

RIDI PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES

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Recruitment Industry
Disability Initiative



CREATING DISABILITY CONFIDENT RECRUITERS

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OUR PURPOSE



The Recruitment Industry Disability Initiative (RIDI) has one purpose: to break down the barriers faced by the millions of disabled people who are entering or progressing through the job market.

RIDI believes more needs to be done to build disability confidence into recruitment and employment strategies and campaigns actively to achieve this.

We help recruiters and employers to become disability confident and offer more job opportunities to people with disabilities.

We do this by giving access to support including Disability Confident Leaders, employers and recruiters who are Disability Confident, along with the RIDI five steps to Disability Confidence together with case studies and guidance from four years of awards.

Each year we run an events and education programme that includes a bi-annual conference, bi-annual House of Commons event and a series of round tables.

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KEY ACHIEVEMENTS & SUCCESSES

Success stories

LLOYD'S

Created an accredited inclusive recruitment workshop to develop disability and diversity confidence at every stage in the hiring process. This two day programme was a major cultural step for managers at Lloyd's; managers who had not successfully completed this programme could not hire for themselves.

Results include:

- Lloyd's now attracts increased numbers of disabled job seekers
- The number of reasonable adjustments requests Lloyd's received and responded to rose from zero to 117 in 2017
- The inclusive hiring workshops were extended across the Lloyd's market supporting 15 market organisations to become inclusive recruiters.

John Lewis Partnership

In 2016 the John Lewis Partnership embarked on a journey to make its recruitment process more accessible for disabled candidates. 12 months later the organisation achieved its initial aim of becoming a Disability Confident employer.

Results include:

- Worked with the Business Disability Forum to undertake a thorough review of its processes in order to assist with identifying changes
- Partnering with Evenbreak to advertise all external roles on its disability jobs site
- Increasing the additional time given to dyslexic candidates for testing/assessment from 20% to 25%
- Planning the formal training of the resourcing team (120 Partners) and hiring managers.



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AWARD WINNERS

RIDI award winners

A win at the RIDI awards is a real achievement, as the categories are judged to the highest standards of best practice. You can find out more by viewing the winning case studies at ridi.org.uk/insight.

Our award winners include:



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AWARDS 2019



THE EVENTS CALENDAR

Event topic	Description	2018 award winner focus	Location	Date
Getting Started	Focusing on the start of the journey to disability confidence and celebrating the time, determination and perseverance put into getting started and making progress. 2018 award sponsored by Kelly Services.	John Lewis Partnership	Devonshire Club, London	July 2018
Supply Chain Management	Showcasing organisations setting the standard and measuring the success of their entire supply chain to actively attract and confidently recruit disabled talent, whilst recognising the business case in doing so. 2018 award sponsored by Skanska.	Guidant Group	TBC, Birmingham	September 2018
Reasonable Adjustment	Recognises innovation in the provision of reasonable adjustments that make a big difference to the candidate experience and the successful attraction and selection of disabled talent.	ManpowerGroup	Eversheds, London	October 2018
Disability Confident	Focused on organisations that have supported the government's Disability Confident campaign with tangible action and have worked to dispel myths and increase disability confidence in their own organisation. 2018 award sponsored by Disability Confident.	Civil Service	The Churchill Room, Cabinet Office, London	October 2018
Training & Development	This award recognises the contribution that good training can make to the level of confidence of recruiters and how that can contribute to the candidate experience. Sponsored in 2018 by Resource Solutions.	Lloyds	Lloyd's of London, One Lime Street, London	December 2018

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THE EVENTS CALENDAR (CONTINUED)

