



Women in Convenience



Show your support for women working in the convenience sector

VISION

The aim of Women in Convenience is to connect, support and empower the fantastic women working in independent convenience stores across the UK and Ireland.



MISSION

To provide women in retail with:

- The right support and tools so they can tackle the issues they face in the workplace
- More opportunities to attend events that are relevant to them, providing a space in which they can feel comfortable and confident
- The opportunity to connect with each other and build their own networks
- Greater visibility and recognition of their contribution to the success of independent convenience stores across the UK
- A platform to be heard
- Greater alliance with their male colleagues

Through Women in Convenience, we are committed to offering continued support and resources to women in retail throughout 2025 and beyond, with a year-round presence across our portfolio of products – spanning print, digital, social and email marketing communications. The content of the programme will be guided by our steering group of retailers, with whom we will meet regularly to discuss key issues and the ways in which the Women in Convenience programme can provide support and guidance.

With packages to suit every budget, Women in Convenience is the perfect opportunity for you to showcase your support for women working in independent convenience retail in the UK and Ireland.



We have several opportunities for suppliers to the trade to partner with the Women in Convenience 2025 programme, sharing expertise and helping elevate women in retail in the UK and Ireland.

Women in Convenience 2025 Headline Partner: £16,400

- 250-word submission to be included in four quarterly Women in Convenience email newsletters
- Two bespoke emails to the Women in Convenience network (to be sent at a time of your choice in 2025)
- One full-page advertorial in RN (to run at a time of your choice in 2025)
- Logo and company information to be included on the Women in Convenience hub on Better Retailing
- Prominent branding on all relevant Women in Convenience content, marketing materials and at the 2025 event
- Presence at the 2025 Women in Convenience event for up to three representatives, providing an opportunity for networking and participation in workshop sessions
- A short speaking slot at the 2025 Women in Convenience event, to share why you want to support women in retail, what you are doing currently and your intentions for the future
- Representative to sit on supplier panel during the Women in Convenience event, along with the other sponsors – this will be a Q&A session
- Inclusion in 'Meet the suppliers', offering a networking opportunity for the retailers present to speak with your representatives
- A short voxpop (video interview) to be filmed at the 2025 event, with the opportunity to discuss the ways in which your business is looking to support women in retail across Women in Convenience social channels
- An exclusive 'Proud to support Women in Convenience' graphic, for use across your own marketing
- A double-page advert in RN in the event-coverage issue
- Your contact details shared with all participating female retailers for future support and guidance
- Full-page advert in the 2025 Women in Convenience event programme
- First refusal to become the headline partner for our 2026 Women in Convenience programme

Women in Convenience 2025 Supporting Partner: £11,400

- 150-word submission to be included in four quarterly Women in Convenience email newsletters
- Two bespoke emails to the Women in Convenience network (to be sent at a time of your choice in 2025)
- Two advice columns in RN (to run at a time of your choice in 2025)
- Logo and company information to be included on the Women in Convenience hub on Better Retailing
- Logo to be included on all relevant Women in Convenience content, marketing materials and at the 2025 event
- Presence at the 2025 Women in Convenience event for up to two representatives, providing an opportunity for networking and participation in workshop sessions
- Representative to sit on supplier panel during the Women in Convenience event, along with the other sponsors – this will be a Q&A session
- Inclusion in 'Meet the suppliers', offering a networking opportunity for the retailers present to speak with your representatives
- A short voxpop (video interview) to be filmed at the 2025 event, with the opportunity to discuss the ways in which your business is looking to support women in retail across Women in Convenience social channels
- Your contact details shared with all participating retailers at the event, for future support and guidance
- An exclusive 'Proud to support Women in Convenience' graphic, for use across your own marketing
- Full-page advert in RN in the event-coverage issue
- Full-page advert in the 2025 Women in Convenience event programme
- First refusal to become a supporting partner for our 2026 Women in Convenience programme

Women in Convenience 2025 Collaborator Partner: £6,000

- ✔ One bespoke email to the Women in Convenience network (to be sent at a time of your choice in 2025)
- ✔ One advice column in RN (to run at a time of your choice in 2025)
- ✔ Logo and company information to be included on the Women in Convenience hub on Better Retailing
- ✔ Logo to be included on all relevant Women in Convenience content, marketing materials and at the 2025 event
- ✔ Presence at the 2025 Women in Convenience event for up to two representatives, providing an opportunity for networking and participation in workshop sessions
- ✔ Contact details to be shared with all retailers attending the Women in Convenience event, for future support and guidance
- ✔ Half-page advert in the 2025 Women in Convenience event programme
- ✔ Half-page advert in RN in the event-coverage issue
- ✔ An exclusive 'Proud to support Women in Convenience' graphic, for use across your own marketing
- ✔ First refusal to become a collaborator partner for our 2026 Women in Convenience programme

Women in Convenience 2025 Event Partner: £1,600

- ✔ Presence at the 2025 Women in Convenience event for one representative, providing an opportunity for networking and participation in workshop sessions
- ✔ Logo to be included on all relevant Women in Convenience content, marketing materials and at the 2025 event
- ✔ Logo to be included on the Women in Convenience hub on Better Retailing
- ✔ An exclusive 'Proud to support Women in Convenience' graphic, for use across your own marketing

Proud supporters of

 **Women in
Convenience**



**Packages
are limited**

Secure your partnership position today by contacting Natalie Reeve:
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