

WOMEN'S



A W A R D S

Celebrating Women's Achievements

Sponsorship Brochure 2021



**Open Mind Training &
Development Ltd**
Developing People, Building Your Business



**UPPINGHAM
FIRST**





The Women's Awards is a prestigious multidisciplinary award celebrating the outstanding achievements of women. These Awards raise awareness, recognise and honour the hard work and valuable contribution women of all cultures, communities, races, and beliefs, in all sectors are making.

Introduction from the Founder

My decision to create the Women's Awards came from an acute economic awareness of the disparity between the opportunities and achievements currently available to men and women.

As an entrepreneur, leadership and equality consultant I work with a variety of organisations and I support large numbers of women. I see both the frustration women experience and the continual bias they endure. On the other hand, I also see how organisations are missing out on the skills, creativity, innovation and expertise women can bring, due to lack of recognition.



Now into its fifth year, The Women's Awards has rapidly gained a high-profile reputation across the Midlands, changing and improving the careers, business and professional prospects of women from all sectors of our industries and communities.

Female owned businesses contribute between £50 - £70 billion to UK GVA. This does not include the financial value of those working within other organisations. As we begin to make our way out of the Covid pandemic's impact on our economy and communities, we are also focused on building our nation post Brexit. What better way to ensure that we do this successfully than to acknowledge and enable greater female contribution.

It has been my pleasure to bring these awards to you and to offer you the opportunity to join our growing list of sponsors.

At the start of this year, I was honoured to receive an OBE in the Queens New Year's Honours List 2021 for services to Equality. I see this acknowledgement as a sign that this work should continue.

I hope we can work on this together.
Yours truly,

Sandra Pollock OBE



Background

The Women's Awards started in 2017 as the East Midlands Women's Awards (EMWA). These professional, prestigious annual awards specifically recognised women who live and work in the East Midlands counties of Derbyshire, Leicestershire, Lincolnshire, Nottinghamshire, Northamptonshire and Rutland. Our awards are hosted in a different county each year with our debut celebration having taken place in the UK's smallest County of Rutland.

In 2020, the Women's Awards was rebranded by our Brand and Website Development Sponsor, Creative Direction, who were also our Headline Sponsor that year. During this time, we also extended our regional reach to include the West Midlands and changed the name from EMWA to The Women's Awards.



Our vision

A world where women receive the respect for their skills, abilities, contribution, creativity, innovation and the impact their work provides through recognition in equal pay, opportunities, promotion, and growth they deserve. Gender equality



What Do We Do?

We celebrate women's achievements.

Our Mission

- To identify women who are doing outstanding and exceptional work in their fields.
- To give recognition to the skills, abilities and achievements of women across the regions we support.
- To celebrate women, their contribution and impact through these awards.
- To raise awareness of female contribution and economic impact across all sectors.
- To recognise and support organisations and programmes that back women's development, and courageously work for fairness and equality.





Michael Kapur Esq OBE, Her Majesty's Lord-Lieutenant of Leicestershire presenting Dr. Rachel Thomas the East Midlands Inspirational Female Leader of the Year Awards 2018.

Our Growth

The success and growth of the Women's Awards has been remarkable. We attract a high level of attendees. Our events receive representations from the Lord Lieutenants the Queen's Representatives of each County, Mayors and other dignitaries, along with local celebrities.

Nominees and Winners have been leaders and well-known figures in the fields of Music, Art & Media, STEM, Space and Astrophysics, DNA, and business but also from frontline grassroots unsung heroes.

The Women's Awards are highly prestigious and valued across all sectors of industry and community.

Here are a few stats to further demonstrate our growth and reach.



In 2018 we saw a:

- 30% increase in nominations from our inaugural awards and presentation celebration event in 2017.
- 63% increase in attendance.
- Ticket sales for the awards ceremony sold-out.

In 2019 we saw a:

- 73% increase in nominations.
- 33% increase in attendance.
- 300% increase in social media engagement.
- Another sold-out awards ceremony.
- We increased the venue capacity again by 32%, having already increased it by 25% the previous year.
- In addition, three new categories were included, giving recognition to the contribution of women in Education, Care Services and the specific achievements of women operating at Senior Executive levels.

In 2020 due to the global coronavirus pandemic and the extended lockdown here in the UK the Women's Awards was held virtually and livestreamed. There was a:

- 34% increase in nominations.
- 72% increase in attendance.
- 455% increase in social media engagement.
- Sold out awards ceremony.

The Women's Awards has an incredibly unique offer in that we attract:

- High level attendees and high-quality representation.
- A diverse cultural mix of our attendees, nominees, and winners.
- Ages from 18+ in terms of our nominees, but our youngest attendee was 6 years old.
- Women from all cultures, ethnicities, races, etc. achieve recognition via the awards.
- A list of categories that span all sectors.
- All genders, sectors and cultures attend our online and in-person events.
- Individual Winners come from community-based charities grass-roots organisations to corporate professionals.