Event topic	Description	2018 award winner focus	Location	Date
Greatest Impact	Showcasing an organisation which has made the most significant impact in removing barriers and maximising opportunities for disabled talent within the context of their size and influence. 2018 award sponsored by Oakleaf.	ManpowerGroup	Houses of Parliament	December 2018
Individual Choice	Disabled job seekers were invited to nominate the agency that has provided them with the most positive candidate experience. The award recognises that actions speak louder than words. Sponsored in 2018 by E.ON.	Carmichael	20 Fenchurch St, London	January 2019 (TBC)
Extending Reach	Recognising excellence in candidate sourcing, along with a proactive and inclusive candidate sourcing strategy to attract disabled talent. 2018 award sponsored by ManpowerGroup.	Amey	TBC, Sheffield	February 2019 (TBC)
Disability Specialist	Focused on organisations that specialise in providing innovative, inclusive recruitment and employment services for disabled people as a core part of their activities. Sponsored in 2018 by E.ON.	Pluss	TBC	March 2019
RIDI AWARDS 2019			TBC	APRIL 2019

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AWARDS 2019



PARTNERSHIP OPPORTUNITIES

RIDI partnership opportunities

In 2011 when we launched, we set out to transform recruitment and level the playing field for disabled people. Our aim then and now, is to work with the industry, not against it. We strive to inspire, educate and empower.

There is a disability employment gap of over 2 million people. Our government has pledged to halve the gap, but they cannot do this without the recruitment industry embracing change.

We know that we all need to work together to create a million opportunities for disabled people, and invite you to become one of our partners.

Your support as a partner will actively enable RIDI to improve life chances and employment outcomes for disabled people; it also demonstrates to the world your brand's commitment to improving the prospects of disabled jobseekers.



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PARTNERSHIP OPPORTUNITIES



Gold partners - £12K

The gold partnership demonstrates the highest level of commitment and support of RIDI and our efforts in breaking down the barriers facing disabled people in the recruitment industry. Benefit from the recognition of a strong alliance with RIDI throughout the year and exceptional coverage of your brand at our events and awards. The gold package includes:

Year-round brand association with RIDI:

- Use of RIDI logo
- Priority invites for your clients and suppliers at all RIDI events
- The opportunity to host one of our learning or engagement events
- Brand profile on the enhanced RIDI website - logo, weblink and content
- Social media brand profile via RIDI channels on Twitter, LinkedIn, Instagram and Facebook
- 1 page full-colour advertising in the RIDI conference pack
- Your corporate logo on our programme of industry 'White Papers'
- Banner stands at all RIDI events
- Your corporate logo on all event presentations
- The opportunity to provide expert comment as part of our PR outreach campaign
- Priority invites for your clients or suppliers to our learning events (exact numbers dependent on location).

Optimum sponsorship at the RIDI awards:

- Optimum brand positioning in all marketing communications for the awards
- A place on the RIDI awards judging panel
- Your corporate logo on the RIDI awards presentation
- Social media brand profile during the RIDI awards campaign
- Priority invites for your clients and suppliers to the awards ceremony (exact numbers dependent on location)
- 1 page full-colour advertising in the awards winners brochure
- Opportunity to provide expert comment for the awards PR pre and post event
- Banner stands at the awards.



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AWARDS 2019

PARTNERSHIP OPPORTUNITIES



Silver partners - £7K

Enhance your association with RIDI and benefit from the increased coverage your brand will receive throughout the year and at our awards and events. Join Chemical Code, DWF, Lloyd's of London and E.ON as a silver partner. The silver partnership package includes:

Year-round brand association with RIDI:

- Use of RIDI logo
- Invites for your clients and stakeholders at all RIDI events
- The opportunity to host one of our learning or engagement events
- Brand profile on the enhanced RIDI website - logo, weblink and content
- Social media brand profile via RIDI channels on Twitter, LinkedIn, Instagram and Facebook
- Your corporate logo on our programme of industry 'White Papers'
- 1/2 page full-colour advertising in the RIDI conference pack.

