



Women

OF THE YEAR

SPONSORSHIP & SUPPORTER OPPORTUNITIES



To highlight and celebrate women's achievements in business and society, to promote role models and to inspire women to reach their potential.





W R I T E

OUR **PRESIDENT**



Sally Lindsay first appeared on stage at the Women of the Year Luncheon & Awards in 2018 to present an award to the women of the Suffragette movement, and returned the following year as its keynote speaker.

Sally is a native of Manchester and read English at Hull University where she also got the acting bug.

Sally got her first break in the ground-breaking sitcom The Royle Family. Roles in both Phoenix Nights and Fat Friends followed soon after.

Sally then went on to create one of Britain's best loved barmaids, 'Shelley Unwin' in Coronation Street, where she enjoyed a very happy five years.

Upon leaving, Sally moved very successfully into theatre appearing in the sell-out A Taste of Honey and Everybody Loves a Winner at the Royal Exchange.

Since then, Sally has appeared in numerous television shows including Channel 5 hit dramas Cold Call & Intruder, the BAFTA winning Murdered For Being Different, Dial M for Middlesbrough, Still Open All Hours, Ordinary Lies and Moving On to name just a few.

With her friend Suranne Jones, Sally created Scott and Bailey for Red Productions, in which she also starred. She also headed up seven series of Sky One's Mount Pleasant.





Sally's film credits include Pond Life, and the voice of 'Piella' in the Oscar-nominated animation A Matter of Loaf and Death. Sally is also the voice of Halifax in the multi-award winning Channel 5 animation series The World According to Grandpa.

Sally has also diversified into presenting and fronted the BBC Documentary Emmeline Pankhurst: The Making of a Manchester Militant.

In 2018, Sally filmed the documentary series Posh Hotels with Sally and Nigel for Channel 5 which has led to 2 series of Sally Lindsay's Posh Weekends.

Sally is Creative Director of Saffron Cherry Productions with whom she created, produced, wrote, and stars in The Madame Blanc Mysteries for Channel 5 & Acorn TV.

Committed to inspiring, celebrating and promoting female role models across all areas of society and the business community, Sally will help the Women of the Year Luncheon & Awards continue to celebrate the achievements of women across the UK.

OUR DIRECTORS



Zalena
Vandrewala

Managing Associate, Freeths LLP

Zalena Vandrewala is a commercial litigator with Top 50 National Law Firm, Freeths LLP.

Having been recognised for her work in the Legal 500, Zalena has conducted and resolved a wide range of commercial and general disputes nationwide over the last 20 years including working on the landmark case to claim compensation on behalf of subpostmasters in the recent Post Office litigation.

Zalena is also a mentor for start-up and SME businesses throughout Cheshire and Staffordshire and is passionate about supporting young people in business to help achieve their goals.

Zalena also actively supports and advises the neonatal unit at Liverpool Women's Hospital on various matters including family integrated care and parental experience as well as having supported and advised the Liverpool Neonatal partnership as they prepare to open the largest neonatal unit in Europe in 2026.



Wendy
Dean

CEO, Strategi Solutions Group

Wendy Dean is passionate about giving women the support they need to further their careers via coaching, learning and mentoring.

With a career firmly rooted in HR, Wendy left her job as an HR Director at 50 to set up her own business, Strategi Solutions Group Ltd in 2015. Now the company works with businesses such as Smyths Toys, Alton Towers and the University of Staffordshire, providing services in HR, Creative and Learning.

2024 saw Wendy collaborate with Apprenticeship provider Axia Solutions to develop the first Level 7 Apprenticeship for Senior Women Leaders.

"Supporting women isn't just about leaving down the ladder, it's about building an elevator that can hold more women and move much quicker – my involvement in the Women of the Year Awards aims to do just that."

OUR HISTORY

The Women of the Year Luncheon & Awards was established in Nottingham in 1982 as a ladies' luncheon to raise monies for a charity called The Winged Fellowship Trust.

Over 40 years on, we continue to support our chosen charities each year. In recent times we have been proud to support charities including Revitalise, Marie Curie and The King's Trust: Women Supporting Women.

