

INTERNATIONAL WOMEN'S MONTH

MARCH 2026

SPONSORSHIP PROSPECTUS

Three months.

One powerful purpose: a gender-equal future to
BALANCE THE SCALES.



International Women's Month Overview

International Women's Day (IWD) - March 8, 2026



3

Month National Campaign

Jan – Mar



4

IWD Live Events
4 March 2026

Bris | Mel | Per | Syd



1

Online Event

National & International

United Nations Women

The global agency driving change for women and girls.

UN Women partner with governments, the private sector, civil society, and grassroots movements to shift the systems that shape lives - from policy and legislation to workplace culture and community safety.

We focus on four critical areas:



Leadership



Economic Empowerment



Freedom from Violence



Peace & Security

From advocacy to action, **UN Women keeps the rights of women and girls at the heart of global progress** — always, everywhere.



Photo: UN Women/Ryan Brown

Because gender equality is not just what we do.

IT'S WHO WE ARE.

#BalancetheScales

Balance the Scales is a call to ensure every woman and girl - regardless of background — is safe, heard, and free to shape her own future.

Yet in 2026, many still face injustice. Discrimination, gender-based violence, and systemic barriers continue to limit access to safety, support, and equality.

This year, we focus on three areas where justice must be rebalanced:



First Nations Women's Justice



Access to Justice



Climate Justice

This International Women's Day, let's Balance the Scales - *together.*



Photo: UN Women/Allison Joyce

When women and girls stand equal, families are stronger, workplaces are fairer, and communities are safer for all.

Where We Stand



In Australia

- The gender pay gap is **21.8%**.
- Men are **2 TIMES** more likely to be in the top earning bracket and women are **1.5 TIMES** more likely to be in the lowest.
- Only **22.3% of CEOs** in Australia are women.
- **31%** of women have experienced physical violence and **22%** have experienced sexual violence.
- First Nations women are **34 times** more likely to be hospitalised due to family violence than non-Indigenous women



Around The World

- **3.9 billion** women and girls live in countries with at least one law restricting their economic opportunities and access to justice.
- Women hold **26.7%** of seats in parliament, **35.5%** of seats in local government and **28.2%** of private sector leadership roles.
- **ONE in THREE** worldwide experience physical or sexual violence in their lifetime, yet most will never seek formal help or justice.

World Bank 2025; UN Women Progress on the Sustainable Development Goals Gender Snapshot 2023; UN Trust Fund to End Violence Against Women; WHO 2025; WGEA 2023-24; ABS 2022; AIHW, 2023

2025 IWM Campaign Outcomes

The leading national campaign continues to engage business, government, schools and communities to drive real-world action.

Join us in 2026 and help shape what’s next.



1
National cross-sector Campaign throughout March



5
Premier Events



72k
Website Users



12
Leaders And Changemakers Working To Re-shape The System And Remove Barriers



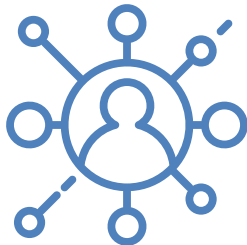
7.6k
At Live and Virtual Events



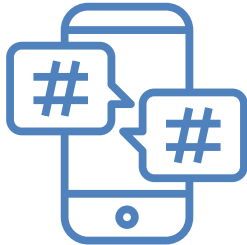
32.5K
Resource Views



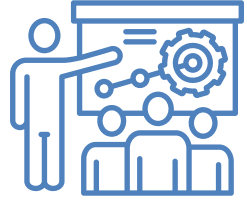
1 cause
Accelerating Women’s Empowerment



192M
Reach



14.4M
Hashtag Reach



\$252.5K
Raised For Life-changing Programs

2026 Campaign Overview

An integrated national campaign celebrating progress and inspiring action toward gender equality



Parliamentary Breakfast

Hosted by the Prime Minister, with bipartisan support, to celebrate Australia’s ongoing commitment to SDG 5 – Gender Equality.



National IWD Event Series

Australia’s pre-eminent live and virtual event series, bringing people together to celebrate, learn, connect, and fund UN Women’s global and local work.



IWM in Workplaces

The ‘all-in-one’ hub, IWD@Work, provides workplaces with event streaming, resources, and campaign content to engage staff and champion gender equality across organisations.



IWM in Schools

Interactive toolkits, streaming content, and student engagement activities that educate and inspire the next generation of gender equality leaders.



IWM in the Community

Gather for Good invites Australians to come together to celebrate women in their communities, learn, and raise funds for UN Women’s impact programs.



