



# THE GLOBAL SUMMIT

**ON WOMEN & SPORT**

**SPONSOR OPPORTUNITIES**



# IWG - A MOVEMENT ROOTED IN PURPOSE

The **International Working Group on Women & Sport (IWG)** stands as the world's largest and most influential network, dedicated to achieving gender equity and equality in sport and physical activity.

Since its inception in 1994, the IWG has served as a galvanising force for change - championing structural transformation, challenging deeply embedded inequities, and forging a global community committed to equity.

We are advancing women's equality and equity in sport from grassroots to elite levels, on and off the field of play.



# LEGACY OF IMPACT: A DECADE OF CHANGE

OVER THE PAST TEN YEARS (2014–2024), THE IWG HAS:

- **Unified 600+ global signatories** under the *Brighton plus Helsinki 2014 Declaration*, including governments, Olympic committees, federations, and grassroots organisations.
- Driven **policy change** on a global scale by embedding gender equity principles into the strategies of major sport bodies.
- Influenced **leadership diversification**, with visible gains in female representation across boards, coaching, and executive levels.
- Catalysed **research and data-sharing**, enabling evidence-based advocacy and accountability.
- Curated **cross-continental dialogues**, through world conferences and forums, creating enduring connections between activists, athletes, policymakers, and scholars.

BUT PROGRESS IS UNEVEN.

Many structural barriers remain, particularly at the intersections of race, disability, geography, sexuality, and economic disparity.

The next phase of the movement had to be



**bold  
incisive &  
strategic.**





# REIMAGINING THE FUTURE OF WOMEN AND SPORT - STRATEGIC PLAN 2022–2026

## LOCAL IMPACT THROUGH SPORT

IWG supports individuals, community groups, and clubs with practical resources to use sport as a tool for social change.

The approach is focused on driving change from the ground up, not just through policy or advocacy but with tangible support where it's most needed.

Under the leadership of the UK Secretariat (2022–2026), the IWG Strategic Plan lays out a clear and progressive framework to embed gender equity at every level of sport and movement culture.



**Vision** - A world where women and girls thrive - through, within, and around sport and physical activity.



**Mission** - To transform the systems, structures, and values of sport globally so that they reflect, serve, and elevate the experiences of all women and girls.

# THREE

## STRATEGIC PRIORITIES



### CONNECTIONS

#### BUILDING THE GLOBAL COMMUNITY

- Launching a **Digital Community Hub** to connect change-makers across sectors, borders, and disciplines.
- Cultivating **collaborative networks** that support cross-sector advocacy, particularly for underrepresented communities.
- Strengthening ties with global institutions and sport powerbrokers to amplify the IWG voice.

We connect global policy makers, international and national sports organisations, community organisations, advocacy leaders, researchers and brands. Focusing on the value and impact of creating opportunities for women and girls in and through sport.

We use our influence at the highest levels of sport and government globally, regionally and nationally to achieve our mission. Over 600 organisations have adopted our blueprint for women's equality and equity in sport.



# THREE

## STRATEGIC PRIORITIES



### INSIGHT

#### DRIVING CHANGE, STRATEGIC INFLUENCE & INVESTMENT, WITH EVIDENCE

- Developing a world-leading **Insight Hub**. A curated knowledge platform that houses research, tools, and best practices.
- Bridging the knowledge gap between global south and north, enabling scalable, localised strategies.
- Commissioning critical analysis on persistent gaps, such as pay equity, safeguarding, media representation, and access to sport for marginalised women.
- leverages its **insight hub, webinars, and thought leadership** to share best practices, lessons learned, and emerging trends.
- IWG informs and arms stakeholders - including governments, brands, sporting bodies, and communities - with data and ideas to support women in sport.

Using this **knowledge and platform**, IWG successfully secured support for a **UK-based programme** to increase investment in women's sports.

# THREE

## STRATEGIC PRIORITIES



### ADVOCACY

#### TRANSFORMING POWER STRUCTURES

- Promoting the **Brighton plus Helsinki 2014 Declaration** and mobilising more signatories.
- Leveraging the **Women's Sport Investment Accelerator**, a pioneering initiative in collaboration with the UK Government, to influence how resources flow into women's sport.
- Shaping public narratives to elevate women's sport beyond inspiration - toward investment, innovation, and structural permanence.

