



## **Maritime UK's Diversity in Maritime 2022 Sponsorship Packages**

For organisations that want to be seen to be at the forefront of their industry, to position themselves as leaders of Maritime UK's Diversity in Maritime programme and take an active part in the programme, to those who want to be seen to be supporting the aims of the programme, there are sponsorship packages to meet every need and budget.

Sponsorship of the Diversity in Maritime programme also enables organisations to position their goods and services to show their leadership of best practise in diversity.

All sponsors will be eligible and are encouraged to take part in Maritime UK's Diversity in Maritime (DiM) activities.

### **Commercial Partner Sponsorships**

#### **Diversity in Maritime Programme Sponsor - £20k**

##### Benefits include:

The Diversity in Maritime programme sponsor will be the headline sponsor for the Diversity in Maritime programme including the DiM networks (Ethnicity, Mental Health, Pride & Women), Diversity in Maritime events, communications and initiatives.

The programme sponsor's logo will be in pole position on the MUK website DiM webpages and on all DiM communications materials, with a click through to the sponsor's own webpage on MUK for statement/video on Diversity in Maritime. From this webpage there will be a click through to the sponsor's own website/home page.

The programme sponsor will sponsor all DiM webinars and events in 2022. In addition, the sponsor will have the opportunity to host a dedicated event (in person, virtual or online) under the Diversity in Maritime umbrella which their work to improve diversity within their respective organisation can be shown or incorporated. Maritime UK will manage event registration and promotion and produce a blog after the event to showcase to the sector.

Subject to MUK approval, Diversity in Maritime programme sponsors will also be able to promote their achievements in diversity through Maritime UK's website, publications, blogs and social media channels.

The Diversity in Maritime Programme Sponsor will be entitled to use the Diversity in Maritime 2022 sponsor logo on their website and publications.

## **Diversity in Maritime Network Sponsor - £15k**

### Benefits include:

The Network sponsor is the sponsor of a selected Diversity in Maritime Network – Women in Maritime, Mental Health in Maritime, Ethnicity in Maritime or Pride in Maritime.

The Network sponsor's logo will be in a prominent position on the network's webpages and on all DiM communications materials associated with the network. The sponsor will also have a click through to a statement sponsor's own website/home page from the network page.

The Network sponsor will be entitled to a guest speaking slot at one of the network meetings during 2022 as well as the opportunity to host a network specific event e.g during LGBT+ History Month, Black History Month, International Women's Day or on Time on Talk Day. Maritime UK will manage event registration and promotion and produce a blog after the event to showcase to the sector. Subject to MUK approval, network sponsors will also be able to promote their achievements in diversity through Maritime UK's website, blogs and social media channels.

The Network Sponsor will be entitled to use the tailored Diversity in Maritime 2022 'Network Sponsor' logo on their website and publications.

All network sponsors will have the option to sign the Pledge attached to their network of choice e.g. Mental Health in Maritime Pledge or Women in Maritime Pledge.

## **Diversity in Maritime Initiative Sponsor - £10k (or a bespoke package to be discussed)**

### Benefits include:

The Initiative sponsor will have the choice to be the sponsor of one of the Diversity in Maritime suite of initiatives including:

- Speaker Bank
- Interview Pool
- Mental Health in Maritime Survey and Report – including launch on Time on Talk Day
- Creating a Culture of Care webinars
- Menopause Hub (to be launched in March 2022)
- Visible Leadership
- More to come online in 2022

The initiative sponsor will have their brand associated with the initiative including logo on the web portal, in communications associated with the initiative (blogs, press releases, newsletters, resources) and in dedicated training/webinars/events.

To discuss sponsorship of the Diversity in Maritime programme contact:  
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