Women in Convenience

Headline partner BAT UNITED KINGDOM



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 2027 and beyond, with a year-round presence across our portfolio of products – spanning print, digital, social and email. The content of the programme will be guided by our steering group of retailers, with whom we meet regularly to discuss key issues and the ways in which the Women in Convenience initiative 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 partnership opportunities for the Women in Convenience 2027 partnership programme, providing the opportunity for you to share your expertise, and help elevate the fantastic women working in convenience stores across the country.

Women in Convenience 2027 Headline Partner: £19,220

- **NEW!** Inside front cover double page advert in the 2027 Women in Convenience Empower list (November)
- **NEW!** Host an exclusive, regional networking dinner with up to 10 female retailers
- 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 2027)
- One full-page advertorial in RN (to run at a time of your of choice in 2027)
- 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 2027 event
- Presence at the 2027 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 2027 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 the supplier panel during the Women in Convenience event, alongside our other sponsors
- A short video interview to be filmed at the event, to discuss the ways in which your business supports women in retail
- Two products and one piece of marketing collateral in the goody bags
- An exclusive 2027 event '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 retailers for future support and guidance
- Full-page advert in the Women in Convenience event programme
- First refusal to become the headline partner for our 2028 Women in Convenience programme

Women in Convenience 2027 Supporting Partner: £13,970

- **NEW!** Full page advert in the 2027 Women in Convenience Empower list (November)
- **NEW!** Host an exclusive, regional networking dinner with up to 10 female retailers
- 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 2027)
- Two advice columns in RN (to run at a time of your of choice in 2027)
- 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 2027 event
- Presence at the 2027 Women in Convenience event for up to two representatives, providing an opportunity for networking and participation in workshop sessions
- Representative to sit on the supplier panel during the Women in Convenience event, alongside our other sponsors
- A short video interview to be filmed at the event, to discuss the ways in which your business supports women in retail
- Your contact details shared with all participating retailers at the event, for future support and guidance
- One product and one piece of marketing collateral in the goody bags
- An exclusive 2027 event '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 Women in Convenience event programme
- First refusal to become a supporting partner for our 2028 Women in Convenience programme

Women in Convenience 2027 Collaborator Partner:
£7,200

- **NEW!** Half page advert in the 2027 Women in Convenience Empower list (November)
- One bespoke email to the Women in Convenience network (to be sent at a time of your choice in 2027)
- One advice column in RN (to run at a time of your choice in 2027)
- 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 2027 event
- Presence at the 2027 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 2027 Women in Convenience event programme
- Half-page advert in RN in the event-coverage issue
- One product and one piece of marketing collateral in the goody bags
- An exclusive 'Proud to support Women in Convenience' graphic, for use across your own marketing
- First refusal to become a collaborator partner for our 2028 Women in Convenience programme

Women in Convenience 2027 Event Partner:
£2,400

- **NEW!** Half page advert in the 2027 Women in Convenience Empower list (November)
- Presence at the 2027 Women in Convenience event for two 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 2027 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
- One product **OR** one piece of marketing collateral in the goody bags

Proud supporters of

WiC Women in Convenience





Packages are limited

Secure your partnership position today by contacting Natalie Reeve:
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