Over the years, the event has grown from being a regional ladies' luncheon to a national awards ceremony with a key focus on business.

The event now plays host to around 400 guests and recognises the achievements of women in business and women that have strived to achieve the unthinkable in the most challenging of circumstances across the country.

WOMEN OF OUR AWARDS: RONI SAVAGE JULIANNE PONAN MBE FIGAN MURRAY OBE CLAIR HEAVISIDE ELEANOR DEELEY THE WOMEN OF THE WINDRUSH SUZANNE LINTON CAROL SHANAHAN OBE THE WOMEN OF THE NHS JENNIE JOHNSON MBE DEBBIE FRANCIS THE WOMEN OF GRENFELL PAULINE EDDEN FIONA ALLAN THE WOMEN OF THE RAF THE WOMEN OF THE SUFFRAGETTE MOVEMENT FLEUR SEXTON THE WOMEN OF THE EMERGENCY SERVICES JACQUI O'DONOVAN MARGARET ASPINALL DR SHARON REDROBE OBE BARONESS HELEN NEWLOVE BARONESS STEDMAN-SCOTT OBE JENNY CAMPBELL CLAIRE LOMAS MBE JULIE KENNY CBE MARGARET HUMPHREYS CBE EMMA ELSTON MBE MARTINE WRIGHT MBE JULIE WHITE LUCY SHUKER SUZIE NORTON KAREN DARKE DAME ASHA KHEMKA DBE HILARY LISTER KATIE PIPER HILARY DEVEY PROFESSOR CHRISTINE KING CBE KARREN BRADY CBE VICKI HEYWOOD CBE DORIAN CHAN JUDY NAAKE CAROL BURKE DAME MAUREEN BRENNAN JEANETTE ORREY MBE SARAH TREMELLEN LOUISE POTTER KAREN PICKERING MBE JANE LODGE POLLY VACHER MBE VALERIE GOODCHILD GOVERNOR DORCAS MUNDAY MBE LISA BURKE MARGARET HUMPHREYS CBE JULIE JASPER BARONESS TANNI GREY THOMSON FIONA HUDSON DILYS WILLIAMS SUZY BRAIN ENGLAND OBE BRIDGET BLOW PROFESSOR DEIRDRE KELLY OBE CHRISTINE LEUNG PERWEEN WARSI- CBE JOAN BRANDER MBE BEVERLEY HODSON OBE NANCY DOYLE JANET WILLIAMS DOROTHY HADLEY MBE TRACEY KIMBERLEY JUDITH DANCE BRONWEN CURTIS YVETTE PRICE-MEAR PATRICIA GILLESPIE IRENE KOTCHIN ANNE SENDALL TERRY HADLEIGH JANE MOYLE BERTHA SMITH SHIRLEY HAMILTON ANNETTE SMITH ANNE PITMAN JOAN ADAMS ELIZABETH NOWAKOWSKA SALLY PRESTON DENISE LEIGH

**This year's
event date**

10.10.25

10am – 4pm

Legends Suite

Etihad Stadium, Ashton New Road,
Manchester M11 3FF





SPONSORSHIP & SUPPORTER PACKAGES

SPONSOR THE

WOMAN OF ACHIEVEMENT AWARD

Introducing the prestigious Emmeline Pankhurst – Woman of Achievement Award, paying homage to the remarkable English political activist who led the UK suffragette movement.



About the Emmeline Pankhurst – Woman of Achievement Award

On the 22nd May 2017, following a concert by American pop singer Ariana Grande, the Manchester Arena was subject to a terrorist attack.

Martyn Hett, one of the 22 people to lose their lives in the devastating attack, was the son of Figen Murray OBE. Since the passing of Martyn, Figen has made it her mission to promote peace and positive change in his name.

She is the driving force behind the creation of Martyn's Law, a legislation which will require venues with a capacity of 100+ to improve security against the threat of terrorism.

On behalf of the Women of the Year community, we thank Figen for her tireless efforts and congratulate her on this well-deserved award.