And we give recognition to both genders in striving to bring about gender balance by having a category for men who support our aims.

The Women's Award Categories

1	Outstanding Female Entrepreneur <i>This award recognises the individual who has run their own business for more than 3 years and has achieved outstanding success in business in the past 12 months within the East Midlands Region. Shortlisted Nominees may be asked to provide additional information to support their application.</i>
2	Outstanding Woman in Professional Services <i>This award recognises the individual who has worked within the professional services industry for more than 3 years and has provided exceptional and outstanding services to their clients in the past 12 months, within the East Midlands Region. Shortlisted Nominees for this category will be asked to provide additional information to support their application and to confirm the progressive difference they have made.</i>
3	Outstanding Woman in Public Services (Including Uniformed services) <i>This award recognises the individual who has worked within the Public Sector Services for more than 3 years and demonstrates outstanding contribution over the past 12 months within the East Midlands Region.</i>
4	Outstanding Female Leader in a Market Town <i>This award recognises the individual who has made a significant contribution to the livelihood, innovation, business and/or social, community stability and wellbeing of a market town in the East Midlands.</i>
5	Outstanding Woman with Community Impact (Charity & Voluntary) <i>This award recognises the individual who has made an outstanding contribution and impact across the charitable or voluntary community within the East Midlands Region.</i>
6	Outstanding Woman in STEM (Science, Technology, Engineering & Mathematics) <i>This award recognises the individual who best demonstrates the most outstanding contribution in the fields of STEM, within the East Midlands Region.</i>
7	Outstanding B.A.M.E. Female Leader (Black, Asian, Minority & Ethnic) <i>This award recognises the contributions of women from the BAME communities across the Region. The individual from the Black, Asian and Minority Ethnic (BAME) community who has made an outstanding contribution in their chosen field. Her impact and contribution must have been within the East Midlands Region.</i>
8	Outstanding Woman in Art, Media & Music <i>The individual who has made an outstanding contribution in Art, Media or Music within the past 3 years across the East Midlands Region.</i>
9	Outstanding Woman in Education <i>This category specifically focuses on teaching and education in its widest fields and includes schools, colleges, universities, and other educational organisations. This category recognises the individual who has worked in their field for more than 3 years and demonstrates outstanding contribution over the past 12 months.</i>
10	Outstanding Woman in Care Services <i>This award recognises the individual who has worked within professional care services for more than 3 years and demonstrates outstanding contribution over the past 12 months within the East Midlands Region. This category includes the NHS, Nursing, Care Homes, and all care related services.</i>
11	Outstanding Senior Female Executive <i>This category is for individuals who have held a senior role within an organisation for three years or more and can demonstrate the outstanding impact and results for their organisation and staff. Examples include MD, CEO, CFO, Founder, CFO, Chair, Director, etc. Shortlisted Nominees for this category will be asked to provide additional information to support their application and to confirm the progressive difference they have made.</i>
12	Outstanding Female Disability Awareness Champion <i>This award recognises the individual who best demonstrates the most outstanding contribution in raising awareness of the issues of equality faced by individuals and groups with disabilities, as outlined in the UK Equality Act 2010. This individual must herself be considered to experience disability.</i>
13	Outstanding Female LGBTQIA+ Awareness Champion <i>This award recognises the individual who identifies as female and has made an outstanding and substantial contribution to raising awareness of the issues around equality particularly for the LGBTQIA+ community in the region in the past 24 months.</i>
14	Outstanding Male Supporting Female Leaders <i>This award recognises the individual who has made the most outstanding contribution to supporting women's development, gender equality, and promotion within the East Midlands Region.</i>
	East Midlands Inspirational Female Leader <i>This award is not open for nominations. The winner will be chosen by Women's Award's Founder, Sandra Pollock OBE. The Judging Panel will make recommendations from the full range of nominations received. Sandra has the deciding vote on the Winner of this Award.</i>



We only work with organisations with similar values, aims and objectives to our own, as it relates to our vision for gender equality.

In addition to our Annual Awards Gala Dinner and Presentation event, we run other networking and engagement activities during the year. These events offer a range of opportunities for our Sponsors and Partners to access and connect with our growing network.

Opportunities: Access to our 10,000+ strong network, which includes some of the most successful, innovative, driven, and high achieving female leaders in the Midlands region. Women who have over come a wide range of challenges including gender, funding, and pay biases, to accomplish outstanding results in their careers, businesses, and organisations. We can support your CSR objectives in relation to equality and diversity through grant access to our growing network of female leaders.



