



SPONSORSHIP OPPORTUNITIES 2025



THE OPPORTUNITY FOR CHANGE IN AV

The AV industry is under threat due to the skills shortage crisis - but Rise AV is tackling this head on.

Rise AV is on a mission to break barriers, elevate women's careers, and build a diverse, highly skilled workforce. By investing in leadership development, upskilling talent, and inspiring the next generation, we're making the industry stronger, more inclusive, and future-ready.

Supporting Rise AV isn't just the right thing to do—it's a strategic advantage that attracts top talent, drives innovation, and ensures long-term success. Together, we can close the skills gap and secure the future of AV!



ABOUT RISE AV

MISSION

We are the leading organisation dedicated to fostering gender diversity through professional development within the AV, Live and Residential Technology sectors.

IMPACT

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

PROVEN SUCCESS

Building on the success of Rise WIB since 2017, this programme has supported over 1,500 women in technical, engineering, and executive roles, with a global membership of over 4,000. With training programmes across all continents.

WHO IS RISE AV OPEN TOO?

- Rise AV is open to professionals in the AV, Production, Live, and Residential sectors
- We welcome individuals from all company types—manufacturers, distributors, integrators, production, events, consultants, end-users, and more...
- In roles ranging from engineering and project management to sales, marketing, HR, and C-suite leadership.



DIVERSITY IS EVERYONE'S BUSINESS



By sponsoring Rise AV, you're driving real change across the AV industry—fostering inclusivity, advancing gender diversity, and investing in skills development. Your support helps attract, retain, and empower top talent while bringing new talent into the industry. Together, we're closing the skills gap, inspiring future leaders, and ensuring a stronger, more sustainable future for AV.



THE MENTORING PROGRAMME

The Inaugural UK Launch Programme

A structured six-month initiative designed to support women with up to six years of experience in the AV industry. It includes:

1. **Mentoring** – Mentees are carefully paired with experienced mentors who provide guidance, support, and career advice tailored to their aspirations.
2. **Specialised Training** – Regular in-person and online sessions covering essential skills such as career mapping, personal branding, confidence building, resilience, and assertiveness.
3. **Industry Knowledge** – Focused learning on key AV sector topics, ensuring participants gain a deeper understanding of the industry
4. **Networking, Community and Relationships** – Develop confidence in networking, expand their professional community, and forge meaningful industry relationships to broaden your network.

Mentees are carefully paired with experienced industry mentors with substantial industry expertise. The programme is open to female, male, and non-binary mentors, and both mentors and mentees are supported by Rise AV's mentoring manager.

THE FUTURE OF RISE AV

Within the next 18 months, we aim to launch the following initiatives. Following in the footsteps of Rise Women in Broadcast, we will launch global chapters in Europe, US, APAC and beyond.



Career Accelerator & C-Suite Programme

Programmes for mid-level management and senior leaders.



Strive to Rise

Rise AV accreditation programme that helps AV businesses with their DEI policies, making businesses more attractive to new and future talent.



Rise AV Academy

Engaging school students (ages 11-18) with AV engineering workshops.



Rise AV Awards

Celebrating exceptional women, their achievements, and their impact in the AV sector.



Panel +

A curated database of female speakers, featuring industry professionals across all roles and levels, ready to contribute to panels & events.

WHY SUPPORT RISE AV?



Rise AV's initiatives are made possible through the invaluable support of industry organisations that share our dedication to empowering women and upskilling the workforce, ensuring a strong future for the AV sector.

Your support directly empowers Rise AV to create transformative programmes that foster a more diverse and inclusive AV industry.

All funds are reinvested into the organisation to fuel future initiatives and drive continued progress.

Elevate Your Brand and PR

Align with a movement that wants to safeguard the future of AV through empowering women, professional development and creating a more diverse and inclusive workforce

Attract and Retain Talent

Enhancing gender diversity and professional development makes your business and the AV industry more appealing, fostering innovation and inclusivity. A stronger industry reputation attracts investment, top talent, and strategic partners.

Support CSR and ESG Goals

Investing in diversity and inclusion strengthens your commitment to social impact and sustainability. It enhances your brand's reputation, attracts socially conscious customers and investors, and builds customer trust, driving long-term success and positive societal change.

Upskill Your Workforce

Empowering employees through skill development boosts satisfaction, retention, and productivity while reducing turnover. It also bridges the skills gap, prepares women for leadership, and ensures long-term industry success.

Contribute to Transformative Change

Take an active role in supporting programmes that create lasting, positive change, driving long-term industry transformation

| MENTORING PROGRAMME SPONSORSHIP | Bronze £1k | Silver £2.5k | Gold £5k | Headline £20k |
|---|-----------------------|-------------------------|---------------------|--------------------------|
| Sponsor logo on all emails sent to Rise AV members database, and branded emails Rise AV sends to strategic partner databases - this includes industry press, industry associations and industry events. | ✓ | ✓ | ✓ | ✓ |
| <ul style="list-style-type: none"> Your company's logo on the partner page of the Rise website, with a link to your website LinkedIn announcement of sponsorship. | ✓ | ✓ | ✓ | ✓ |
| Logo on any signage at exhibitions with will have presence at (three-four in 2025) | ✓ | ✓ | ✓ | ✓ |
| 2 people to attend the summer and end of programme networking drinks. This will include mentees, mentors, advisory board members and sponsors. | | ✓ | ✓ | ✓ |
| Opportunity to send branded email to the mentors, mentees and membership database | | 1 | 1 | 2 |
| Social media coverage, including job posting and/or promotion of sponsors in-house DEI and training initiatives | | 2 posts | 4 posts | UNLIMITED |
| Your company's logo on promotional material during Mentorship Programme (minimum of six in-person events) | | | ✓ | ✓ |
| Your company's name will be included in all press releases related to Rise AV and its mentoring programme (minimum eight per year) | | | ✓ | ✓ |
| Company Profile about initiatives around DEI and opportunity to highlight senior women career journeys. Hosted on Rise AV website, sent to Rise AV members, mentees, third party supporter databases and on social media channels | | | ✓ | ✓ |
| A nominee from your company to be on the Rise AV Mentoring Programme | | | 1 | 2 |
| 2 people to attend Rise AV in-person mentorship programme seminars and networking events (five in total) | | | | ✓ |
| Speaking opportunity at one of our in-person networking events | | | | ✓ |
| Free access to the Rise AV's industry survey (estimated delivery November 2025) | | | | ✓ |

RISE AV ADVISORY BOARD

GUIDED BY OUR EXPERT ADVISORY BOARD OF INDUSTRY LEADERS, RISE AV IS DEDICATED TO MAKING A LASTING IMPACT.



Owen Ellis
AV User Group
Chairman



Denise Hughes
Woop Jobs
Managing Director



Jamie Brothwell
Exertis Business
Managing Director



Stephen Patterson
Biamp
Sales Director, EU+Africa



Jane Hammersley
Blue Touch Paper
Queen of Collaboration



Daniel Lee
Hewshott UK
Managing Director

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Libby Hooper

Sysco Productions
Managing Director



Katy Thorpe

Kinly
Global People Director



Ben Holmes

Samsung
Director of Display Marketing



Anthony Olivier

AVI-SPL UK & Ireland
Director of Business Development



Jenny Hicks

Midwich
Head of Market Intelligence



Sanjit Hurst

Diversified
Director of Global Procurement

GET IN TOUCH

TO FORMALISE YOUR SPONSORSHIP OR REQUEST FURTHER INFORMATION



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