



WOY · 2025



JOIN OUR LEGACY OF CELEBRATING EXTRAORDINARY WOMEN SINCE 1955

A day of celebration at the Royal Lancaster London, Monday 13 October 2025

[Watch our event taster video](#)

For more information about Women of the Year visit our [website](#)

One incredible day,
bringing together
450
Women of
SUBSTANCE

CELEBRATING EXTRAORDINARY WOMEN

Today, the Women of the Year Awards remains the most significant gathering of extraordinary women in the world.

Strictly invitation only, every single guest is hand picked in recognition of their personal contribution to society. Those leading systemic change within our communities, far and wide, and from all walks of life. Those who go above and beyond to create a positive impact on the world.

Every guest is regarded as a 'Woman of the Year'. They are each individual winners, representing not only themselves, but the millions of extraordinary women who make a difference every day.

In a world that often celebrates 'celebrity' – Women of the Year sets itself apart by honouring real achievement and diversity.



A selection of our winners and presenters from 2024:

Mel Giedroyc, Nicola Walker, Myleene Klass, Natalie Frankland, Tinueke Awe, Clotilde Abe, Morag Lightning, Beren Kayali, Dame Tracey Emin DBE, RA, Celia Imrie CBE, Deepali Nangia, Yulia Navalnaya, Tanya Ednan-Laperouse OBE, Sally Phillips, Lady Louise Vaughan.

"You've got so many powerful women in one room that champion, that change things, that change history and who don't take no for an answer, they just get up and do things.

This audience is one of THE most distinguished audiences I could ever stand in front of!"

DAME TRACEY EMIN

DBE, RA

"Shining a light on extraordinary women - all doing remarkable things to change communities, society and the world for the better."

BARONESS FLOELLA BENJAMIN

OM, DBE, DL

"Your aim has been to recognise the value of varied women's work based on merit not income, class, politics, religion or race - this is to be applauded and encouraged as it serves as an example to our young people who are our future leaders"

NELSON MANDELA

OMP, SBG, SBS, CLS, DMG, MMS, MMB, OM







WOY · 2025

WHERE IT ALL STARTED

The first Women of the Year event took place at a time when Britain was radically altered as a result of the war, putting a spotlight on the changing role and visibility of women at work, and in our communities.





70 YEARS

of celebrating women leading
systemic change within their communities,
far and wide, and from all walks of life

"We've got lots and lots of girl power in the room today!"

EMMA BUNTON

OUR LEADERSHIP TEAM

BARONESS TANNI GREY-THOMPSON DBE

A Nominating Council and Management Committee all contribute voluntarily, gather nominations and have the difficult job of selecting the final 450 guests.

VIX BRENNINKMEIJER



PRESIDENT

PARALYMPIAN & CROSSBENCH
PEER IN THE HOUSE OF LORDS

Tanni is best known for her sporting success having won 11 gold, three silver and one bronze medal across five Paralympic Games. She also won the London Wheelchair Marathon six times and has held over 30 world records throughout her career.

Baroness Grey-Thompson was appointed to the House of Lords in 2010 taking a seat on the Crossbenches, she is also a member of the House of Lords Committee on a National Plan for Sport and Recreation. Tanni is involved in many national sports foundations and is Chair of both Sport Wales and UK Active, she is also Chair of Trustees for The Duke of Edinburgh's Award.



CHAIR

BROADCASTER &
INTERIOR STYLIST

Vix started her career at the BBC, working in production and research and currently hosts an award-winning weekly radio show and podcast on Riverside Radio. She is passionate about promoting and supporting the local community, highlighting the extraordinary work that goes on every day. Each week she meets and promotes local heroes and experts across Southwest London.

As a mum of four, Vix combines her broadcasting with a sustainable interior styling business and is a founding member of the British Fashion Council Foundation. Over the years she has set up and chaired a range of committees and is a keen supporter of various charities including Chefs in Schools.

THE MANAGEMENT COMMITTEE AND NOMINATING COUNCIL INCLUDES...

Our volunteer Nomination Committee of 60 diverse women, representing various networks, perspectives, and life stages across the UK, submits nominations for ten extraordinary women each year. Our judging panel then faces the difficult task of narrowing this list down to approximately 400.



BARONESS FLOELLA
BENJAMIN OM, DBE,
DL



DAME KATHERINE
GRAINGER DBE



BARONESS DOREEN
LAWRENCE OBE



DAME THERESA
GRAHAM DBE



LORRAINE CLINTON



ZARA MOHAMMED



THOMASINA MIERS
OBE



LADY EDWINA
GROSVENOR

HIGH PROFILE PARTNERSHIPS

"I skip away from this event feeling full of joy and hope for our future."

