



SPONSORSHIP OPPORTUNITIES 2024

Rise
WOMEN IN BROADCAST



ABOUT RISE

MISSION

We are the leading organisation dedicated to fostering gender diversity within the broadcast, media and entertainment technology sector.

IMPACT

Our initiatives support and empower individuals at all stages of their professional growth - from education to the highest executive positions.

COMMUNITY

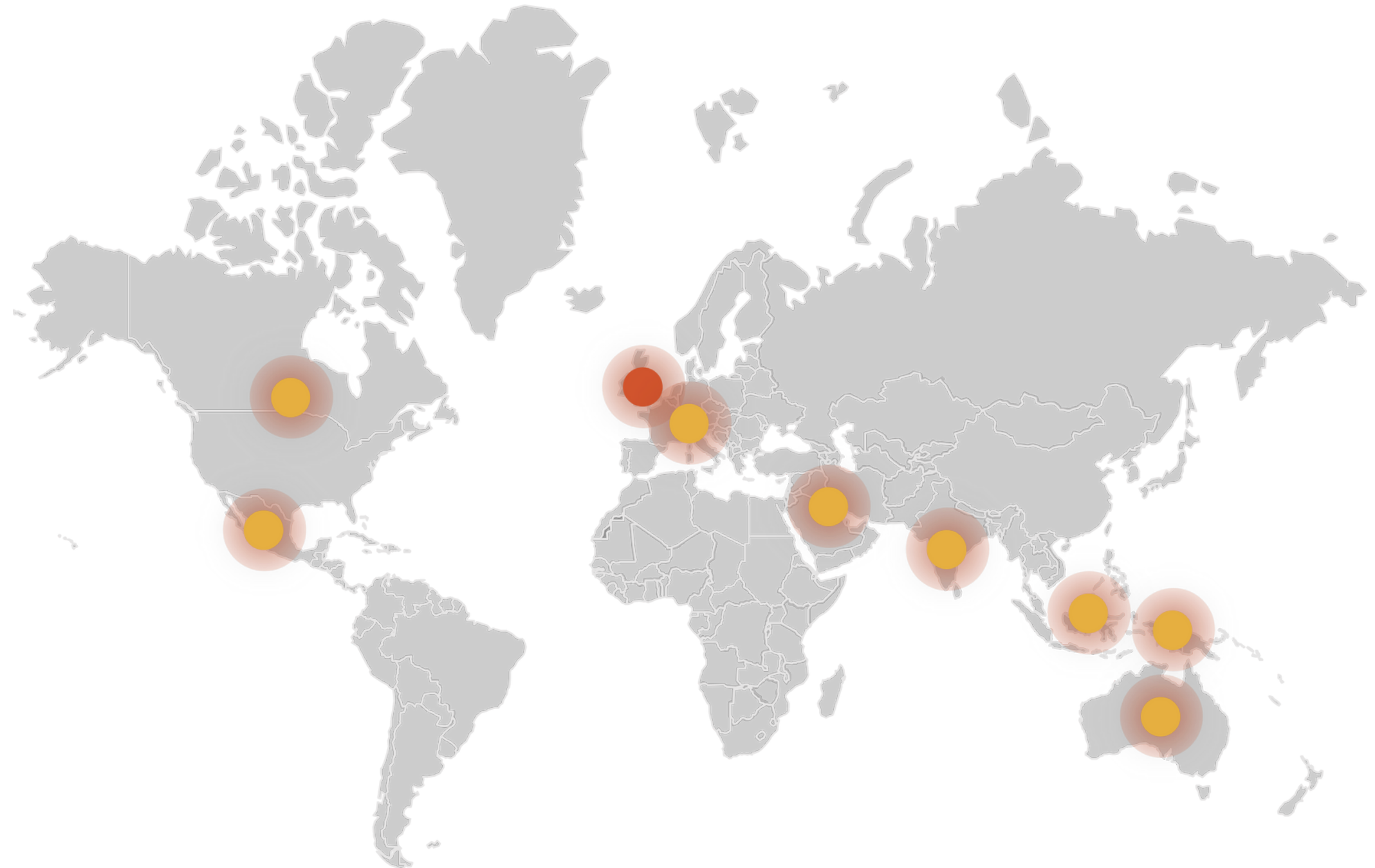
- 4,000 individual members globally
- 25+ companies dedicated to supporting Rise

