



SPONSORSHIP OPPORTUNITIES 2025



THE OPPORTUNITY FOR CHANGE IN AV

The AV industry is facing a critical need for greater gender diversity. Women are underrepresented, encounter pay gaps, and face barriers to advancement, particularly in technical and leadership roles.

Diversity fuels innovation, improves retention, and supports industry growth, while inclusivity empowers individuals, unlocks potential and sparks creativity.



ABOUT RISE AV



MISSION

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

IMPACT

Our initiatives support and empower individuals at all stages of their professional growth - from entry-level to the highest executive positions.

PROVEN SUCCESS

Building on the success of Rise WIB since 2017, this programme has supported over 1,000 women in technical, engineering, and executive roles, with a global membership of over 3,000.

SERVING THE ENTIRE INDUSTRY

- Rise AV is open to professionals in the AV, 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 support our initiatives across the entire ecosystem and help build an inclusive AV industry where gender diversity drives innovation, fosters equity, and creates opportunities for all—shaping the future of AV.



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



Stephen Patterson
Biamp
Sales Director, EU+Africa



Jenny Hicks
Midwich
Head of Market Intelligence



Jamie Brothwell
Exertis Business
Managing Director



Daniel Lee
Hewshott UK
Managing Director



Anthony Olivier
AVI-SPL UK & Ireland
Director of Business Development



Jane Hammersley
Blue Touch Paper
Queen of Collaboration



Denise Hughes
Woop Jobs
Managing Director



Katy Thorpe
Kinly
Global People Director

**“Being so new to the industry,
with initiatives like Rise I’m lucky
to say I already feel used to
seeing women front and centre.”**

- Eloise Russel, Sales Enablement Executive, Ovyo
and Rise WIB mentee

THE MENTORING PROGRAMME



The Rise AV Mentoring Programme will launch in May with a free, six-month initiative designed to support and empower women working in, or aspiring to work in, AV, live and residential technology sectors.

Participants are paired with experienced industry mentors and gain access to face-to-face networking events, workshops, and seminars, all aimed at fostering professional growth and development.

MENTEES

PROGRAMME BENEFITS - MENTEES

- Personalised career guidance and development strategies
- Skill-building through workshops and seminars
- Access to a supportive network of industry professionals
- Increased confidence and self-awareness
- Exposure to diverse career paths and growth opportunities

MENTORS

PROGRAMME BENEFITS - MENTORS

- Share expertise and shape future leaders
- Strengthen leadership and coaching skills
- Promote diversity and inclusivity in the industry
- Expand your network and connect with emerging talent
- Gain satisfaction from guiding and inspiring others

THE FUTURE OF RISE AV

Our vision is to drive ambitious initiatives that shape the future of women in AV by fostering diversity and equity across all ages, regions, and companies within the AV, live, and residential technology sectors.



The C-Suite Programme

A dedicated programme for women already in or making the transition into senior leadership.



Global Mentorship

Empowering women through mentorship, networking, and professional development in Europe, US and beyond.



Rise AV Academy

Engaging school students (ages 11-18) with AV engineering workshops.



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.

“Being a Rise Mentor has been an incredibly fulfilling experience and I think I have probably got as much, if not more out of it than my fabulous mentee whose passion, energy & commitment to learning and development is so impressive I know she is going to go far.”

- Heidi Shakespeare, CEO, MEMNON
and Rise WIB Mentor

TOGETHER WE CAN SHAPE THE FUTURE OF AV



Sponsors are essential to Rise AV's success and its ongoing impact on the AV industry. Without your support, Rise AV could not drive the innovation and inclusivity we strive for.

The launch mentorship programme and future initiatives can only become a reality with your support as our sponsors.

Your commitment directly enables Rise AV to create transformative programmes that lay the foundation for a more diverse and inclusive AV sector.

SO, WHY SPONSOR RISE AV?

Enhance Your Brand and PR

Align with a movement driving diversity and inclusion in the AV industry, showcasing your commitment to empowering women and promoting diversity in AV.

Build Talent Pipelines:

Gain access to a pool of skilled, diverse candidates for recruitment.

Expand Networks and Direct Engagement

Connect with forward-thinking companies, potential partners, and industry leaders.

Support ESG Goals

By investing in diversity and inclusion initiatives, you can demonstrate your commitment to environmental, social, and governance (ESG) principles.

Positive Brand Recognition

Position your company as a leader in diversity and inclusion.

Participation in Transformative Initiatives

Play a direct role in supporting programmes that drive long-term change.

MENTORING PROGRAMME SPONSORSHIP

UK ONLY

	Bronze £1k	Silver £2.5k	Gold £5k	Programme Headline £20k
Logo on all emails about Rise AV. Email correspondence to Rise AV members database, Advisory Board contacts and third party emails from other industry groups	●	●	●	●
Your company's logo on the partners page of the Rise website, with a link to your website	●	●	●	●
Logo on any print advertisements and signage	●	●	●	●
Opportunity to send one branded email to the mentors, mentees and membership database		●	●	●
Promotion on Rise social media channels		●	●	●
Your company's logo on promotional material to be used across the Rise portfolio of programmes and events (estimated six events during the six month programme)			●	●
Your name will be included in all press releases related to Rise and its mentoring programme			●	●
A nominee from your company to be on the Rise AV Mentoring Programme			●	●
2 people to attend Rise AV in-person mentorship programme seminars and networking events (amount of events TBD)				●
Speaking opportunity at one of our in-person networking events				●

SPONSORSHIP

HOW WILL YOUR CONTRIBUTION BE USED?



As a priority, we need to cover all of our central costs which includes staffing, operational costs, marketing, website and social media.

We then look to cover the delivery of our Mentoring Programmes. Sponsorship also covers the delivery of the programmes training, events, panels, speakers, coaches and tradeshow presence and all future initiatives.

Contracted Staff (varying hours):

Managing Director: Rachael Hamilton

Global Mentoring Manager: Carla Maroussas

Head of Marketing: Currently recruiting

Admin & Operations: Currently recruiting

DID YOU KNOW?

We can also provide tailor-made professional development programmes for your business. Offer annual sponsorship, one-off donations, event sponsorship (such as ISE), venue support partnerships

“We are not just breaking the glass ceiling - we are here to redesign the whole building”

- Jana Amirali, Digital Communications Manager, Pixotope

GET IN TOUCH

TO FORMALISE YOUR SPONSORSHIP OR REQUEST FURTHER INFORMATION



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THANK YOU

Thank you for exploring Rise AV's initiatives. Our Sponsors' support fuels inclusive representation, talent development, and innovation, fostering an equitable and vibrant industry. Your contribution matters.