womenspire awards celebrate the women of Wales. Previous years have seen significant increases in popularity and promotion and we expect 2020 to build on this success even more! As a sponsor your name will be associated with Chwarae Teg and Womenspire whether this is in the lead up, during or follow on from the event, depending on the package you choose.

Throughout June and July 2019, Womenspire featured in 10 publications including the Western Mail, Wales Online, South Wales Argus, Business News Wales and The Leader, with readers across Wales. Womenspire coverage spanned both English and Welsh language media channels.

Chwarae Teg's partnership with ITV Cymru Wales ensured prime time coverage of the fantastic finalists as well as the event evening itself.

As well as live broadcast on the night, ITV Cymru Wales aired four interviews in their 6pm programming in the build up to Womenspire. S4C's magazine programme, Heno, also broadcast live from the event.



The table below shows the examples of the social media engagement Womenspire generated.

Womenspire Posts	Impressions	Engagements
Facebook	157,137	3,884
Twitter	435,461	18,317
LinkedIn	69,583	1,098
Womenspire Sponsor Promotion posts	Impressions	Engagements
Facebook	50,351	900
Twitter	150,124	7,340
LinkedIn	26,003	424



**Chwarae
Teg**



**WOMEN
SPIRE**



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