GLOBAL PRESENCE



We are headquartered in the UK and our additional chapters are strategically located across:

- North America
- Europe
- APAC
- ANZ
- LATAM
- Middle East





Resilience



Inspiration



Self



Education

RISE PILLARS

Through its four pillars - Resilience, Inspiration, Self, and Education - Rise aims to foster a stronger community that supports and uplifts one another, laying the groundwork for a more diverse, inclusive, and successful broadcast, media and entertainment technology sector.

**“Being so new to the industry,
with initiatives like Rise I’m lucky
to say I already feel used to
seeing women front and centre.”**

- Eloise Russel, Sales Enablement Executive, Ovyo

SERVING THE ENTIRE INDUSTRY

Open to all roles across:

Broadcasting • Outside Broadcasting • Audio
Engineering • Virtual Reality/Augmented Reality
• Cable Operators/Telcos • Connected Media •
Virtual Production • Over-the-Top (OTT) Services
• Streaming Platforms • Live Production •
Satellite Services • Post-Production & more



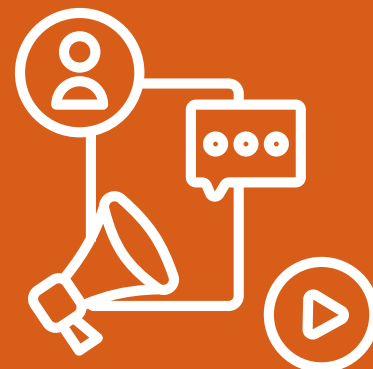
OUR AIMS & GOALS

Our ambition is to encapsulate diversity and equity across all ages, regions, sectors, and companies within the broadcast, media and entertainment technology sector.



Culture

Fostering an environment where individuals feel valued and encouraged to contribute to our mission.



Marketing

Engaging, providing value and supporting our stakeholders, incl. volunteers, sponsors, and partners through marketing efforts.



Members

A global base of 4,000+ individual members and 25+ companies dedicated to supporting Rise.



Exposure

Maximising our visibility through commentary pieces in trade publications, speaking opportunities and events.



Award-winning

Showcasing our achievements and impact through industry and non-industry award programmes.

“Each glance at my award fuels my determination to work harder, create wonders in this industry, and inspire more women to join the table.”

- Swetha Sridhar, Software Application Engineer,
Broadcast Sports International - NEP Group, Inc

DIVERSITY IS EVERYONE'S BUSINESS



By sponsoring Rise, you support our initiatives throughout the entire ecosystem shaping the future of the broadcast, media and entertainment technology industry.

Rise
& PARTNERS

Entry level through to C-suite

Support, networking opportunities and resources including Jobs Board, Strive to Rise, Mentorship and Rise Awards

Students
(Further & Higher Education)

Empowering students to pursue careers within the sector

Youth
(Aged 14-18)

Ensuring access to information and opportunities that promote diversity and equity

Parents of Youth

Supporting parents invested in their children's educational and career development

RISE 2023 ACHIEVEMENTS MENTORSHIP



- 50 Women mentored in the UK
- 25 Women mentored in North America
- 25 Women mentored in APAC
- 25 Women mentored in Europe
- All UK cohort Mentee & Mentor Summer Meet-Up (6 cohorts in total)
- Second mentorship programme for the UK in November 2023
- Monthly face-to-face and virtual meetups
- Virtual Networking Sessions with Mentors and end of programme wrap event
- 10 Skills training sessions for Mentees (CPD accreditable), including Grabyo training
- Monthly Newsletter
- Regular press, PR and Social Media profile raising activity

“Being a Rise Mentor has been an incredibly fulfilling experience and I think I have probably got as much, if not more out of it than my fabulous mentee whose passion, energy & commitment to learning and development is so impressive I know she is going to go far.”

