



PEOPLE
LIKE
US

Your Workplace Equity Partners

Becoming a People Like Us Partner

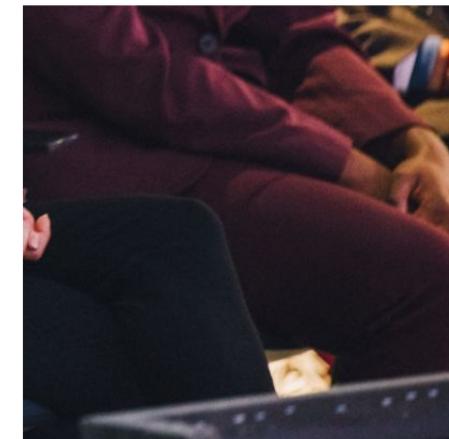
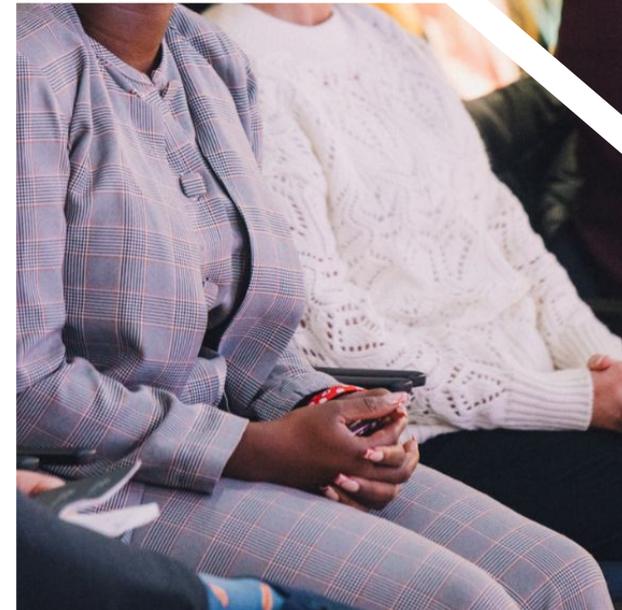
At People Like Us, we believe **real change happens when organisations are committed to meaningful action on diversity, equity, and inclusion.** We welcome partners at different stages of their DEI journey and work together to help them elevate their approach.

We seek partners who

- Are actively working towards a clear and measurable DEI strategy.
- Align with our values and are open to learning and evolving.
- Show accountability and a genuine commitment to continuous progress.



If you're at an earlier stage but keen to make an impact, **we'd love to explore how we can support your journey.**



