



Women's Sport Trust

Our Impact and What We Do

WHO ARE WE?

Women's Sport Trust is
the UK's most influential
women's sport charity

We have the ability to reach, engage
and stimulate action amongst leaders
and opinion formers across sport,
business and the media



OUR MISSION AND FOCUS

MISSION

To raise the visibility and increase the impact of women's sport through the promotion of diverse athlete role models, increasing media coverage and improving the funding landscape

WHAT ARE WE TRYING TO CHANGE?

31.2%

Women playing sport at least once a week compared to 40.7% of men

64%

Girls dropping out of sport before they end puberty

67%

Elite athletes feeling public & media value their looks over sporting achievements

18%

Women board members across 28 International Sports Federations

17%

Qualified coaches who are female, dropping to 12% for elite coaches



WHAT WE'RE DOING

CAMPAIGNS

#BeAGameChanger
Recognises individuals and organisations progressing women's sport

#Onside
Engages men and boys to take action to support women and girls in sport

#AthleteInfluencers
Brings together and amplifies the voice and impact of athletes on women's sport

PLATFORMS

Imagery
Create and promote the best of women's sports photography

Stories
Write about women's sport in a way that's not been done before.
Via Mixed Zone and Blue Plaque initiative

Events
High value inclusion through sport events for businesses, keynotes and conferences

INSIGHT

Produce and comment on the latest insight and thought leadership relating to women's sport

Contribute to policy

Raise and react to live issues



IMPACT & INFLUENCE

REACH

We get to the people and organisations with the power to reshape the sporting landscape

WST is in the top 1% of global social media influencers and awards trend #1 in the UK

We are directly connected with top athletes, sporting influencers & media decision makers

ENGAGE

We run targeted events, campaigns and initiatives that enable brands to engage with key influencers and athletes

ACT

We stimulate real change

We create opportunities - driving media coverage and recognition for women's sport



KEY WOMEN'S SPORT TRUST NUMBERS

70,000 +



Votes in our 2016 #BeAGameChanger Awards

5.5 MILLION +



Impressions of #BeAGameChanger hashtag

350 +



Leaders from sport, business & media attended BAGC awards

220,000 +



Views of 'Giving 100%' online video series with partner Virgin Giving

TOP 20



Co-Founders named in Top 20 Most Influential Women in UK Sport by Daily Telegraph

200,000 +



Visual Guidelines for Sporting Women sent to 200,000 professional photographers

100 +



Pieces of WST media coverage Mail on Sunday, Sky News, The Times & BBC News

74,000 +



Viewers of Blue Plaque Rebellion launch, part of live BBC Wimbledon broadcast



WOMEN'S SPORT IN 2017

100 MILLION +



Global TV audience
of Women's Cricket
World Cup final

4 MILLION +



UK TV viewers of the
Lionesses' 2017
European Championships
semi-final

2 MILLION +



UK TV viewers of
Women's Rugby
World Cup final

105,000 +



Ticket applications
for Women's Hockey
World Cup



WHAT THEY SAY

"WST have been ground-breaking in pushing women's sport into new and exciting territory. They have led the charge and are an absolute inspiration to me and many others."

KATE RICHARDSON-WALSH OBE
GOLD MEDAL WINNING HOCKEY CAPTAIN

"We were blown away. I go to a fair amount of industry bashes and this was by far the most inspiring & most fun I've had. It's a big reason why our sports group has decided to become more involved in women's sport."

JULIAN MOORE
PINSENT MASONS

"WST is an indefatigable powerhouse who have invaded every area of women's sport, in a good way, to make it more functional, better funded, more visible. Their energy and will power is astonishing. They have made a difference."

SUE MOTT
SPORTS JOURNALIST

"The WST are powerful advocates for change."

TANNI GREY-THOMPSON DBE
11X PARALYMPIC GOLD MEDALLIST



PARTNERSHIPS & HOW TO GET INVOLVED

We start by recognising your brand ambitions, target audiences and the impact you want from a partnership

Using these insights, we tailor a package which capitalises on the power of sport to help you realise your goals

Potential partnerships include:

- Headline sponsorship of the UK's most prestigious women's sports awards
- Exclusive rights to our innovative campaigns
- Access to our athlete ambassadors
- In-house events
- Media programmes
- Exhibitions
- Thought-leadership publications

We can create impactful partnerships for most budgets - from £2,000 to £150,000.



CASE STUDY — GETTY IMAGES

Getty Images, a world leader in visual communications, partnered with Women's Sport Trust in 2016 to launch an innovative partnership which would increase the visibility of female athletes and women's sports, whilst also challenging the way in which female athletes are portrayed in imagery

FREE IMAGES TO SCHOOLS AND NOT-FOR-PROFITS

'Best of Women's Sport' curation made available free of charge to schools, universities and not-for profit organisations to promote the powerful depiction of women and girls in sport to the broadest audience possible

SETTING THE STANDARD

Collaborative creation of photography guidelines to develop fresh, relevant, aspirational imagery of sporting females
The guidelines have been distributed to over 200,000 professional photographers

MORE FEMALE PHOTOGRAPHERS

Getty and WST are collaborating to provide **two paid internships** for two up & coming female photographers



gettyimages®



WHY WORK WITH US?

Gain brand and reputational advantage by associating with the growing profile of women's sport

Demonstrate you're serious about inclusion, talent and reaching diverse markets

Help promote strong, visible role models in sport and business

Access networking opportunities with senior leaders in sport, business and media



OUR PATRONS & PARTNERS

- The Women's Sport Trust works with influential patrons to help shape our thinking and raise our profile
- Our sponsors and partners are vital to everything we do and help provide invaluable funds and brand support to create a change in gender equality

PATRONS



Kate Richardson-Walsh
OBE



Sophie Christiansen
CBE



Anna Watkins
MBE

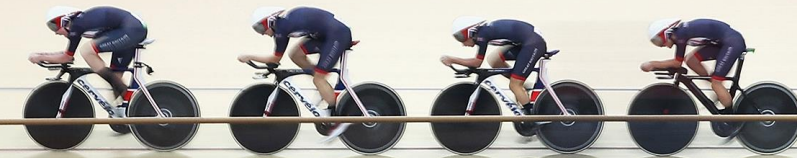


Maggie Alphonsi
MBE



Kelly Smith
MBE

SPONSORS & PARTNERS



CONTACT US

For more information or to arrange an informal conversation about opportunities to get involved with the Women's Sport Trust, please contact Jo Bostock or Tammy Parlour.

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