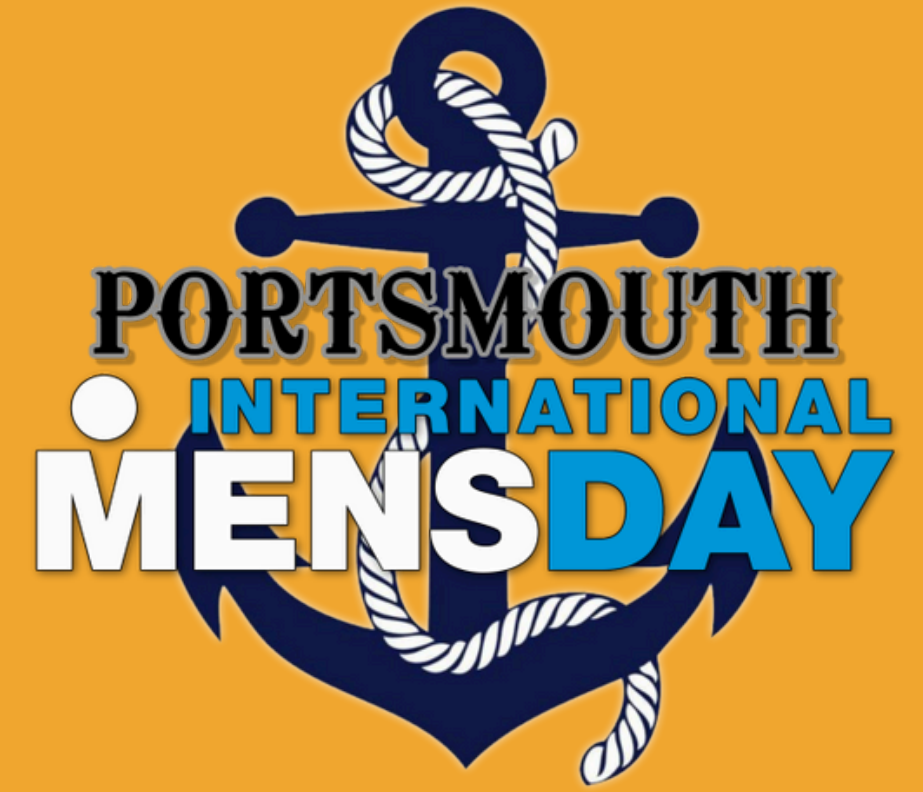


PORTSMOUTH MEN'S AWARDS



21 November 2025

The Mary Rose Museum



PORTSMOUTH MEN'S AWARDS 2025

Friday 21 November | Mary Rose Museum

The only event of its kind in Portsmouth, celebrating unsung heroes, positive masculinity, and the power of community.

"Portsmouth's annual International Men's Day event is a prestigious and inclusive night that raises awareness of issues affecting men and boys and shines a light on deserving role models in Portsmouth"

- Matt Foster: CEO, The Parenting Network

ABOUT THE EVENT

Hosted at the iconic Mary Rose Museum, guests will enjoy:

- Inspirational speakers including keynote speaker Ashley Cain
- An uplifting awards ceremony honouring real-life role models and unsung heroes
- Food, drink, entertainment and the chance to connect with an incredible cross-section of Portsmouth



WHY THIS EVENT MATTERS

Men's wellbeing is a growing community concern.

- **1 in 4 men will experience a mental health problem in their lifetime.**
- **Suicide is the leading cause of death for men under 50 in the UK.**
- **Many men still struggle to seek help or find safe spaces to talk.**

The Portsmouth Men's Awards is the city's only official International Men's Day event. It's a night that:

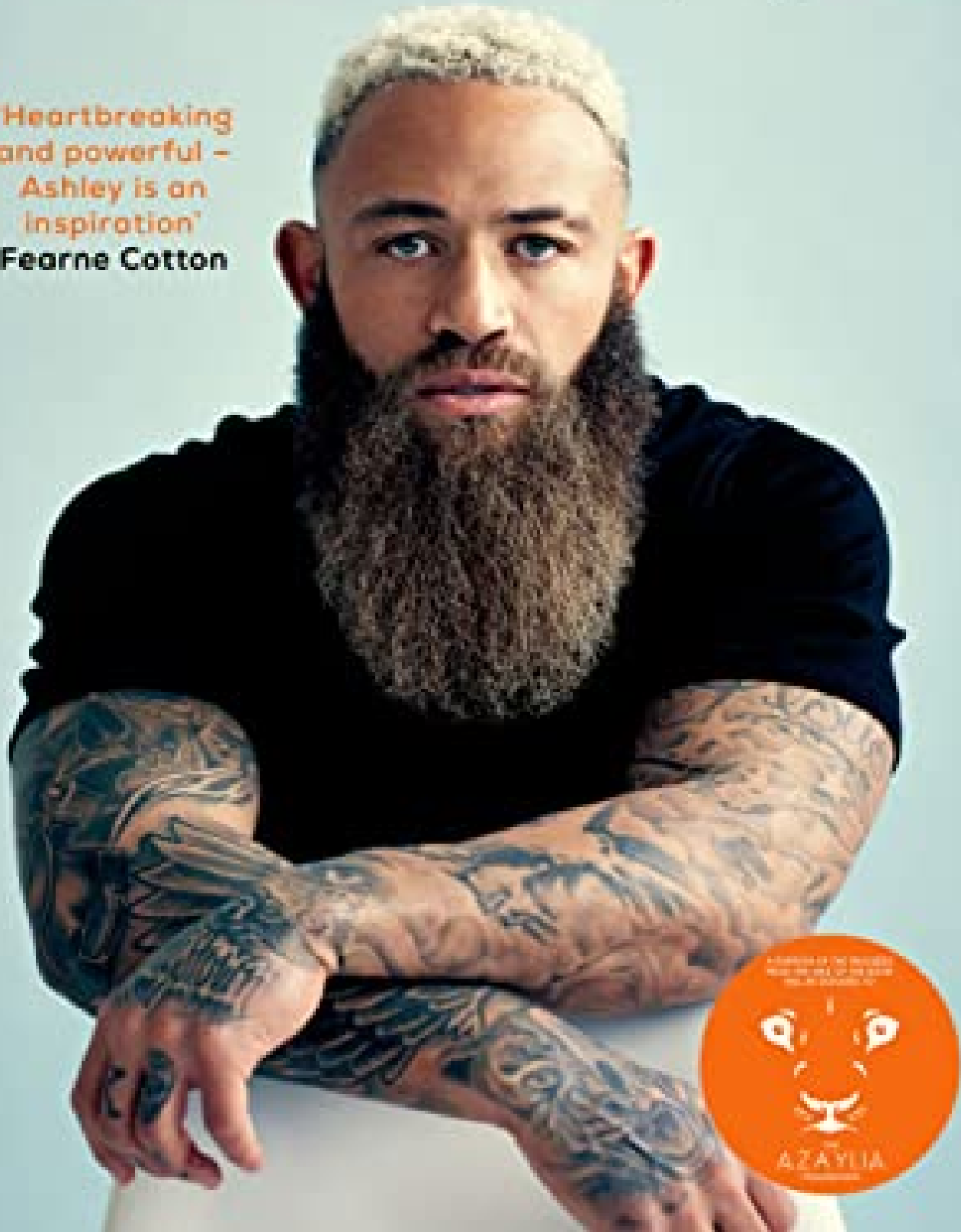
- **Celebrates positive male role models and their impact on families, workplaces, and communities**
- **Brings men together to connect, support each other, and break isolation**
- **Promotes men's mental health and suicide prevention in an uplifting, stigma-free way**
- **Inspires the next generation with real, relatable stories of courage, leadership, and kindness**

By keeping the event accessible, inclusive, and open to all, we remove barriers so every man can be part of the conversation — not just those who can afford a ticket.

ASHLEY CAIN STRONG

Life, loss and eternal love for my daughter

'Heartbreaking
and powerful -
Ashley is an
inspiration'
Fearne Cotton



KEYNOTE SPEAKER: ASHLEY CAIN

Ashley Cain is a former professional footballer, Ex on the Beach reality star, endurance athlete, and childhood cancer campaigner. Following the loss of his daughter, Azaylia, he founded The Azaylia Foundation, fundraising nearly £200,000 and breaking records with a coast-to-coast Ultraman challenge to drive change and awareness. His journey transforms grief into powerful advocacy, resilience, and purpose—making his keynote deeply resonate with themes of strength, mental health, and community building.

WHY SPONSOR THE PORTSMOUTH MEN'S AWARDS?

- Stand out as a community leader – Be seen as a brand that takes men's wellbeing seriously.
- Boost your reputation – Align with Portsmouth's only official International Men's Day event.
- Engage employees – Involve your staff in nominations, attendance, and celebration.
- Connect with your audience – Reach families, professionals, and community leaders.
- Positive press & PR – Leverage local and regional media coverage in the run-up and on the night.

WHO YOU'LL REACH

- 200+ guests from across Portsmouth's business, charity, education, health, and civic sectors
- 20,000+ people reached online via The Parenting Network's social media and newsletters
- Coverage in local press, radio, and business networks
- Audience:
 - Local leaders & decision-makers
 - Families & community members
 - Young people inspired by real role models

THE BUSINESS IMPACT

Sponsorship isn't just charity – it's strategy.

- ✓ Employee pride & morale – staff feel proud their employer is backing men's mental health.
- ✓ Brand visibility – logo and name across event, media, and online channels.
- ✓ Customer trust – align with issues people care deeply about: mental health, resilience, and community.
- ✓ Networking – build relationships with fellow sponsors, civic leaders, and influencers.
- ✓ CSR leadership – measurable impact that can be included in CSR & ESG reporting.

SPONSORSHIP OPPORTUNITIES

Businesses supporting the community

Headline
£3k

- EXCLUSIVE to your business
- Logo on all marketing & event materials
- Social media, press and email mentions
- On-stage thanks and award presentation
- Premium branding on screens, programme and venue signage

Award
£1.5k

- Logo on award materials and in programme
- Social media mentions
- Opportunity to present an award on stage

Event
£1k

- Logo on award materials and in programme
- Social media mentions



THANK

When you sponsor the Portsmouth Men's Awards, you're not just putting your logo on an event — you're standing for something bigger: community, wellbeing, and hope.

jo.morgan@theparentingnetwork.co.uk

YOU