Sponsorship Inclusions

Brand Visibility & Recognition	Platinum \$85k	Gold \$60k	Silver \$30k	Bronze \$20k
Premium logo placement				
Inclusion in national and local PR outreach (dependent on sponsor location)	Y	Y	Y	Y
Outdoor media (where applicable)	Y	Y		
Campaign emails (eDMs) to 50K+ subscribers	Y	Y	Y	Y
Event signage on stage screens	Y	Y	Y	Y
Social Impact slide	Y	Y		
Featured partner profile on campaign website				
Logo, 100-word promo and link to company site	Y	Y	Y	Y
DE&I commitments (feature on website)	Y	Y		
Recognition at campaign events				
Verbal acknowledgement at key live and streamed events	Y	Y	Y	Y
On-screen branding during event sessions	Y	Y	Y	Y
Media spotlights				
Inclusion in official pre and post-campaign media	Y	Y		

Sponsorship Inclusions

Leadership & Influence	Platinum \$85k	Gold \$60k	Silver \$30k	Bronze \$20k
Campaign video feature				
UN Women CEO and company CEO in conversation segment up to 5 minutes.	Y			
Up to 2-minute content piece on campaign website		Y		
Included in the official IWM 2026 content series and virtual hub	Y			
Shared across UN Women Australia’s digital platforms (website, YouTube, LinkedIn)	Y			
Shown at the virtual event	Y	Y		
Complimentary CEO invitation to Parliamentary Breakfast + option to buy tickets				
Exclusive access to attend the high-profile event hosted by the Prime Minister	Y	Y	Y	
Network with senior government, business, and community leaders	Y	Y	Y	
Photo on media wall	Y	Y	Y	

Sponsorship Inclusions

Employee & Team Engagement	Platinum \$85k	Gold \$60k	Silver \$30k	Bronze \$20k
Full access to the IWD @ Work program				
Workplace streaming access to live & virtual events Digital resource toolkit (comms templates, facilitation guides, etc.) Bespoke support for internal activations across March	Y	Y	Y	Y
IWD ribbon packs for staff (includes 50 ribbons each)	6	4	2	1

Event Access & Hospitality				
Premium tickets at live events (10 tickets per table)* Can be used across multiple states Option to gift to clients or community partners VIP ticket to head table (complimentary for CEO)	40	20	10	5
Invitation to an exclusive pre-event networking reception Attended by VIPs, senior leaders, and keynote speakers	6	4	2	1

*UN Women Australia’s Partners and Sponsors enjoy a 10% discount on additional Premium Tables purchased in addition to tables included in their partnership or sponsorship benefits. (Limited additional Premium Tables at the discounted price of \$3,591, and subject to availability).

Sponsorship Inclusions

Social Impact & Community Reach	Platinum \$85k	Gold \$60k	Silver \$30k	Bronze \$20k
Pay-It-Forward virtual event tickets to share with community groups, not-for-profits	50	40	20	10
Post-campaign Impact	Plat	Gold	Silver	Bronze
Reporting on sponsor engagement, reach, and impact	Custom	Tailored	Tailored	Basic

How Your Sponsorship Drives Impact

Women’s Business 2nd Chance Hub (NSW, WA)

A holistic, culturally safe program for First Nations women who have been excluded from education or employment pathways. In partnership with Real Futures, the Hub provides vocational training, job opportunities, and entrepreneurial support, helping women build skills, confidence, and independence to transform their futures and communities.

Markets for Change (Pacific Islands)

Women make up 90% of Pacific market vendors, many working in unsafe conditions. Markets for Change transforms these spaces into secure, empowering environments – providing safe accommodation, better facilities, and business training so women can earn an income, grow their enterprises, and lead in their communities.