The strategy is not just about representation - it's about **reimagination**. It recognises that to achieve equity we must first dismantle systems that were never designed for women and girls to thrive in the first place. It understands that real change is powered by **data**, **community**, and **policy**, held together by a clear and intentional strategy.

And importantly, it sees women and girls not as passive recipients of inclusion, but as powerful agents of transformation - athletes, leaders, storytellers, and change-makers.





# THE GLOBAL SUMMIT

ON WOMEN & SPORT



# The world's largest gathering

focused on advancing  
gender equality in sport...



**Bringing together stakeholders  
from around the globe  
to share research,  
insight and strategies  
aimed at driving systemic change**



ICC  
Birmingham

# THE GLOBAL SUMMIT ON WOMEN & SPORT



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# THE GLOBAL SUMMIT ON WOMEN & SPORT





# STEP INSIDE THE SUMMIT

Three days. 1200 international delegates.



Inspiring and engaging Main Stage sessions



Five Regional Forums addressing continent specific challenges/opportunities



Panel sessions and interviews with thought leaders and industry innovators



Insight Stage with 10-minute lightening talks



Five themed Shift Stages explore investment, innovation, visibility and participation across 25 sessions



The latest research and applied research presented at digital poster sessions



The Hive networking lounge



Social evenings

Women & Sport  
**THE GLOBAL SUMMIT**



# THE GLOBAL SUMMIT



## THE GLOBAL SUMMIT



# THE TIME IS NOW \

**The IWG Global Summit promises to be the world's foremost gathering of leaders in sport, providing a platform for sharing best practices and the latest insights affecting women and girls in sport and physical activity.**

Set against a moment of unprecedented opportunity, the Summit will serve as a catalyst for change - accelerating progress, challenging the status quo and uniting global voices around a common goal.

Our ambition is clear: to establish the Summit as *the 'Davos of Women's Sport'* - the place where the world's sport leaders, thinkers and changemakers come together to shape the future of gender equality in sport on a global scale.

Staged across three dynamic days, the Summit will provide an unparalleled opportunity to engage, learn and network with senior decision-makers and policymakers - and to be part of the solution in creating a sporting system where all women and girls can thrive.

# SUMMIT THEMES \

## INVESTMENT

Exploring how strategic investment is reshaping the future of women and girls' sport worldwide.



Investment in women and girls' sport is growing, but progress isn't equal everywhere – it's not just about more money, it's about investing better. We'll explore how funding and ownership models can drive equity, access and sustainability. From athlete-led adventures to grassroots funding to private equity deals, discussions will unpack how strategic investment can help build a more inclusive and thriving sporting world

## LEADERSHIP

Building inclusive, collaborative and transformative leadership that drives equity and progress in sport.



Leadership in sport goes beyond titles – it shapes cultures and futures. We'll celebrate change-makers, discuss how leadership can be nurtured across cultures and contexts and reflect on what it means to lead authentically. Inclusive discussions will challenge outdated norms and redefine what good leadership looks like.

## VISIBILITY

Harnessing the power of visibility to amplify opportunities and achievements in women and girls' sport.



Visibility drives recognition, inspiration and growth. We'll look at how showcasing the achievements of women and girls in sport – from grassroots to elite – can reshape perceptions and open new opportunities. We'll explore storytelling, media coverage and campaigns that ensure women and girls' sport is seen, valued and celebrated.

## INNOVATION

Transforming sport for women and girls through bold, inclusive and future-focused innovation.



Innovation isn't just shiny, new technology – it's rethinking who sport is for and how it's delivered. We'll uncover technologies, designs and ideas that challenge tradition and drive equity. From athlete-centred products to community-led solutions, discover how bold innovation is unlocking new futures for women and girls in sport.

## PARTICIPATION

Breaking down barriers so women and girls can thrive in sport.



Participation is the foundation of equity in sport. We'll discuss how to break down barriers so more women and girls can get active, involved and thrive. The sessions will consider policies, campaigns and place-based initiatives that create welcoming environments and open doors to lifelong sport and physical activity.





BEYOND THE £1 BILLION

# MAIN STAGE \

**At the centre of the Summit is the Main Stage - a platform for bold ideas, global voices and agenda-setting conversations.**

**Here, powerful keynotes and high-impact dialogues will set the tone for the entire event.**

**More than 20 carefully curated presentations will showcase fresh perspectives and celebrate progress across the landscape of gender equality and equity in sport and beyond.**

We are pleased to share an exclusive early glimpse of the programme in 2025.