Award category sponsorship at the RIDI awards:

- Award category sponsorship at the RIDI awards
- Presentation of award trophy and certificate on the night
- Your corporate logo on the RIDI awards presentation
- Brand profile on the RIDI awards website
- Social media brand profile during the RIDI awards
- Invites for your clients and suppliers to the awards ceremony (exact numbers dependent on location)
- 1/2 page full-colour advertising in the awards winners brochure
- The opportunity for a post-awards event to showcase your award category winner's story.



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PARTNERSHIP OPPORTUNITIES



RIDI 100 partners - £895

The RIDI 100 partnership package* gives your brand year-round association with RIDI at an entry level cost, allowing you to use the RIDI 100 partner logo in your brand collateral and be searchable on the RIDI website. The package includes:

- Part of the exclusive 'RIDI 100' (limited to 100)
- Use of RIDI 100 partner logo
- Brand profile and website link on RIDI partner webpage
- Digital certificate of RIDI 100 partnership
- Invitation to select events throughout the year
- Preferential rates with RIDI partner organisations.

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100

PARTNER

* Available to recruitment service providers only. You must either hold Disability Confident status or be committed to achieve Disability Confident status within the next 12 months.



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AWARDS 2019

SPONSORSHIP OPPORTUNITIES



Sponsorship opportunities

Our awards celebrate the progress being made on recruiting disabled talent. Now in the fifth year, the RIDI awards are going from strength to strength as part of our wider programme for the inclusion of disabled talent in the workplace.

In 2018 the awards ceremony was introduced by Sir Phillip Rutnam (Permanent Secretary at the Home Office), who commended RIDI for not just changing individual lives but for tackling one of society's biggest challenges - the disability employment gap.

On awards night, we will celebrate with over 300 leading professionals from some of the most influential people and brands in recruitment and employment at a prestigious central London location.

Becoming a sponsor of the RIDI awards aligns your brand with a celebration of cutting-edge best practice in recruiting disabled people and an unparalleled opportunity to raise your brand's profile among the UK's senior industry experts on disability in recruitment.

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SPONSORSHIP OPPORTUNITIES



Headline sponsor - £25K

The headline sponsorship package includes:

- The RIDI Awards presented in association with your brand, so all awards branding has the 'RIDI Awards 2019 with SPONSOR NAME'
- Primary brand positioning in all marketing communications for the awards
- A double-page feature in awards brochure and your logo on the cover
- 10-minute keynote speech at start of the awards
- Presentation of the "Audience Choice" award, voted for on the night
- Logo in prominent position on all the awards collateral on the night
- Opportunity to provide expert comment for the awards PR pre and post event
- Primary brand positioning on the RIDI website, including company profile, case studies, blogs and links to your digital channels
- Banner stands at the awards
- Priority invites for your clients and suppliers (number depends on venue capacity)
- 1 page full-colour advertising in the awards winners brochure.



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SPONSORSHIP OPPORTUNITIES

Social media sponsor - £5K

The social media sponsorship package includes:

- Your brand on social media wall during the awards
- Your brand on the very popular RIDI Awards “selfie-frames”
- Prize presentation for the “best social media image” of the night
- Your logo on the awards promotional video (s) and social media images
- 1/2 page full colour advert in the awards brochure
- Invites for your clients and suppliers (exact numbers dependent on location).

Awards brochure sponsor - POA

The awards brochure sponsorship package includes:

- Your logo on the awards brochure
- Brand profile in the pre and post awards marketing and PR
- A double-page spread for editorial or advertising content
- Invites for your clients and suppliers (exact numbers dependent on location).

Video sponsor - POA

The video sponsorship package includes:

- Your logo on the awards videos
- Brand profile in the pre and post awards marketing and PR
- A 1/2 page full colour advert in the awards brochure
- Invites for your clients and suppliers (exact numbers dependent on location).

Trophy and certificate sponsor - POA

The trophy and certificate sponsorship package includes:

- Your logo on the trophies and certificates
- Brand profile in the pre and post awards marketing and PR
- A 1/4 page full colour advert in the awards brochure
- Invites for your clients and suppliers (exact numbers dependent on location).