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**ALL IN CHAMPIONS SUBMISSION TEMPLATE**

**Your company can apply to become an All In Champion if you employ staff with roles in the UK advertising industry, for example: brand marketing teams, media and creative agencies, media owner commercial teams, tech platforms, production companies, etc.**

**Simply share evidence against each of the eight action areas below. You must evidence all eight actions in order to be granted All In Champion status.**

**Please visit** [**advertisingallin.co.uk**](https://advertisingallin.co.uk) **for more information or e-mail** [**allin@adassoc.org.uk**](mailto:allin@adassoc.org.uk)**.**

|  |  |
| --- | --- |
| **Company Name** |  |
| **Key Contact Name** |  |
| **Key Contact Email** |  |
| **Date Completed** |  |

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| **Action 1: Black Talent  Invest in a sponsorship programme** | |
| Evidence should include:   Confirmation of your company taking part in a sponsorship programme: either the [BRiM sponsorship programme](https://adassoc.org.uk/our-work/brim-sponsorship-programme/), or an equivalent.   **NOTE:** If you are unable to invest in a sponsorship programme due to low/no Black talent, please confirm so and outline the internal development opportunities available to Black talent within your organisation, or your defined talent and recruitment strategies for attracting Black talent. | [INSERT EVIDENCE] |

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| **Action 2: Disabled talent Ask your staff and visitors if they have accessibility needs** | |
| Evidence should include:   Information on how staff are able to share accessibility needs; information on how visitors are asked about their accessibility needs. | [INSERT EVIDENCE] |

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| **Action 3: Social Mobility Adopt the new Early Careers Social Mobility toolkit** | |
| Evidence should include:   Information on your organisation is working towards the five goals: Apprenticeships, Data, Recruitment, Support, Inform. | [INSERT EVIDENCE] |

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| **Action 4: Gender Take the Flexible First Checklist** | |
| Evidence should include:   Confirmation you have completed the Flexible First checklist. | [INSERT EVIDENCE] |

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| **Action 5: Asian talent Use the guide on the Advertising Association’s website** | |
| Evidence should include:   Information on how you are supporting talent from Asian backgrounds in line with the guide. | [INSERT EVIDENCE] |

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| **Action 6: Older talent  Implement the Shared Experiences Policy** | |
| Evidence should include:   Information on your organisation has implemented the Shared Experiences policy, or other relevant initiatives (e.g, reverse mentoring). | [INSERT EVIDENCE] |

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| **Action 7: Mental health Donate and signpost to NABS** | |
| Evidence should include:   Confirmation that you have donated to NABS in the past 12 months; other work you are doing with NABS; other relevant initiatives regarding mental health in your organisation. | [INSERT EVIDENCE] |

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| **Action 8: LGBTQ+  Welcome the use of gender pronouns in your organisation** | |
| Evidence should include:   Information on how your organisation has welcomed use of pronouns (e.g., included in email signatures); other relevant initiatives to support LGBTQ+ talent within your organisation. | [INSERT EVIDENCE] |

**Once complete please submit this form and upload your company logo via**: <https://advertisingallin.co.uk/become-an-all-in-champion/>

You may find our ‘How To’ sessions helpful, which can be accessed here: [All In How-To Sessions - YouTube](https://www.youtube.com/playlist?list=PLPUhZia0faV2nklNKtXb8eQzM_YDN5g33)

ALL DOCUMENTATION/EVIDENCE WILL REMAIN CONFIDENTIAL. WE WILL ASK FOR PERMISSION BEFORE USE.