What we reveal now is just the beginning: the content is evolving, the voices are being confirmed, and the journey is underway.

Regular updates will follow as the programme takes further shape and speakers are announced, inviting delegates to join us on this dynamic journey as we collaborate with global contributors to bring the 2026 Global Summit to life.





# SHIFT SESSIONS



VISIBILITY



THE  
GLOBAL  
SUMMIT



INVESTMENT



THE  
GLOBAL  
SUMMIT

# SHIFT SESSIONS \

**On Day Two of the Summit, delegates will experience the Shift Sessions; an unparalleled programme of more than 25 hours of content across five purpose-driven stages and halls**

Each stage will dive into the issues that matter most, challenging assumptions, sparking bold ideas and exploring practical strategies to accelerate equality and equity for women and girls in sport.

What makes Shift Sessions different is that they are carefully designed programmes of content, not just speaker slots we have filled. Each session is being shaped by global teams with clear objectives, ensuring conversations that are purposeful, outcomes-focused and built to deliver real impact.

Through a dynamic mix of presentations, panels, dialogues and labs, delegates will be able to create their own bespoke agenda, choosing the sessions most relevant to their work and priorities.

**Shift Sessions: Shifting perspectives, shaping change.**



# REGIONAL FORUMS



# REGIONAL FORUMS \

**Shining a spotlight on local realities, the Regional Forums will explore the distinct challenges and opportunities shaping women and girls' sport across every continent - amplifying regional voices and perspectives on a global stage.**

Held simultaneously on Day Three in Birmingham, each Forum will bring together delegates from its own region - Asia, Africa, the Americas, Europe and Oceania. These are not presentations to watch, but interactive conversations to join. Delegates will take part in open dialogue with regional experts and peers, tackling the issues that matter most in their context.

Each delegate will attend the Forum for their own region, making space for authentic, locally grounded exchange. Together, the five Forums create a truly global dialogue - distinct in focus, but united in purpose.

Across Autumn 2025, the Regional Forum Teams will be defining their ambitions, objectives and agendas. In the months that follow, we will begin to share how each Forum is taking shape - unveiling programmes built from the ground up, rooted in regional priorities and perspectives.