- Women 18+
- Multicultural
- Multi racial
- Female Business owners, established and start ups
- Career Climbers
- Parents & Carers
- Corporates, Voluntary & Charitable

- Business Growth
- Personal Development
- Seminars, Forums, Discussions
- Training, Coaching, Mentoring
- Networking & Building Connections

- Email Marketing
- Website
- Live and interactive interviews, Talks and recorded discussions
- Social Media
- Printed Marketing materials,
- Event Brochures
- Shine Magazine
- Survey and Questionnaires

- The Women's Awards Gala Dinner & Presentation
- SHINE Monthly Online Networking
- In-person events

Our Targets

Nominees, Network & Community Members

- 18 to 70+ female and male
- Ambitious, hard working, humble in expectations
- Looking for career, personal and business boost
- Looking for confidence boost
- Interested in personal, professional and business development and growth
- Wanting to make a difference
- Outstanding in their fields
- Driven to achieve more
- Good role models

Goals: they are driven, high achievers, change makers and passionate about their work and mission in life.



Sponsors

Individuals and organisations:

- Who hold the same values:
 - Recognising and celebrating female achievement
 - Supportive of female development and progression
 - Making a difference to gender equality
- Looking to engage with and support successful women
- Looking to associate with our prestigious and increasingly recognised brand
- Interested in highly promotional opportunities activities and events
- Interested in building a long term strategically beneficial relationship
- Wanting access to our large and growing network of progressive women and men
- Wanting higher visibility and brand association

Goals: Those who are champions of women's development, their achievement and recognition. Those who wish to recognise the contribution women make to the success of their businesses and know that women have been good for their business.

Some of our Sponsors & Partners:



What's Our Offer To You?

We only approach organisations that we believe have similar values, aims and objectives to our own as it relates to our vision for gender equality.

We believe:

- That there is much synergy between the goals of the Women's Awards and your organisation.
- We both have a deep interest in supporting the development of women to achieve their best selves be that in business, career or life in general.
- That women have much to offer society and should be enabled to do this in the way that suits and supports them best.



- That through giving recognition to the already outstanding contribution women are making, we will enable exponential growth in their own self-confidence, enabling them to take further steps to confidently create for themselves, a greater and more positive impact on their financial, business and other freedoms.
- That in showcasing female role models in the unique way that we do here at the Women's Awards, we help to create aspiration, inspiration and ambition in the minds and hearts of other women and girls.

We would like to offer you the opportunity to join our prestigious awards celebration of successful outstanding and high achieving women in our region. You will benefit by:

- Gaining visibility and brand association with the Women's Awards, Nominees, Winners, our Sponsors and Partners.
- Gaining access to our wider network of 10,000+ members, supporters and friends.
- Numerous promotional opportunities through our marketing, including website, social media, events both online and in-person (when open again).
- Annual Awards Dinner and Presentation event.
- Being seen as a champion for women's development, their achievement and recognition of the contribution women make.
- Being recognised as an organisation that values and is serious about gender equality.
- Being recognised as an organisation that appreciates the success that women make to their businesses.





We look forward to speaking with you about The Women's Awards, our Sponsorship and Engagement opportunities.

Let's arrange a meeting with our Founder, Sandra Pollock OBE.

Sir John Peace, Lord-Lieutenant and HM The Queen's representative in Nottinghamshire speaking at our Awards event in 2018





Sponsorship Opportunities 2021

Packages range from £675.00 to £10,000.00

1. **Headline Sponsor - £10,000.00**

This opportunity offers exclusive Headline Sponsorship of The Women's Awards – East Midlands 2021, which includes:

- Your business logo on all marketing materials, social media promotion, website and logo board, along with presentation slides, etc., – clearly denoting your business as Headline Sponsor, as appropriate.
- 2 full pages of advertising space in the event brochure.
- A table of 10 guests.
- Premium table position at the event.
- An opportunity to be on the Judges Panel for the category of your choice.
- The opportunity to sponsor and present the Award of your choice.
- Your business name on trophy.
- The opportunity to give a 5-minute speech at the Awards event.
- The opportunity to create a short video with the founder about the Awards.
- Attendance of you and your guests to the exclusive VIP Drinks Reception.
- Your logo will remain on the email signature and website for twenty-four months.



