



SPONSORSHIP OPPORTUNITIES 2025

CLOSING THE SKILLS GAP. EMPOWERING WOMEN IN AV.

How supporting Rise AV addresses the skills shortage and drives innovation by greater gender diversity.

9% of the AV workforce are women.

2% are in technical roles.

2.3m skilled worker shortfall by 2026.

Barriers Women Face:

- Unconscious Bias
- Lack of Mentorship and Networks
- Few visible role models
- Non-inclusive workplace cultures

Rise AV provides programmes, mentoring and support networks to attract, retain and advance women in AV.

THE CHALLENGE

The AV industry faces a severe skills shortage, with 2.3 million unfilled roles projected by 2026. At the same time, women make up just 9% of the workforce and only 2% in technical roles—the most obvious and urgent gap to address.

THE BARRIERS

Unconscious bias, lack of mentorship, limited role models, and non-inclusive cultures prevent women from entering, thriving, and staying in AV careers.

THE OPPORTUNITY

By attracting and retaining more women, the industry can double its potential talent pool. The business case is clear: diverse teams are 25% more profitable, make decisions 78% faster, and generate 19% more revenue from innovation.

THE SOLUTION

Rise AV directly tackles this gap by building networks, breaking down barriers, and creating pathways for women to succeed. With sponsor support, we can transform the AV workforce, close the skills shortage, and strengthen the industry for the future.



MISSION

We are the leading organisation dedicated to fostering gender diversity through professional development, representation and community 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 drive systemic change.

PROVEN SUCCESS

Building on the success of Rise WIB since 2017, this programme has supported over 2,000 women in technical, engineering, and executive roles, with a global membership of over 4,000. With training programmes across all continents.

PARTNER WITH RISE AV TO BUILD AN INCLUSIVE FUTURE FOR AV.



By sponsoring Rise AV, you're driving real change across the AV industry, fostering inclusivity, advancing gender diversity, and investing in skills development.

Improving the representation of women in AV is vital to building a stronger, more innovative industry, and advocacy groups like Rise AV play a key role in creating the support networks and communities that help attract, retain, and advance women in the sector.

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.

Mentoring & Professional Development

We champion women in AV. Through tailored programmes, we support, elevate, and equip women at every stage of their careers, driving growth and leadership across the industry.

Attract, Retain and Build Future Talent Pipeline

Inspire women to join, stay and thrive in AV, and protect the future of AV by bridging the gap between industry and education.

Improve Representation of Women

Representation Matters in male-dominated industries. Amplifying women's voices in AV is one of the most powerful ways to inspire more women to come into AV and stay.

Advocacy for Systemic Change

Promote actionable diversity initiatives into AV business practices to drive change from within.

Create Support Networks and Community

Build lasting support networks and communities, creating spaces where women in AV can connect, share experiences, and grow together.

WHO IS RISE AV OPEN TOO?

→ **Rise AV** is open to professionals of all levels 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.

→ We welcome **mentors** of all genders, because men should be part of the solution.

→ **Membership** is open to all genders, from anywhere in the world.



Rise _{AV} 2025 MENTORING PROGRAMME

RISE. CONNECT. SUCCEED.

A free, six-month initiative empowering women in the AV, live events, and residential technology sectors.

Designed for those starting out, within the first six years of their career, or experienced professionals seeking greater confidence and connections, it offers tailored mentoring, training, and networking to accelerate growth.

Mentees gain:

- One-to-one mentoring – guidance from experienced industry mentors.
- Specialised training – workshops on career mapping, confidence, resilience, branding, and AV insights.
- Networking opportunities – monthly meetings, industry events, and community support.
- Career growth support – clarity, skills, and confidence to seize new opportunities.

With expert guidance and a strong network, Rise AV helps you grow, connect, and thrive in your career.



“Being part of Rise AV has been a really powerful experience for me. As a mentee, I’ve felt genuinely seen and supported in a way that I hadn’t before in my career. My mentor has helped me better understand my own strengths and how to lean into them with confidence, and for the first time, I feel like I don’t have to tone myself down to fit in—I can bring all of who I am to the table.”

~ Georgina Austen-Smith, Diversified



Rise ^{AV} 2025 **ELEVATE** PROGRAMME

Invest in Women Leaders, Grow Your Business Faster

Because too many women are managing without the tools they deserve. Because confidence, capability, and leadership should be built, not assumed. Because developing your team is how your business grows.

