



ARA WOMEN IN RAIL (WiR) MENTORING PROGRAM SPONSORSHIP OPPORTUNITIES 2019

WHY IS WIR MENTORING PROGRAM IS SO IMPORTANT?

Mentoring is a key activity of the ARA Women in Rail strategy aimed to provide an opportunity for information sharing, staff development and cross-fertilisation of ideas throughout industry, benefiting rail as a whole. Once implemented, it would contribute to retaining high achievers in the industry through career and leadership development as well as advancing professional knowledge.

Sponsorship is open for the ARA member organisations only due to the program criteria (only employees of the ARA member organisations can participate).

WHY PARTNER WITH THE ARA TO SPONSOR THIS EVENT?

By sponsoring this program, you will:

- demonstrate your commitment to the rail sector
- align your brand with gender diversity and social responsibility themes
- promote your organisation's brand to a wide audience of members and industry representatives
- connect with current and future industry leaders
- access additional mentee placement opportunities at the Program

FURTHER INFORMATION?

To sponsor this program or for more information on sponsorship, please contact:

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WIR MENTORING PROGRAM GENERAL SPONSORSHIP (1 AVAILABLE)

- ARA Members – \$7,000 (incl GST)
- 3 mentee placements (all mentees should meet criteria requirements)
- Opportunity to make a welcome address at one of the ARA Women in Rail lunches introducing the WiR Mentoring Program
- Organisation banner (to be supplied and installed by sponsor) displayed in the venue of one of the ARA Women in Rail lunches
- Verbal acknowledgment of a Sponsor by MC during one of the ARA Women in Rail lunches
- Organisation logo on the WiR Mentoring Program flyer to be distributed at one of the ARA Women in Rail lunches
- Organisation logo and hyperlink on the WiR Mentoring Program website and on the electronic marketing material
- Acknowledgement at all promotion materials of the program including email blasts and media releases
- Organisation logo on the WiR Mentoring Program mentee/mentors brochures and flyers in prioritised position

Reserved by



WIR MENTORING PROGRAM SPONSORSHIP (4 AVAILABLE)

- ARA Members – \$5000 (incl GST)
- 2 mentee placements (all mentees should meet criteria requirements)
- Verbal acknowledgment of a Sponsor by MC during one of the ARA Women in Rail lunches
- Organisation logo on the WiR Mentoring Program flyer to be distributed at one of the ARA Women in Rail lunches
- Organisation logo and hyperlink on the WiR Mentoring Program website and on the electronic marketing material
- Acknowledgement at all promotion materials of the program including email blasts and media releases
- Organisation logo on the WiR Mentoring Program mentee/mentors' brochures and flyers