Claire Twells, Inspirational Female Leader 2019 and Glynis Wright MBE, Headline Sponsor 2019



David Major, Founder & Director of Creative Direction

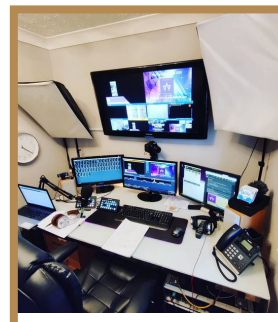
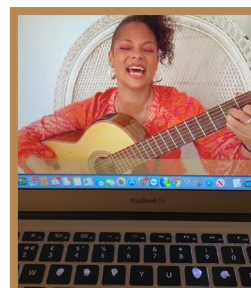
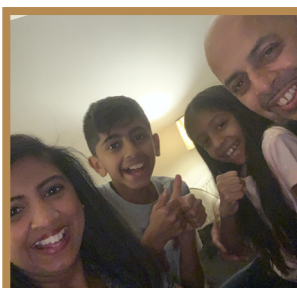
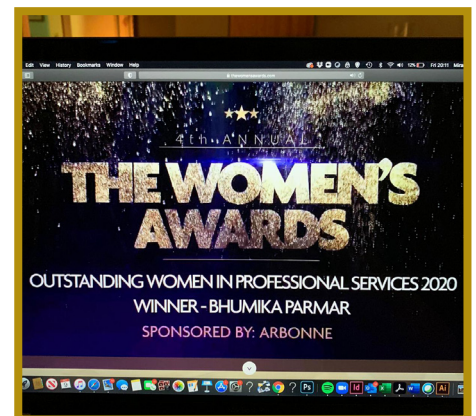


2. **Strategic Brand & Website Development Sponsor - £8,000.00**

Already taken for 2020 – 2023 by Creative Direction.

This exclusive Sponsorship opportunity includes:

- Your business logo on all marketing materials, social media promotion, website and logo board.
- 2 full pages of advertising space in the event brochure.
- A table of 10 guests.
- Premium table position at the event.
- An opportunity to be on the Judges Panel for the category of your choice.
- The opportunity to sponsor and present the Award of your choice.
- The opportunity to give a 5-minute speech at the Awards event.
- The opportunity to create a short video with the founder about the Awards.
- Radio, newspaper, social media, blogs, opportunities where appropriate.
- The opportunity to attend and speak at various network events designed to promote the awards. These may take place at venues across the East Midlands through out the year.
- Attendance of you and your guests to the exclusive VIP Drinks Reception.
- Logo will remain on the EMWA email signature and website for thirty-six months.



Please note: All prices quoted are subject to VAT.

3. **Diamond Sponsor - £6,000.00**

This opportunity offers you and your business:

- A table of 10 guests
- Access to the exclusive VIP Drinks Reception for you and your guests
- Your business logo on all marketing materials, social media promotion, website, and logo board,
- The opportunity to present an Award,
- The opportunity to be on the Judging Panel,
- Premium table position at the event,
- One full page of advertising space in the event brochure,
- Radio, newspaper, social media, blogs, opportunities where appropriate



Cllr. Adam Clarke, Inspirational Male Support Female Leaders 2017 and Sandra Pollock OBE



Karen Williams OBE, Outstanding Women with Community Impact 2018 and Sonial Thompson, WIMUK National Chair.

4. **Trophy Sponsor - £3,500.00**

The Silver package offers you and your business the following opportunities:

- Your business name on trophy,
- Your business logo on website,
- Logo in event brochure,
- Tickets for 5 guests,
- One full page advert in the event brochure.



5. **VIP Reception Sponsor - £1,500.00**

This is an opportunity to sponsor

- the VIP Drinks Reception held in a separate lounge ahead of the Awards on the evening of the event,
- be the named sponsor
- Have your business name and logo within the brochure) as the VIP Drinks Reception Sponsor and
- Receive two tickets to the event.



6. **Bronze Sponsor - £675.00**

- A table for 10 guests
- A ¼ page advert in the event brochure
- Logo on website.



7. **Other Sponsorship Opportunities include:** **Audio Visual Sponsors, Online Live Stream Sponsor:**

- Half page advert in the Awards Programme.
- Two complimentary tickets to the awards ceremony to be held on the evening.
- Branding on the website and Awards page – position as (named) Sponsor.
- Branding or company acknowledgement across all communication platforms including, weekly
- e-shots and social media campaigns both pre and post event.
- Company logo included in awards presentation.
- Branding/advertising opportunity at the event – be it to leave something on each table.
- Space to display a pull up banner in the main space of the event (if required).

WOMEN'S AWARDS – EAST
MIDLANDS 2020



Please note: All prices quoted are subject to VAT.

WOMEN'S



A W A R D S

Celebrating Women's Achievements

WOMEN'S



A W A R D S

EAST MIDLANDS

WOMEN'S



A W A R D S

WEST MIDLANDS

**To arrange a meeting to discuss the
Women's Awards and how you can become
one of our Sponsors**

Call us on +44 (0) 1164 786 768

or

**send us and email to
info@thewomensawards.com**

**Visist our website
www.thewomensawards.com**