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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)**.**

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| --- | --- |
| **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 (for example: a screenshot of the question in work email signatures). | [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 each of 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 Upskill your managers in mental health training** | |
| Evidence should include:   Information regarding the training and development offered to managers to support mental health awareness and conversations. This can be via external training partners (NABS, MHFA) or internally, but should include detail about the course/training attended. | [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.