Figen Murray OBE, 2024 Winner



W
2025

Emmeline
Pankhurst
WOMAN OF ACHIEVEMENT

AWARD

BENEFITS OF SPONSORING

- Recognised as sponsor of the Emmeline Pankhurst Woman of Achievement Award 2025
- Recognised as a sponsor on all pre-launch marketing & PR for the awards
- Opportunity to present the winner with their award
- 2 tickets for the Awards luncheon
- A half-page advertisement in the event programme
- Branding on all pre-event marketing and all event graphics
- One email opportunity to the Women of the Year partners, supporters, and friends

Package price:

£5,000 +VAT



SPONSOR THE

BUSINESS WOMAN OF THE YEAR AWARD

This award recognises remarkable women in the business world who are breaking boundaries and achieving significant milestones in their careers.

It is open to business leaders who demonstrate qualities such as vision, innovation, and leadership.

Entrants will have made notable contributions to their field and inspired others with their achievements.



**Business
Woman**
OF THE YEAR



It is open to business leaders who demonstrate qualities like vision, innovation, and leadership. Entrants will have made notable contributions to their field and inspired others with their achievements.

Shortlisted from over 300 applicants across the country, the award for the Business Woman of the Year 2024 was presented to Roni Savage.

As the CEO and Founder of Jomas Associates (Engineering, Environmental, Land Remediation), Roni captivated our judges with her remarkable journey in the construction industry—where only 12% of the workforce are women, and just 2% hold leadership roles.

In addition to breaking barriers in construction, Roni is dedicated to raising the profile of women in engineering and inspiring more girls to pursue careers in the field.

Previous winners of the award have included Clair Heaviside, Co-Founder and Creative Director of multi-award-winning digital agency Serotonin (2023); Suzanne Linton, CEO at Freestyle (2022); Jenny Campbell, Founder and CEO for YourCash Europe (2014); and Karren Brady CBE, CEO at West Ham United FC (2007).

Business Woman of the Year Award Package

**Be recognised as sponsor of the
Business Woman of the Year award by
over 400 guests at the prestigious 2025
Women of the Year Awards Luncheon.**

Package price:

£5,000 +VAT



For more details, please contact the 2025 Women of the Year Awards & Luncheon team, details at the back of this brochure, or contact us at womenoftheyear.org.uk/contact

BENEFITS OF SPONSORING

- Recognised as sponsor of the Business Woman of the Year Award 2025
- Your company logo featured on all on-site brand and marketing assets
- Recognised as a sponsor on all pre-launch marketing and PR
- Your logo features on the invitations
- A half table of 5 guests at the 2025 Awards luncheon
- A half page advertisement in the event programme
- Branding on all pre-event marketing and all event marketing
- One email opportunity to the Women of the Year partners, supporters and friends
- Presentation of a Woman of the Year Award.

Plus:

Exclusive networking opportunities at three events taking place throughout the year, targeting 'Women In' organisations.

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SPONSOR THE

FREETHS
WOMAN
WITH EDGE
AWARD

SOLD

This Woman with Edge award is open to women who are excelling in their careers, who are actively involved in their communities, have initiated impactful programmes, or have undertaken innovative and unique projects.



Woman *with* Edge
FREETHS

The Woman with Edge Award, sponsored by leading law firm Freeths LLP, celebrates a courageous female business leader who has challenged the status quo to make significant changes in their industry.

Securing the 2024 accolade was Julianne Ponan MBE. As an anaphylaxis advocate and founder of the top 14 allergen-free brand: Creative Nature Superfoods, Julianne amazed the judges with her incredible journey and relentless drive to improve the lives of those with allergies.

From participating in government consultations to campaigning for Natasha's Law, and speaking out on issues like food labelling and discrimination, her impact is truly inspiring.

Previous winners of the award have included Debbie Francis, Managing Director at Direct Rail Services (2019); and Fiona Allan, Chief Executive and Artistic Director at Birmingham Hippodrome, (2018).