LORRAINE KELLY CBE

Our high-profile partnership with ITV's Lorraine offers strong audience engagement as they vote for the Lorraine award winner, not to mention the nation's eyes on our other brand partnerships and sponsors.



HIGH PROFILE PARTNERSHIPS

Strategic Advice. Creative Solutions.

Our PR partner, Pagefield, will expertly lead the sponsor journey from start to finish, ensuring a seamless, engaging, and rewarding experience throughout. With their deep expertise in strategic communications, media relations, and brand storytelling, Pagefield brings a proven track record of elevating partner visibility and impact.

They will work closely with each sponsor to understand their unique goals and craft tailored strategies that amplify their presence at every stage of the campaign - from pre-event buzz to post-event coverage - ensuring maximum exposure, alignment, and value.

The Pagefield logo is displayed in a bold, dark blue, sans-serif font, centered within a solid light blue rectangular background.

Pagefield

THE AWARDS

Every woman in attendance is a Woman of the Year – your invitation is your accolade!

Among this remarkable group, we recognise seven extraordinary women with specific awards, celebrating their roles as shining examples of our values as systemic change-makers within our communities.

OUR INCREDIBLE 2024 WINNERS

WOMEN OF THE YEAR LIFETIME ACHIEVEMENT DAME TRACEY EMIN DBE, RA



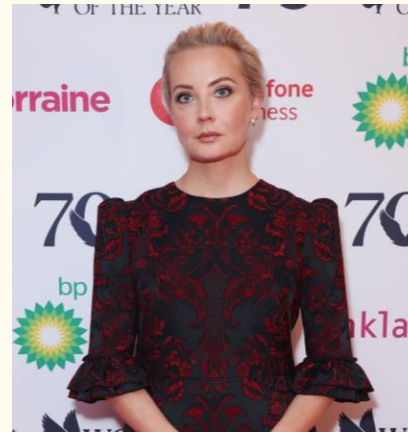
The Lifetime Achievement Award, presented by singer Joan Armatrading CBE, was given to artist Dame Tracey Emin for her contributions to contemporary art and her activism for mental health and women's rights.

WOMEN OF THE YEAR GAMECHANGER AWARD TANYA EDNAN-LAPEROUSE OBE



Since the tragic loss of her daughter, Natasha, to an allergic reaction from a Pret A Manger sandwich, Tanya has tirelessly advocated for stronger food labelling laws and greater allergy awareness. She founded the Natasha Allergy Research Foundation to drive change and protect those with diagnosed food allergies.

WOMAN OF COURAGE AWARD YULIA NAVALNAYA



Yulia Navalnaya, a Russian democracy campaigner, received the Woman of Courage Award from former Prime Minister Baroness Theresa May. She was recognised for her advocacy following the death of her husband, Alexei Navalny, a vocal critic of President Putin.

GILEAD & KITE ONCOLOGY CAMPAIGNER FOR HEALTH EQUITY AWARD CLOTILDE ABE & TINUKE AWE



Clotilde and Tinuke founded FiveXMore in 2019 to improve black maternal health in the UK, addressing statistics showing black women were five times more likely to die during pregnancy and childbirth than white women.

OUR INCREDIBLE 2024 WINNERS

LINKLATERS' PIONEERING WOMAN OF THE YEAR AWARD DEEPALI NANGIA



Deepali Nangia, Partner at SpeedInvest, is recognised for advancing women's access to funding and supporting female entrepreneurs. A champion of gender-lens investing, she co-founded Alma Angels to boost female angel investors and worked with Softbank's Emerge Program to aid underrepresented European founders.

BP COMMUNITY CHAMPION AWARD MORAG LIGHTNING BEM



Morag Lightning BEM, was recognised for her exceptional commitment to promoting biodiversity and cultivating community spirit in Turriff, Scotland. Her unwavering dedication to community service and improving the lives of others highlights the transformative power of volunteering.

LORRAINE WOMAN OF THE YEAR TRAILBLAZER AWARD NATALIE FRANKLAND



Natalie was presented the award by Lorraine Kelly CBE for her outstanding community work in Hartlepool. In August 2022, she launched ReLoved Clothing, making a significant impact by recycling and reusing unwanted clothes.

VODAFONE BUSINESS' WOMAN OF INNOVATION AWARD BEREN KAYALI



Beren Kayali, co-founder and Chief Technology Officer of Deploy Tech, was honoured for her groundbreaking innovations in addressing global water access challenges, particularly by improving water storage infrastructure in isolated and vulnerable regions..