- Heidi Shakespeare, CEO, MEMNON

RISE 2023 ACHIEVEMENTS

AWARDS & EVENTS



- Over 400 Women nominated globally for Rise Awards in 14 categories
- Awards ceremony live streamed globally
- 3 new Award categories introduced
- Winners from all over the globe
- Awards ceremony hosted 350 people at the Troxy

Rise Awards categories: Technical Operations • Product innovation • Marketing/PR • Influencer • Production Support Engineer • Business Leader • Sales • Student of the Year • Rising Star • R&D Engineer • Company Award for Investment in Women • Ally of the Year • Business Operations • Project Management or Delivery • Special Recognition • Woman of the Year

RISE 2023 ACHIEVEMENTS

PROGRAMMES & INITIATIVES



STRIVE TO RISE

- An initiative & framework for businesses to self assess where they are with gender diversity
- Six companies undertook the pilot: Deluxe, disguise, TMT, Newsbridge Timeline & SDVI
- 20 further companies engaged with the framework

RISE JOB BOARD

- Sponsored by SKY and DAZN, our Job Board has continued to advertise new positions across the Rise Network

RESEARCH

- “The business of diversity” report published in partnership with Caretta Research

RISE 2023 ACHIEVEMENTS

RISE EVENTS



EVENTS ORGANISED BY RISE OR TOGETHER WITH ITS PARTNERS

- Face to face for IWD2023 in partnership with Mulberry UTC and streamed globally
- “An evening with the BBC” event held at the Broadcasting House
- North America Rise half day summit
- OB programme launched in November
- C-Suite residential event taking place in January 2024

RISE 2023 ACHIEVEMENTS TRADE SHOWS



PRESENCE WITH PANELS & NETWORKING EVENTS

- NAB - panel sessions and Rise networking drinks hosted with Disguise
- Broadcast India: Panel discussion - An Introduction to Rise and Diversity
- MPTS - Rise stand, networking drinks and panel presence
- Kitplus: Rise stand, panel discussion on the importance of mentorship
- IBC: Rise stand, flash mob entry, Safe Car and Emergency Kit initiatives, Rise Awards shortlist reveal
- SATIS: Rise networking event hosted by ROSS Video



“We are not just breaking the glass ceiling - we are here to redesign the whole building”

- Jana Amirali, Digital Communications Manager, Pixotope

PROGRAMMES PLANNED FOR 2024

WITH YOUR CONTINUED OR NEW SUPPORT, WE WOULD LIKE TO ACHIEVE

- Global Mentoring Programme
- Global Allyship Event
- Returners Programme - maternity, sickness, caregiving
- Panel Pledge - Public Speaking workshops
- Yearly OB Workshop
- Rise Support Line
- Rise Drop In Clinics - HR, Legal, Coaching
- Neurodiversity Workshops
- Women's health support group

GLOBAL SPONSORSHIP

Global
Bronze
£5k

Global
Silver
£10k

Global
Gold
£20k

Global
Headline
£30k

Logo on all emails about Rise. Email correspondence to be sent to 4000+ Rise members database, Advisory Board contacts and other industry groups



Your company's logo on the partners page of the Rise website, with a link to your website



Promotion on Rise social media channels



A nominee from your company on the Rise Mentoring Scheme



Your company's logo on promotional material to be used across the Rise portfolio of programmes and international events



Invite to the Rise Awards



Logo on any print advertisements and signage



Your name will be included in all press releases related to Rise and its mentoring programme



A choice of headlining one of our bespoke programmes



10 job postings on the Rise Job Board



REGIONAL SPONSORSHIP

1 TERRITORY ONLY

Regional
Bronze
£2.5k

Regional
Silver
£5k

Regional
Gold
£10k

Regional
Headline
£20k

Logo on all emails about Rise. Email correspondence to be sent to 4000+ Rise members database, Advisory Board contacts and other industry groups



Your company's logo on the partners page of the Rise website, with a link to your website