Rise AV Elevate is a six-week, high-impact development programme launching in October 2025, designed by AV women, for AV women. It provides the skills, confidence, community, and support needed to lead with impact and step into senior roles with assurance.

Who is it for?

Women already managing or leading, or on the path to leadership and companies that believe in backing female talent and building stronger teams.

Tailored specifically for women in management, Elevate empowers participants to advance their careers, expand their influence, and shape the future of leadership in the AV industry.



Essential Leadership Skills Women Can Use Immediately



New skills to real AV industry challenges. Small group learning with mentor support.



Mentoring That Opens Doors and Expands Networks



Presenting with Presence and Impact



A Support Network and Community

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.



Jobs Board

Connecting leavers, graduates, and early-career talent with entry-level and junior roles in the AV industry



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 training programme and a curated database of female speakers, ready to step on stage and sit on panels.

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

Invest in diversity and inclusion to strengthen impact, boost reputation, attract conscious stakeholders, and drive lasting success.



Upskill Your Workforce

Investing in the women in your business will enhance satisfaction, retention, and productivity while preparing women for leadership and driving long-term success.



Contribute to Transformative Change

Take an active role in supporting programmes that create lasting, positive change, driving long-term industry transformation.

RISE AV INITIATIVE SPONSORSHIP - COUNTRY-SPECIFIC AND GLOBAL	Bronze £1k	Silver £2.5k	Gold £5k	Headline 10k (region launch partner)	Global Headline £20k (region launch partner)
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.	●	●	●	●	●
Your company’s logo on the partner page of the Rise website, LinkedIn announcement of sponsorship. Logo on any signage at country-specific exhibitions and professional development programmes (Global headline sponsor - all regions)	●	●	●	●	●
2 people to attend the 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	2
Social media coverage, including job posts and/or promotion of sponsors in-house DEI and training initiatives		2 per year	4 per year	1 per month	Unlimited
Your company’s name will be included in all press releases related to Rise AV (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			●	●	●
A nominee from your company to be on the Rise AV Mentoring Programme in your region (all regions for global sponsor)			1	2	1 per region
Interviews and Panel opportunities for women in your business to be on AV Magazine’s Making Waves Podcast			●	●	●
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.				●	●
Tailored regional marketing content, customised in collaboration between Rise AV and the sponsor to maximise local impact.				●	●
Speaking opportunity at one of our in-person networking events. (All regions for global)				●	●
Advisory Board Position in your region				●	●

GLOBAL CHAPTERS.

Not in your region yet? With your support, we can be making an impact there soon.



Our ambition is to make the Rise AV Mentoring Programme accessible worldwide. While our launch has been UK-focused to build momentum, the goal is to replicate this model globally, creating local programmes that reflect the needs of each region.

Much like Rise Broadcast, which has successfully expanded across continents over the past decade, Rise AV is now on the path to establishing global chapters. This will ensure women in AV everywhere have access to mentorship, training, and the professional networks they need to succeed.

The Role of the Headline and Global Sponsors

Headline and global sponsors play a pivotal role in making expansion possible. Sponsorship enables us to:

- Launch new chapters tailored to regional needs.
- Identify and support Regional Chapter Heads, Advisory Board Members, and Mentoring Coordinators.
- Promote programmes locally, attract mentees and mentors, and secure venues.
- Build strong peer networks that help retain and attract women in the industry long term.

Global sponsors benefit from visibility across all Rise AV regions, while regional sponsors gain top billing within their chapter and the opportunity to be seen as leaders in driving inclusion and innovation.

Contact Rachael if you'd like to bring Rise AV to your region.

RISE AV UK 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



Katy Thorpe
Kinly
Global People Director



Jenny Hicks
Midwich
Head of Market Intelligence



Stephen Patterson
Pufferfish Displays
CEO



Ben Holmes
Samsung
Director of Display Marketing



Jane Hammersley
Blue Touch Paper
Queen of Collaboration



Daniel Lee
Hewshott UK
Managing Director



Sanjit Hurst
Diversified
Director of Global Procurement



Rob Sherry
QSC
Regional Director - Northern & Eastern Europe
Managing Director - UK & Ireland

GET IN TOUCH

TO FORMALISE YOUR SPONSORSHIP OR REQUEST FURTHER INFORMATION



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