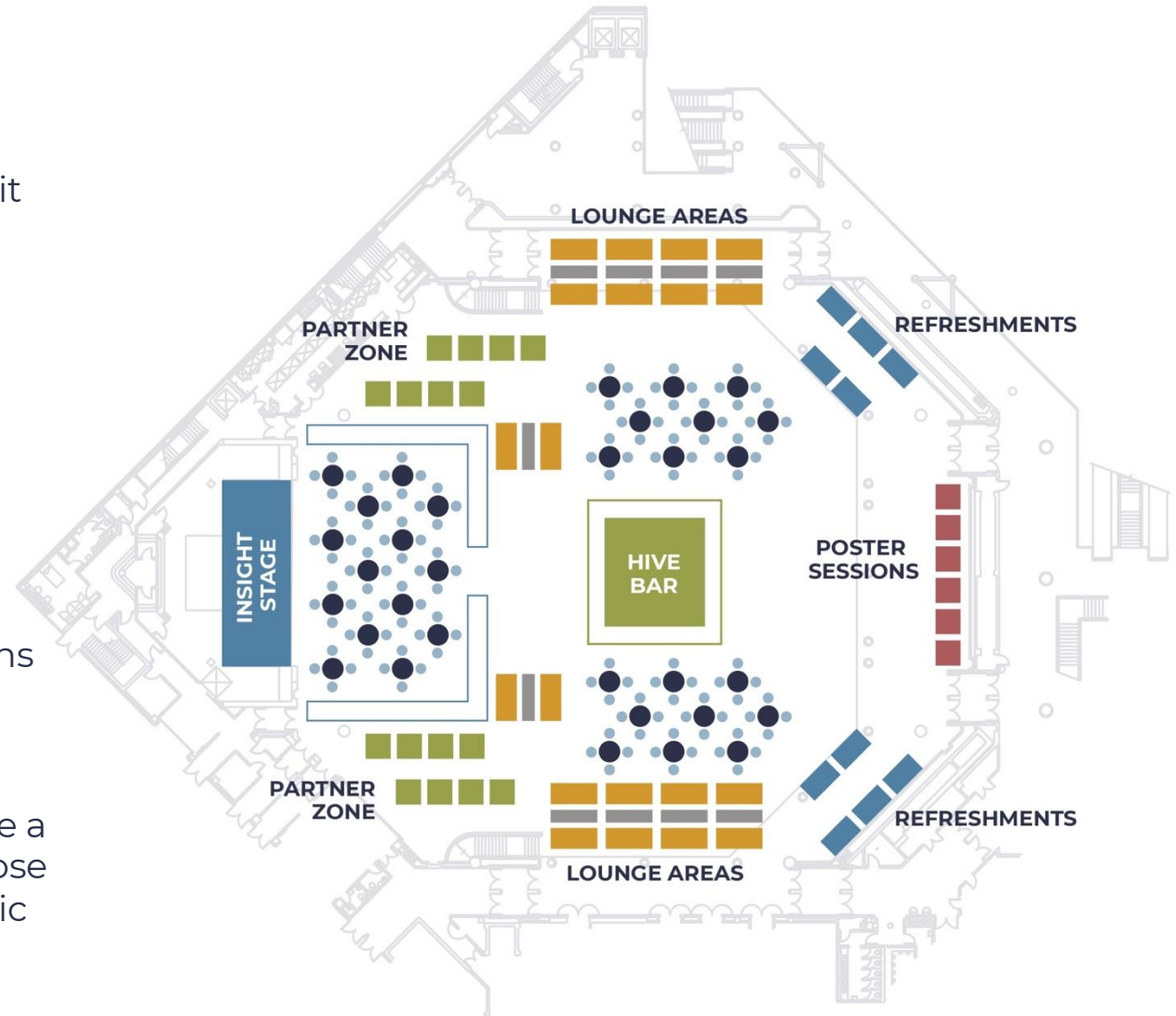
## THE HEART OF THE SUMMIT

The Hive will serve as the central hub of the Summit - a space designed for connection, collaboration and exchange.

Delegates will gather here for coffee breaks and lunches, with opportunities to build networks and strengthen relationships throughout the event.

Delegates will be able to use the Summit app to arrange meetings in advance or on site, with dedicated spaces available for one-to-one or small group discussions. The app also enables connections and conversations to begin before the event and continue long after it concludes.

Alongside these opportunities, The Hive will provide a setting to meet Summit partners, speakers and those involved in the latest research - making it a dynamic and purposeful space.



# INSIGHT STAGE \

## BIG IDEAS IN 10 MINUTES

Within The Hive is the Insight Stage will provide an informal presentation space designed to spark ideas and conversation.

Across the Summit, it will host a series of dynamic 10-minute flash presentations - delivering focused perspectives, showcasing innovative projects and opening up dialogue on key topics shaping women's and girls' sport worldwide.

Delegates who would like the opportunity to present on the Insight Stage are invited to respond to the current Call for Presentations, which can be found in the News section of the Summit website.





# OUR SUPPORTERS \



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the national agency for sport



WEST  
MIDLANDS  
GROWTH COMPANY



# WE'RE LOOKING FOR CORPORATE PARTNERS

## **The IWG Women & Sport Global Summit**

is a blueprint for transformation, not just incremental progress. With the IWG's bold investment in insights, global connection, and structural advocacy, we are building a new future where *every woman and girl can see herself, enjoy, belong, and lead* in sport.

Partner with us, support the Summit and join a global movement redefining what equity in sport truly looks like.

# PARTNER OPPORTUNITIES



| PARTNERSHIP AREA                                 | PRICE (GBP) |
|--|-------------|
| Global Summit Title & Theme Partner              |             |
| Global Summit Theme - Lead Partner (3 available) |             |
| Insight Stage Sponsor                            |             |
| The Hive Lounge Sponsor                          |             |
| Social Evening 1 Sponsor                         |             |
| Social Evening 2 Drinks Reception                |             |
| Social Evening 2 Dinner                          |             |
| Exhibition Stand Level 1                         |             |
| Exhibition Stand Level 2                         |             |
| Exhibition Stand Space Only                      |             |

Full details of packages, branding and activations opportunities and inclusive delegate passes on request





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