Julianne Ponan MBE, 2024 Winner

Freeths Woman with Edge Award Package

Be recognised as sponsor of the Woman with Edge award by over 400 guests at the prestigious 2025 Women of the Year Awards Luncheon.

Package price:

£5,000 +VAT

SOLD



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BENEFITS OF SPONSORING

- Recognised as sponsor of the Woman with Edge Award 2025
- Your company logo featured on all on-site brand and marketing assets
- Recognised as a sponsor on all pre-launch marketing and PR
- Your logo features on the invitations
- A half table of 5 guests at the 2025 Awards luncheon
- A half page advertisement in the event programme
- Branding on all pre-event marketing and all event marketing
- One email opportunity to the Women of the Year partners, supporters and friends
- Naming rights of this Woman of the Year Award, and the opportunity to exclusively present the winner with their award

Plus:
Exclusive networking opportunities at three events taking place throughout the year, targeting 'Women In' organisations.

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Headline
Sponsor ...

SOLD



HEADLINE SPONSOR

The headline sponsor of the 2025 Women of the Year Awards will not only benefit from an association with this highly prestigious event, but will be featured in all branding, marketing and PR activity and recognised as the leading partner for the event celebrations.



The Headline Sponsor Package

Be recognised as the headline supporter by over 400 guests at the prestigious Women of the Year Awards Luncheon.

Enjoy the benefits of being the Headline Sponsor by featuring on all pre and post event Marketing & PR.

Package price:

£35,000 + VAT

SOLD



For more details, please contact the 2025 Women of the Year Awards & Luncheon team, details at the back of this brochure, or contact us at [womenoftheyear.org.uk/contact](https://www.womenoftheyear.org.uk/contact)

BENEFITS OF SPONSORING

- Recognised as the headline supporter for the 2025 Awards
- Your company logo adjacent to the Master Women of the Year logo on all brand and Marketing assets
- Home Page takeover on the website www.womenoftheyear.org.uk
- Featured on all pre and post Marketing & PR
- Full recognition as the leading sponsor at the event on the day
- Ten tickets to the 2025 Awards Launch Event
- Two tables of ten at the 2025 Awards Luncheon
- Five rooms at the hotel the night before the event
- A full-page advertisement in the event programme and a foreword from your company
- Presentation of a Woman of the Year Award
- Branding on all pre-event Marketing and all event graphics
- Up to three emails to the Women of the Year partners, supporters and friends
- All other Key Supporter benefits

Plus:

Exclusive networking opportunities at three events taking place throughout the year, targeting 'Women In' organisations.

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KEY SPONSOR PACKAGE



Key Sponsor Package

**Be recognised as a Key Sponsor by
over 400 guests at the prestigious 2025
Women of the Year Awards Luncheon.**

Package price:

£15,000 +VAT



For more details, please contact the 2025 Women of the Year Awards & Luncheon team, details at the back of this brochure, or contact us at womenoftheyear.org.uk/contact

BENEFITS OF SPONSORING

- Recognised as a Key Sponsor for the 2025 Awards
- Your company logo featured on all brand and Marketing assets.
- Recognised as a Key Sponsor on all pre and post Marketing & PR
- Your logo featured on the website www.womenoftheyear.org.uk
- Two tickets to the 2025 Awards Launch Event
- A table of ten at the 2025 Awards Luncheon
- A full-page advertisement in the event programme
- Presentation of a Woman of the Year Award
- Branding on all pre-event Marketing and all event graphics
- Two email opportunities to the Women of the Year partners, supporters and friends

Plus:

Exclusive networking opportunities at three events taking place throughout the year, targeting 'Women In' organisations.

[WOMENOFtheyear.ORG.UK](https://womenoftheyear.org.uk)

EVENT SPONSOR OPPORTUNITIES

Be recognised as a supporter by over 400 guests at the Prestigious 2025 Women of the Year Awards Luncheon.