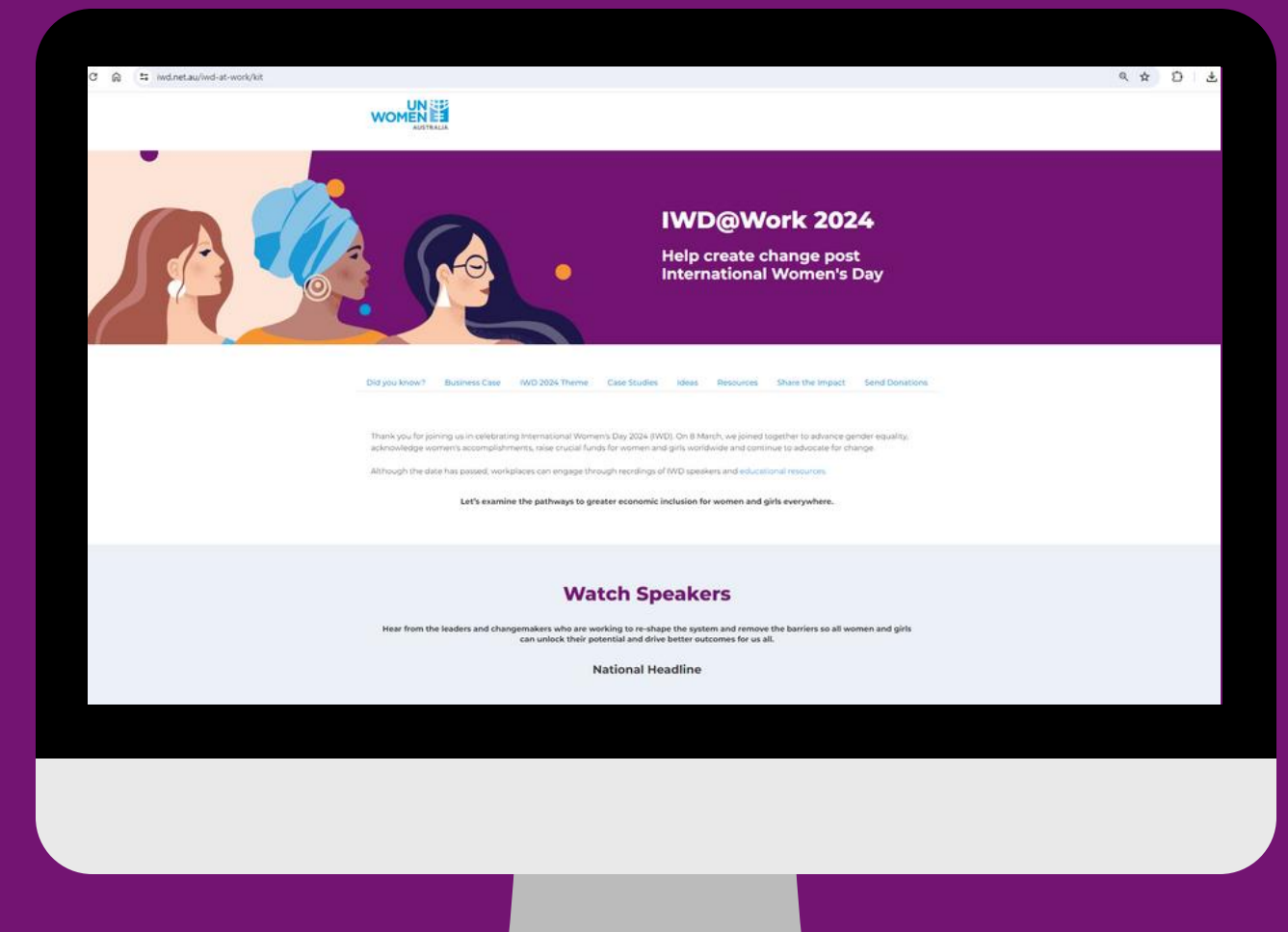
IWD @ Work

Educate. Elevate. Inspire Change.

IWD@Work is an all-in-one resource hub that **helps organisations amplify their commitment to gender equality across the workplace.**

Designed to drive meaningful engagement during International Women's Month and beyond, **IWD@Work provides:**

- **A complete toolkit** to plan and deliver an impactful workplace campaign
- **Curated content and tools to spark conversations** — including a business case, talking points, discussion guides, promotional materials, and social assets
- **Company-wide streaming access (live and on-demand)** throughout March, featuring global and local changemakers
- **Opportunities to spotlight your inspiring leaders** and allies within your organisation
- **Resources** to strengthen DEI initiatives and team engagement
- **Ideas and tools to support fundraising** for UN Women's vital programs



Sponsor Case Study 2025

Marriott: Building Brand Visibility & Purpose Alignment

Marriott partnered with UN Women Australia to deliver a vibrant International Women's Day campaign across its AUNZP hotels - engaging staff, guests, and communities while showcasing its brand as a force for good.

Promotions were co-designed to align Marriott's brand values with campaign messaging, achieving extensive visibility across live events, digital platforms, and media:

- ▶ Acknowledged nationally by UN Women Australia's Chair and locally by event MCs.
- ▶ Featured across IWD campaign content, website, and Virtual Hub (72,000+ reach).
- ▶ Included in eDMs (54,000+ subscribers) and social media (149,000+ followers).
- ▶ Dedicated company profile highlighting gender equality initiatives.

Leadership, Engagement & Impact

Marriott staff and guests joined creative fundraising events - from BBQs and team walks to IWD event watch parties - supporting UN Women's Markets for Change program in the Pacific.



“We used IWD@Work to livestream speakers into our workplaces. It was a great platform to discuss how our policies advance gender equality — and we received fantastic engagement and feedback.”

Partners & Sponsors

You're in good company



Ready to Lead?

Join us as a sponsor and make a lasting impact on gender equality.

Contact us today to discuss sponsorship opportunities and how your business can be part of the world's most influential gender equality movement

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