



SPONSORSHIP OPPORTUNITIES 2025

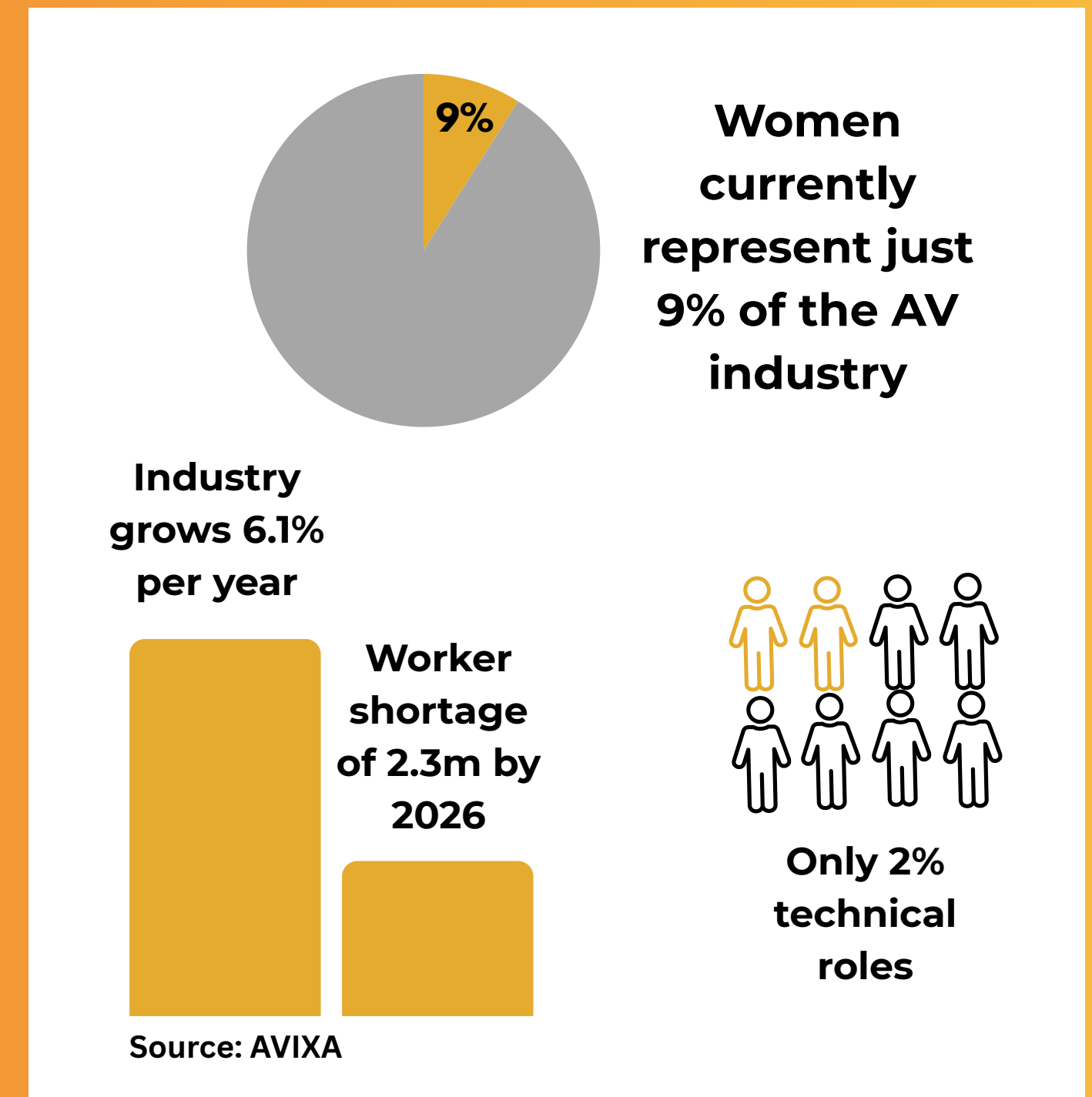
THE OPPORTUNITY FOR CHANGE IN AV

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

Rise AV will **breakdown systemic 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 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!





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, build the future talent pipeline and drives systemic change.

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.
- Our **Professional Development Programmes** welcome women from manufacturers, distributors, integrators, production companies, event organisers, consultants, end-users, and more...
- In **roles** ranging from engineering and project management to sales, marketing, HR, and C-suite leadership.
- **Membership** is open to all genders, from anywhere in the world.



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 and helps us advocate for systemic change.

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 their 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

Bridging the gap
between
education and
industry. Inspire
students that the
AV industry is an
exciting career.



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 sponsorship 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 aims to safeguard the future of AV by empowering women, promoting professional development, and fostering a more diverse and inclusive workforce.

Attract and Retain Talent

Gain access to Rise AV's talent database, along with expert support to enhance and evolve your inclusion policies. These improvements can enhance your appeal to investors, attract top talent, and foster stronger strategic partnerships.

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 enhances satisfaction, retention, and productivity, while also 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.

RISE AV SPONSORSHIP PACKAGES	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"> 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 and Rise AV's UK professional development programmes (Headline sponsor - all global locations) 	✓	✓	✓	✓
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) Gold sponsor UK only / Headline sponsor global press			✓	✓
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 or Career Accelerator Programme			1 in UK	1 per global region
Job posts on Rise AV Jobs Board (coming soon)			2 posts	6 posts
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

Pufferfish Displays
CEO



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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