For more details, please contact the 2025 Women of the Year Awards & Luncheon team, details at the back of this brochure, or contact us at womenoftheyear.org.uk/contact



Opportunities include

Event Videography	£3,000
Event Photography	£3,000
Event programme	£2,500
Entertainment	£2,500
MasterChef sponsor	£2,500
Event trophies and awards	£1,500
Flowers and table centres	£2,500

[WOMENOFtheyear.ORG.UK](https://womenoftheyear.org.uk)

GOODY

BAG

CONTENTS

Be recognised as a supporter by over 400 guests at the prestigious 2025 Women of the Year Awards Luncheon by adding a gift and a message from your company.



Gifts should be valued at a minimum of £10 or more and may be personalised with your logo and branding. Categories are exclusive, so please hurry to secure your place.



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For more details, please contact the 2025 Women of the Year Awards & Luncheon team, details at the back of this brochure, or contact us at womenoftheyear.org.uk/contact



If you'd like to discuss details of the Goody Bags, please contact the 2025 Women of the Year Luncheon & Awards team, details at the back of this brochure.

BENEFITS OF SPONSORING

- Fragrance
- Make-up
- Jewellery & Accessories
- Confectionery & Chocolate
- Beverages (alcoholic & non-alcoholic)
- Experiences
- Leisure vouchers
- Holidays, Travel & Events
- Gadgets & Electronics
- Toiletries & Treatments
- Clothing
- Bags & purses
- Ornaments

You should allow for 420 gifts and be mindful of the size of your chosen item.

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RAFFLE PRIZES

The Luncheon Raffle is a major part of the Women of the Year annual event.





1. Recognised in the event programme.
2. Your contribution recognised on the website www.womenoftheyear.org.uk
3. A raffle prize email to the Women of the Year partners, supporters and friends.

SUGGESTED CATEGORIES

- Jewellery
- Beverages (alcoholic & non-alcoholic)
- Experiences
- Leisure vouchers
- Holidays, Travel & Events
- Gadgets & Electronics
- Clothing & Personal Shopping
- Designer & luxury goods

WOMENOFtheyear.ORG.UK

A woman with long blonde hair, wearing a blue and black patterned dress, is looking down at a product display on a table. To her left, another woman with grey hair and glasses is also looking at the display. The background shows other people at the event. The text 'SMALL BUSINESS' is overlaid in large, white, outlined letters across the top of the image.

SMALL BUSINESS

EXHIBITOR

As part of our Market Place, we are pleased to host a Mini Expo where we welcome small local businesses to showcase how they support the business community and to promote their products and services.

Each exhibitor will be provided with a 6ft table and tablecloth, and a ticket to attend the awards luncheon which takes place at 12 noon.

We only have a limited amount of exhibitor spaces available at just £375 + vat

Spaces are limited so early booking is advisable.

Please contact Allison MacDonald-Smith for more information on email allison@elstongroup.co.uk

Introducing the **EXCLUSIVE**

PINK TICKET RAFFLE

Our Pink Ticket Raffle has always been a big talking point at the Women of the Year Luncheon and Awards each year, with tickets sold both before and during the main event.

1982



The raffle is drawn before the end of the event and there is always a buzz of excitement when the winner is announced.

All monies raised from this raffle go directly to our chosen charities – The Kings Trust and The Pankhurst Trust (Incorporating Manchester Women's Aid).

BENEFITS OF SPONSORING

- Recognised as a sponsor and supplier of the Exclusive Pink Ticket Raffle for 2025
- Recognised as a sponsor with branding on all marketing and PR for the 2025 event
- Opportunity to present the winner with their prize
- 2 places for the 2025 awards luncheon
- A half page advertisement in the event programme
- Branding on all pre-event marketing and event graphics
- Opportunity for your own sales literature to be on display at the awards luncheon

PLEDGE PACKAGE

New for 2025, businesses have the opportunity to pledge £1,000 to demonstrate their commitment to supporting women.

Your pledge will also help the charities that WOTY supports each year, which includes The Kings Trust 'Women Supporting Women', and The Pankhurst Trust (incorporating Manchester Women's Aid), all whilst helping with the continued success of the WOTY movement.