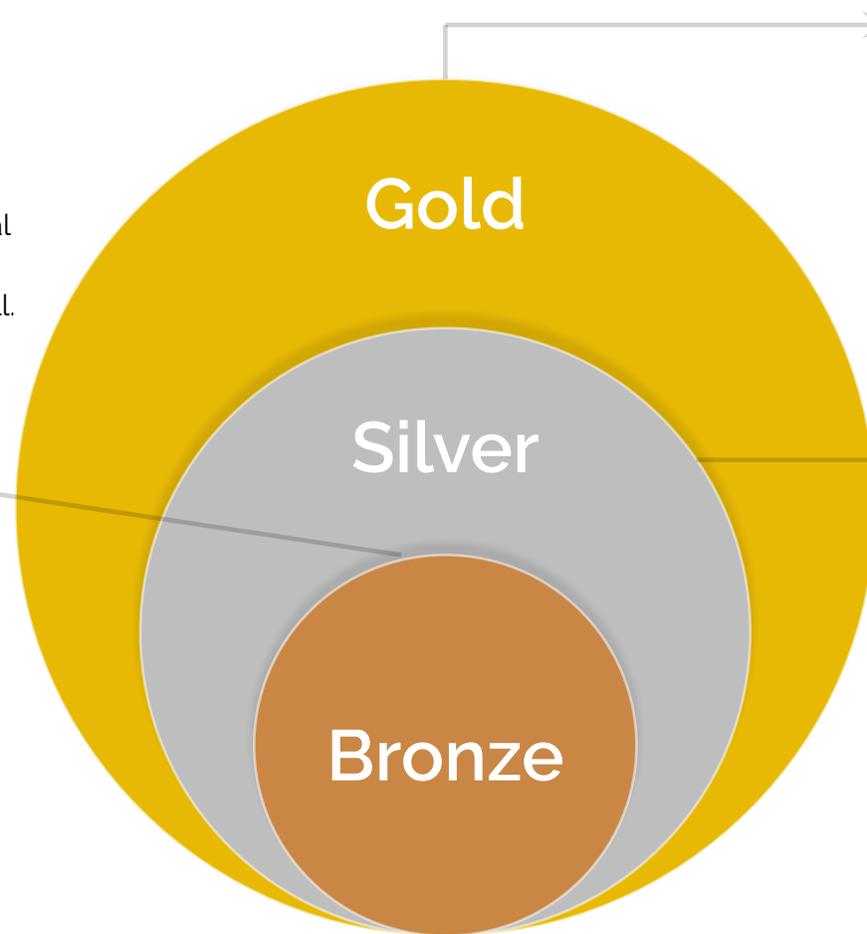
Partnership packages

We offer three partnership tiers that give organisations access to our network, insight, and programming to strengthen culture, inclusion, and talent pipelines. Your partnership not only brings real value to your team, it also directly funds our work to make the workplace fairer and more equitable for all.

Annual partnerships start from **£5,000**.

Bronze – Understand your progress and vulnerabilities on EDI. Help your team members network, learn and grow. Attract diverse talent

- Exclusive Networking – Connect with and learn from the industry’s brightest at our consistently sold-out quarterly industry events.
- Impact Report – Insights on progress, challenges, and partnership impact.
- Job Ad Distribution - Access the hugely diverse People Like Us network to target marcomms talent at all levels



Gold – Builds on Silver, plus

- Premium event branding sponsorship.
- A bespoke People Like Us event at your office.
- Strategic DEI board participation, giving your organisation a voice in shaping industry change.
- Consultancy on building a more inclusive workplace environment and improving processes

Silver – Builds on Bronze, plus:

- Bespoke DEI workshops for senior leadership.
- Access to a tailored mentorship programme.
- 8 hours of consultancy from People Like Us.
- Brand Exposure – Visibility on our website and social media channels.

Partnership details

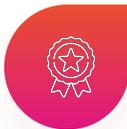
Package elements	What is it?	Bronze	Silver	Gold
Event Access	Our events consistently sell out within minutes. Partnering with us ensures exclusive access to these highly coveted experiences.	Guaranteed tickets (x2) for all events	Guaranteed Tickets (x3) for all events	Guaranteed Tickets (x4) for all events
Job Ads Distribution	People Like Us boasts a vibrant, highly engaged social media community. As a partner, you'll have the opportunity to share your open roles directly with this active audience.	3 per year	5 per year	10 per year
Tailored Mentorship Programme	We'll match individuals in your organisation with experienced senior marcomms professionals from our extensive network, providing a tailored mentorship programme designed to foster growth and development.	1 person – 3 months	2 people – 3 months	3 people – 3 months
Ad-hoc Confidential Support	The founders of People Like Us will be on hand to provide guidance and support to you and your employees on sensitive DEI-related matters.	1hr x 2	1hr x 2	1hr x 4
Partner Recognition	Showcase your commitment to inclusion with a bespoke "Official People Like Us Partner" badge, ready to feature across your website, email signatures, and marketing materials - reinforcing your dedication to diversity and belonging.	Official Partner Badge for all marketing materials	Official Partner Badge for all marketing materials	Official Partner Badge for all marketing materials
Consultancy Package	Offering invaluable consultation on everything from campaign strategy, positioning and workplace policy development to bespoke training - empowering your organisation to drive meaningful change. A tailored approach focused on your organisation's needs.	½ day	1 x full day	2 x full days
Branding Sponsorship	Our events and dynamic social media presence drive exceptional engagement, ensuring your brand enjoys prominent visibility across both platforms.	-	Premium Digital	Premium Digital & Event (4/yr)
Bespoke Event at your Office	We'll dedicate one of our annual People Like Us events to be exclusively co-branded with your organisation and hosted at your office, putting your organisation at the heart of a powerful and impactful gathering.	-	-	✓
Strategic DEI Board Participation	You will secure senior representatives from People Like Us actively contribute to DEI strategy at a board or advisory level. Providing expert guidance, insights, and accountability to help shape policies, improve representation, and ensure that DEI is embedded into the organisation's culture and decision-making.	-	-	4 hours per quarter
Evaluation of Partnership Impact	At the conclusion of our annual partnership, we will provide a comprehensive overview of the impact	✓	✓	✓

Partnership +

Beyond sponsorship, there are meaningful ways to deepen your engagement and amplify your impact



Host a private masterclass or 'social' for diverse talent in your industry.



Mentor a member of the People Like Us community, helping them progress in their career.



