



# 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 creating career paths for the 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!**





## **MISSION**

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

## **IMPACT**

Our initiatives support and empower individuals at all stages of their professional growth and build the future talent pipeline.

## **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 & Leadership 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 and  
creating career  
paths at further  
education.



## **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, upskills and empowers women and builds the future talent pipeline.

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	UK Bronze £1k	UK Silver £2.5k	UK Gold £5k	Global 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"> <li>Your company’s logo on the partner page of the Rise website, with a link to your website</li> <li>LinkedIn announcement of sponsorship.</li> <li>Logo on any signage at exhibitions and Rise AV’s UK professional development programmes (Headline sponsor - all global locations)</li> </ul>	✓	✓	✓	✓
2 people to attend the UK 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 name will be included in all press releases related to Rise AV and its mentoring programme (minimum eight per year) <b>Gold sponsor UK only / Headline sponsor global press</b>			✓	✓
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 in UK	1 per global region
Market Data: Receive select key insights from the survey, offering valuable market intelligence. (Launching Nov 2025)			✓	✓
Market Data: Receive full access to the survey, including exclusive insights not available to other sponsors. Your brand will be prominently featured in the report and actively involved in shaping survey questions, so insights align with your strategic goals. (Launching Nov 2025)				✓
Tailored regional marketing content, customised in collaboration between Rise AV and the sponsor to maximise local impact.				✓
2 people to attend our professional development programmes and networking events in all regions to access female talent pool.				✓
Speaking opportunity at one of our in-person networking events in each global region.				✓

# 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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