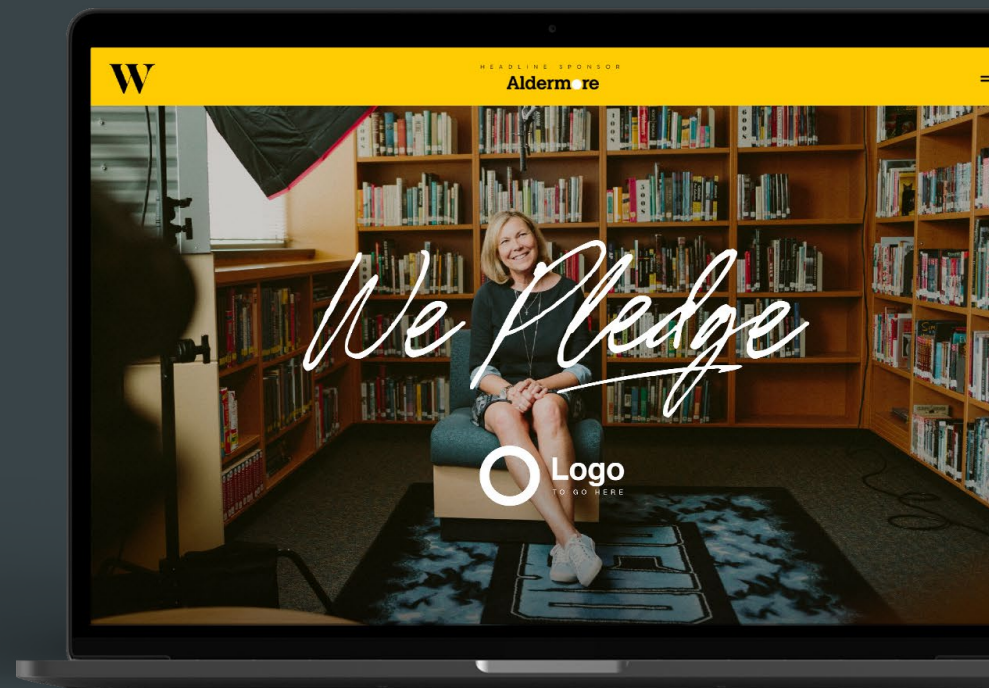
WOMENOFtheyear.org.uk

As part of your pledge we would ask you to provide 1 hour of mentoring to a young business woman either from The Kings Trust <https://www.kingstrust.org.uk> or agree to speak at one of the relay networking events that are run by Girls Out Loud <https://girlsoutloud.org.uk>.

Your company logo will feature on our digital pledge board that will be prominently situated on the Women of the Year website. Each business that pledges their promise will be showcased via an exciting array of content personalised to them and their brand.

For a one-off £1,000 + vat payment, businesses will receive the following:

- Company logo on Pledge Supporters page
- Dedicated company page featuring:
 - Spotlight FAQ
 - **Who...** you are – a brief business bio
 - **Why...** you are making this pledge
 - **What...** does WOTY mean to you
 - Link to your website
- Company logo in our 'Pledge Supporters' section of the event programme
- At the event – Company logo featured on our digital pledge board that will be displayed throughout the welcome drinks reception and the main event
- One social post via the WOTY channels to introduce your company as one of our Pledge Supporters
- You will be added to our WOTY mailing list where you will receive regular updates and invitations to the many different WOTY events that run throughout the year
- Free entry into our prize draw to win a pair of tickets for WOTY 2025 (terms apply)
- £50 from each pledge will be donated to our chosen charities
- Pledge is valid for 12 months from time of booking



In addition, all pledging sponsors will benefit from reaching hundreds of C-Suite directors through the Women of the Year database and followers and users of our website and social media channels.

*Pledge
here*



There's more
to life than being
a passenger.

Amelia
Earhart
PILOT



Contact Us

For more details or to discuss any of the sponsorship opportunities, please contact:

Danny Williams,
Brand Partnerships Director.

e danny.williams@nextlevelconsultancy.co.uk
t **0161 726 5845**