Collaborate with us on high-impact DEI projects, positioning your organisation as a leader in diversity and inclusion.



What are People Like Us' events all about?

A quarterly social gathering **celebrating the work of media and marcomms professionals from minority ethnic backgrounds**. Whether you're a PR, marketer, journalist, or social media expert, this is an evening of drinks, nibbles, and great company - without panels or white papers, just real connections and celebration. Past brand partners include **Samsung, TikTok, LinkedIn, Sony Music, Snapchat, The England Cricket Board, Penguin** and **The Financial Times**.



Why Partner with us on our events?



Unmatched Reach & Influence

- Connect with up to 200 industry professionals, including business leaders, HR decision-makers, and journalists.
- Our events attract around 60% diverse audiences.
- Engage an audience that is passionate, connected, and influential in shaping industry conversations.



Brand Amplification Across Channels

- Co-branded social media announcements reaching thousands.
- On-site branding in a vibrant, high-energy setting.
- Post-event video content shared widely on social and with media outlets.
- Comedian host & influencer partnerships to expand your brand's visibility.



A Genuine Commitment to Diversity

- Align your brand with a mission-driven initiative tackling industry diversity challenges in an engaging, community-driven way.
- No corporate jargon—just an authentic, dynamic space for diverse professionals to connect and thrive.



High Demand & Exclusivity

Tickets sell out in under 12 hours with 100+ person waiting lists - this is an event people don't want to miss.



An Unforgettable Experience

- 10 dynamic mini-TED Talks showcasing inspiring stories and groundbreaking campaigns.
- A powerful, uplifting atmosphere that leaves a lasting impression.

Sponsorship Investment

£5,000 + hosting costs i.e F&B, setup, and swag (optional)

Recruitment Services – Hire People Like Us

Alongside our advocacy and events, People Like Us also provides recruitment services – helping organisations source and hire diverse talent.

Candidates trust us because of our reputation as workplace equity champions. They come to us knowing we work with values-led employers who are serious about inclusion.

For employers, our approach includes:

- **Diverse Shortlists:** Applying a 'Rooney Rule' principle to ensure under-represented talent is always considered.
- **Vast Networks:** Accessing our trusted community in marcomms and beyond.
- **Candidate Support:** Coaching candidates through CVs, interviews, and confidence building.
- **Equitable Hiring Guidance:** Advising on job ads, interview processes, and fair assessments.

We specialise in the media and marcomms space but increasingly place talent across industries – always with equity at the core.

Recruitment fees

Competitive. Available on request.



Consultancy & Advisory Support

Practical, people-first support to help you build fairer, more inclusive workplaces – without the fluff.

We typically support teams with:

- **Focus groups & listening sessions**
Safe, facilitated spaces for employees to share honest experiences and surface what's really going on.
- **Recruitment process reviews**
From job ads to interviews to offers – identifying where bias creeps in and how to fix it.
- **Inclusive ways of working**
Building inclusion into day-to-day processes, not just policies that live in a drawer.
- **Foundational DEI training**
Clear, practical sessions for leaders and teams – no jargon, no shaming.
- **Campaign & comms sounding board**
A trusted outside perspective to sense-check ideas, language and execution before you go live.
- **Ongoing advisory support**
Flexible consultancy time you can draw on as challenges, questions or opportunities arise.

All work is tailored to your organisation, your people and where you're at.

Testimonials

Don't just take our word for it...



"People Like Us has made a huge impact on the comms industry, from mentorship to shaping policy. Their work is driving real, lasting change."

*Joe Sinclair
CEO at The Romans*



"The most impactful and joyful group I've come across in championing diverse talent. Our collaboration with PLU was a highlight of our year."

*Claudia Mair, Recruitment
Manager, Penguin Random
House UK*



"At a time when diversity efforts are being challenged globally, PLU provides vital thought-leadership and advocacy to keep progress moving forward."

*Ruwan Kudikara, SVP,
Sony Music*



"People Like Us gave me the confidence, contacts, and community I needed to make my career move. The energy at their events is incredible - I've made friendships and business connections I wouldn't have otherwise. These events are transforming the industry - I can't wait for the next one!"

*Daniel Henry, former Sky News
correspondent and communications
consultant*



"A seamless and impactful collaboration, and a truly memorable partnership with passionate and inspiring people."

*Rachel Sheldon,
Financial Times*



PEOPLE

LIKE

US

ON AIR

Thank you!



plu.org.uk



linkedin.com/company/meetpeoplelikeus



[@meetpeoplelikeus](https://instagram.com/@meetpeoplelikeus)