Promotion on Rise social media channels



A nominee from your company on the Rise Mentoring Scheme



Your company's logo on promotional material to be used across the Rise portfolio of programmes and events



Invite to the Rise Awards



Logo on any print advertisements and signage



Your name will be included in all press releases related to Rise and its mentoring programme



A choice of headlining one of our bespoke programmes



10 job postings on the Rise Job Board



NEW: RISE EVENT PARTNER STATUS

Manifest your support for the Rise community during major industry events: **NAB, MPTS, Broadcast Asia, IBC, Broadcast India, and Satis**. As a sponsor, you'll gain prominent visibility at Rise stands and exclusive benefits detailed on the next slide.

Your sponsorship will help us take care of our community by ensuring attendees not only receive practical giveaways, but also that their safety and well-being are preserved while attending trade shows.



NEW: GLOBAL EVENT SPONSORSHIP

SUPPORT THE RISE COMMUNITY DURING INDUSTRY EVENTS WORLDWIDE

Event
Bronze
£2.5k

Event
Silver
£5k

Event
Gold
£10k

Event
Headline
£20k

Prominent logo position at Rise stands at **NAB, MPTS, Broadcast Asia, IBC, Broadcast India and Satis**. Additional events may be added to the calendar as Rise's plans evolve



Logo on all emails about Rise, with a prominent position in emails about Rise's participation in industry events.



Your company's logo on the partners page of the Rise website, with a link to your website



Regular shoutouts in social media posts about Rise's presence at industry events (pre-, during and post- event)



Your logo on landing page dedicated to Rise's presence at each trade show



Your name will be included in all press releases related to Rise's presence at trade shows



Your logo featured on a giveaway of choice (in co-branding with Rise) among: power banks, notebooks, pens, emergency kits



Headlining a Rise networking gathering at a trade show of choice



Open invitation for your team members to spend time at the Rise stand networking with visitors at all times



OUR SINGLE SPONSORSHIP PACKAGES



Rise Retreat

£ 12,000

The retreat is a chance for Mentees and Mentors to come together at the end of the program to solidify bonds and shared learnings.

Rise Awards

£ 5,000

Starting at £5,000.

Sponsor one of the 14 award categories at our prestigious annual event.

Rise Jobs Board

£ 1,000

10 + 5 free job post credits – distributed across social media and jobs board for 6 weeks.

Benefit of visibility across the community enabling diversity for your company.

Networking event

£ 2,000

Starting at £2,000. Sponsor to cover actual cost of hosting the event.

Networking events include: Summer Networking event, IWD2024, networking drinks and breakfasts at industry events.

SPONSORSHIP

HOW WILL YOUR CONTRIBUTION BE USED?



As a priority, we need to cover all of our central costs which includes staffing, operational costs, marketing, website and social media.

We then look to cover our global activity delivery such as our Mentoring Programmes and Strive to Rise. The delivery of our events, panels and tradeshow presence is also covered through sponsorship.

Full Time Paid Staff

Managing Director: Donna Smith

Contracted Staff (varying hours):

Global Mentoring Manager: Carla Maroussas

Head of Marketing: Catherine Cywinska

Admin & Operations: Lucy Seaton

Global Chairs – Volunteers:

UK – Nicki Fisher

APAC – Shweta Jain

North America – Hilary Roschke

Europe - Larissa Goerner

ANZ - Shauna Purcell

GET IN TOUCH

TO FORMALISE YOUR SPONSORSHIP OR REQUEST FURTHER INFORMATION



Donna Smith

Managing Director
donna@risewib.com



Carla Maroussas

Global Mentoring Manager
carla@risewib.com



Catherine Cywinska

Head of Marketing
catherine@risewib.com



Jodi Morelli

Growth Manager, North America
jodi@risewib.com



Lucy Seaton

Admin & Operations
admin@risewib.com



THANK YOU

Thank you for exploring Rise's initiatives. Our Sponsors' support fuels inclusive representation, talent development, and innovation, fostering an equitable and vibrant industry. Your contribution matters.