An Outstanding HR Initiative

Aligning with Women of the Year shows your commitment to internal activation, employee engagement, and diversity leadership. It's a chance to showcase your dedication to empowering women, fostering inclusion, and connecting with top talent and thought leaders.

Be part of a transformative movement that drives change and celebrates excellence.

“We are proud to sponsor Women of the Year. It's a partnership that puts women in the spotlight and provides a platform for talented female leaders – something that's so important in creating strong role models for future generations of women.”

Linklaters LLP

How can you
get involved and support
**EXTRAORDINARY
WOMEN?**

The Women of the Year Awards couldn't happen without the generous support of our sponsors who recognise the value that this event, its legacy and network provides to society and the world of work.

WOMEN OF THE YEAR 2025

SPONSORSHIP OPPORTUNITIES

PLATINUM

◆
GOLD

◆
SILVER

◆
BRONZE

◆
PARTNER
SPONSORSHIP

◆
PODCAST

◆
ALUMNAE
CLUB &
LECTURE

SPONSOR BENEFITS

- ◆ Headline branding as main sponsor of Women of the Year Lunch and Awards
- ◆ Award in sponsor name and first choice from a shortlist of potential award winners
- ◆ Representative on stage to present award
- ◆ A select number of seats will be reserved for the sponsor's chosen guests who embody the spirit of Women of the Year
- ◆ Company name and logo on each of the three sponsor tables
- ◆ Company logo on media boards at lunch
- ◆ Three pages and logo in souvenir brochure (one advert, one winner editorial created by WoY and one personal message from Sponsor's CEO/similar)
- ◆ Company logo on Women of the Year invitations
- ◆ Company logo on menu/place card, guestlist booklet and on screen at the lunch
- ◆ Opportunity to insert gift in gift bag
- ◆ Photo opportunity with winner before lunch in press room and during the ceremony
- ◆ Company logo on Women of the Year website and link to company website
- ◆ Highlights video after the event for company website
- ◆ Television; PR and social media coverage
- ◆ Opportunity for award winner to be involved in wider CSR/D&I activities
- ◆ Six guests to Women of the Year Alumnae Events

Discounts are available for commitments over three years.

PLATINUM

SPONSOR BENEFITS

GOLD

- ◆ Award in sponsor name and first choice from shortlist of potential award winners
- ◆ Representative on stage to present award
- ◆ A select number of seats will be reserved for the sponsor's chosen guests who embody the spirit of Women of the Year
- ◆ Company name and logo on sponsor table
- ◆ Company logo on media boards at lunch
- ◆ Two pages and logo in souvenir brochure (one advert and one winner editorial created by WoY)
- ◆ Company logo on Women of the Year invitations
- ◆ Company logo on menu card/place card, guestlist booklet and on screen at the lunch
- ◆ Opportunity to insert gift in gift bag
- ◆ Photo opportunity with winner before lunch in press room and during the ceremony
- ◆ Company logo on Women of the Year website and link to company website
- ◆ Highlights video after the event for company website
- ◆ Television; PR and social media coverage
- ◆ Opportunity for award winner to be involved in wider CSR/D&I activities
- ◆ Four guests to Women of the Year Alumnae Events



SPONSOR BENEFITS

SILVER

A bespoke package which we would discuss and agree with you.

This could include any of the following:

SPONSORSHIP:

- ◆ Gift Bag (jointly branded)
- ◆ Women of the Year Podcast
- ◆ Travel Costs (to subsidise those with limited funds to travel to the lunch)

Packages can include the following benefits:

- ◆ A select number of seats will be reserved for the sponsor's chosen guests who embody the spirit of Women of the Year
- ◆ Company name and logo on sponsor table
- ◆ Half page advert and logo in souvenir brochure
- ◆ Company logo on Women of the Year invitations
- ◆ Company logo on menu/place card, guestlist booklet and on screen at the lunch
- ◆ Opportunity to insert gift in gift bag
- ◆ Highlights video after the event for company website
- ◆ Television; PR and social media coverage
- ◆ Two guests to Women of the Year Alumnae Events

“So many powerful women in a room that champion and change history.

