



---

Women's Sport Trust  
**BeAGameChanger Awards**

---

# WHAT ARE THEY?

The #BeAGameChanger Awards are the UK's most prestigious women's sport industry awards.

They recognise the individuals and organisations doing the most to advance women's sport and uses these examples to inspire action

**350 +**

Leaders from sport, business and the media in attendance

**70,000+**

Public votes

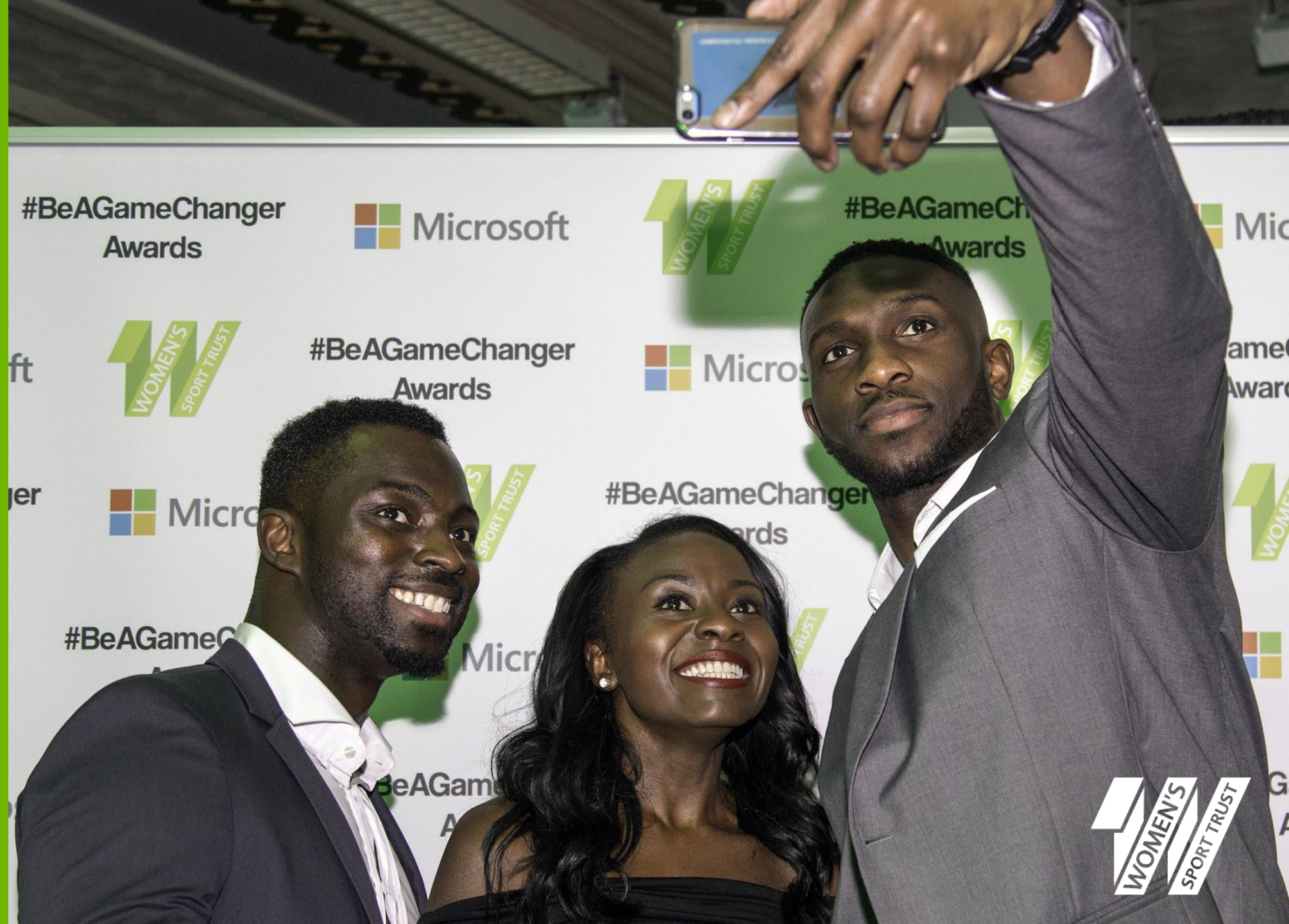
**3 MILLION+**

Global social media audience reached on the night



# WHAT CAN IT DO FOR MY BUSINESS?

- Position your brand as a leader in inclusion
- Using your influence to progress equality in business, sport and society
- Drive brand awareness in an increasingly significant sporting market
- Gain access to high-profile athletes, experts and influencers



# SPONSORSHIP PACKAGES - 2018

## HEADLINE SPONSORSHIP

### THROUGHOUT THE YEAR

- Logo on all #BeAGameChanger assets - website and media throughout the year
- Profile raised through PR campaign including social & mainstream media
- Customised in-house or client event with a leading athlete and expert facilitator to promote gender inclusion in your business or industry sector

### AT THE AWARDS

- Logo on all invitations, tickets, correspondence
- Company brand at the venue and throughout media interviews
- Access to national media opportunities at pre-awards media Green Room
- Place on the Expert Panel - network with sport, media & business leaders
- Two tables at the awards (10 seats per table) and athletes guest on your tables
- Speaking platform at the event - opportunity to highlight your brand's support to actual and potential clients in an awards opening/welcome

## AWARD CATEGORY SPONSORSHIP

- Exclusive ownership of one of six categories and the associated award(s)
- National branding with WST and the #BeAGameChanger Awards
- Content / branding for internal communications to engage staff / clients
- Excellent networking opportunities with senior leaders and keynote speakers
- Opportunity to present award(s) on the night
- Table at the Awards (10 seats) for entertaining clients & rewarding employees
- Option to sponsor young people's table (additional cost)

## TABLE SPONSORSHIP

- 10 executive seats per table
- Opportunity to share your table with an elite athlete
- Entertain clients or reward employees such as employee network group members
- Networking opportunities with senior figures from business, sport & media

# AWARD CATEGORIES - 2018

## ATHLETE ROLE MODELS

TEAM

INDIVIDUAL

## LEADERSHIP

AMBASSADOR

NGB

## INITIATIVES

LOCAL

NATIONAL

## BRAND/ SPONSOR PARTNERSHIP

## MEDIA

IMAGERY

MEDIA INITIATIVE

## OUTSTANDING CONTRIBUTION



# 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.

[jobostock@womenssporttrust.com](mailto:jobostock@womenssporttrust.com) / 07984 150 366

[tammyparlour@womenssporttrust.com](mailto:tammyparlour@womenssporttrust.com) / 07951 535 876