It's a chance to celebrate, make connections, and just show everyone the impact women can have on society”

**BARONESS
TANNI GREY-THOMPSON**

DBE, DL

SPONSOR BENEFITS

BRONZE

Bespoke package which we would discuss and agree with you. This could include any of the following:

SPONSORSHIP:

- ◆ Commemorative Brochure
- ◆ Champagne Reception
- ◆ Design & Print
- Table Centrepieces

BENEFITS:

- ◆ A select number of seats will be reserved for the sponsor's chosen guests who embody the spirit of Women of the Year
- ◆ Company logo on screen
- ◆ Company logo credit in the brochure and guest list booklet
- ◆ Opportunity to insert gift in the gift bags

PARTNER SPONSORSHIP

SPONSORSHIP:

- ◆ Partner Sponsorship

BENEFITS:

- ◆ **One guest place** at the lunch
- ◆ Your donation funds places for 9 other deserving women to attend the Lunch (selected by Women of the Year)
- ◆ Credit in the brochure and guestlist booklet
- ◆ Credit on screen during the awards ceremony
- ◆ Opportunity to insert gift into the goody bag
- ◆ Opportunity to join the Women of the Year Alumnae Club

Opportunity to



SPONSOR BENEFITS

THE WOMEN OF THE YEAR PODCAST: Celebrating The Extraordinary

Launched in 2021, *The Women of the Year Podcast* is a powerful celebration of unsung women whose extraordinary contributions are transforming society, their communities, and the world.

Building on our legacy of recognizing and inspiring women from all backgrounds since 1955, the podcast highlights compelling stories of passion, dedication, and determination that uplift and inspire listeners.

Available on all major platforms, the podcast is amplified through our extensive social media reach and newsletter. With in-person interviews featuring esteemed Women of the Year Committee members and live recordings from our alumnae talks, this series offers authentic, engaging content that resonates deeply with a diverse audience.

Align your brand with this impactful series and join us in championing the achievements of remarkable women everywhere.

To listen to or download our Podcast, click [HERE](#).

SPONSORSHIP:

- ◆ A select number of seats will be reserved for the sponsor's chosen guests who embody the spirit of Women of the Year
- ◆ Please see the silver sponsorship package for the full list of benefits (p. 19)



PODCAST

PODCAST

SPONSOR BENEFITS

FOSTERING OUR NETWORK

Our alumnae of extraordinary women allows us to bring together not only representative groups of people, but exceptional minds and visionary individuals – this combination is both unique and powerful. Events are currently sponsored and hosted by RSM.

The Women of the Year Alumnae Club was set up in 2017 to give all our women of the year the opportunity to come together and hear about some of the amazing projects our award winners are involved in, discuss current issues and enjoy networking with old acquaintances and new friends.

Since its launch, the Club has had an impressive and inspiring selection of speakers addressing topics as broad-reaching as whistle-blowing on child sexual exploitation in Rotherham with Woman of the Year award winner Jayne Senior - to discovering, courtesy of the boundlessly enterprising Jo Fairley, what it took to launch Green & Black's chocolates.

The 2024 alumnae club season kicked off with the formidable Baroness Hale of Richmond, our 2023 Lifetime Achievement award winner. Lady Hale spoke about her career defining firsts, including being the first woman Justice of the Supreme Court and why women are equal to everything.

The Women of the Year Lecture is an opportunity to witness an in-depth interview with a remarkable speaker offering a real insight into their life and career. The Lecture is a stand-alone event that attracts high profile speakers such as politician Shirley Williams, former Prime Minister of New Zealand Helen Clark and human rights activist Sister Helen Prejean.

ALUMNAE
CLUB &
LECTURE

WOMEN OF THE YEAR

2024 MEDIA COVERAGE

252

PIECES OF
COVERAGE

872

MILLION
ONLINE REACH

950,350

THOUSAND
PRINT REACH

5.4

MILLION
LISTENERS &
VIEWERS

28

ONLINE PIECES

INCLUDING: iNews, Daily Express,
Daily Mirror, Mail Online

3

PRINT PIECES

INCLUDING: Daily Mail,
The i, The Times,

126

BROADCASTS

INCLUDING: BBC News, ITV News,
Lorraine, ITV London

WOMEN OF THE YEAR 2025

SPONSORSHIP RATE CARD

PLATINUM

Price discussed on application

◆

GOLD

From £40,000 +VAT
(Discounts applied for a three-year
commitment)

◆

SILVER

From £10,000+VAT

◆

BRONZE

From £5,000+VAT

◆

PARTNER SPONSORSHIP

£1,300+VAT

◆

TALK TO US ABOUT SPONSORING EXTRAORDINARY WOMEN

Vix Brenninkmeijer & the Sponsorship Team
hello@womenoftheyear.co.uk

For more details, see our website [womenoftheyear.co.uk](https://www.womenoftheyear.co.uk)

THIS DECK WAS KINDLY DESIGNED BY
OUR IN-KIND SPONSOR UNITEDUS

