

INTERNATIONAL WOMEN'S DAY

Women & Wealth

GALA



Calgary Sponsorship Package

Partnership Opportunity

Women & Wealth Inc. invites you to be a part of our 2019 International Women's Day Women & Wealth Gala, presented by Raintree Financial Solutions.

March 8, 2019
5:00 PM – 9:30 PM
BMO Centre, Hall D

wwgala.com

By joining us as a partner, you are showing the community your organization's commitment to promoting gender equality and supporting women across Canada who are, or are on their way to becoming, confident and passionate leaders of our businesses, organizations, governments, schools and communities. Aligning your organization with the International Women's Day Women & Wealth Gala will offer your company excellent exposure through event promotion, corporate networking, advertising and community engagement.

Join us and host your valuable clients and staff for an inspirational evening. Guests will enjoy a three-course meal prepared by the BMO Centre's amazing culinary team, inspirational speeches from Marie Bertrand, Rachel Mielke and Chantal Kreviazuk and have the opportunity to take part in a silent auction.

The Gala

The International Women's Day Women & Wealth Gala is hosted by Women & Wealth Inc., a not-for-profit organization that holds events on International Women's Day to empower, inspire and support women across Canada who are, or are on their way to becoming, confident and passionate leaders of our businesses, organizations, governments, schools and communities. Together, we seek to help close the gender gap and promote gender equality within our society.

Our mission is to provide a platform for women across the country to share their journey of success and inspire and empower others with their story. Through our International Women's Day Galas, we bring people together to celebrate the social, educational, economical and political achievements of female leaders.

2019 marks the fourth annual International Women's Day Women & Wealth Gala. The event has been held exclusively in Edmonton up until 2019 and has featured amazing speakers including Rachel Mielke of Hillberg & Berk, Kate Ross LeBlanc of Saje Natural Wellness, Kendall and Justine Barber of Poppy Barley, Julie Daniluk, Teresa Spinelli of the Italian Centre Shop and more. The event has earned media exposure from CTV, Global, Metro and more.

All net-proceeds of the event as well as silent auction sales will be donated to the Canadian Women's Foundation.

The Canadian Women's Foundation is Canada's public foundation for women and girls. They fund programs across Canada, prioritizing the communities where the need is greatest. These programs address four urgent issues:

- **Prevention of gender-based violence**
- **Women's economic development**
- **Girls' empowerment**
- **Inclusive leadership**



As a woman and a new mother working in private equity, it was wonderful to hear female entrepreneurs share their struggles and victories, and how they've worked through all obstacles to achieve their ambitions.

Laura Livingstone,
Newlook Capital



How Does it Benefit Companies to Foster Women's Leadership?

Companies with the highest levels of diversity (either gender, ethnic, or racial) are anywhere from 15-35% more likely to have financial returns above their industry's national average (Companies Do Better With Women Leaders (But Women Need More Confidence To Lead), Study Says).

A 2017 report suggests that steps to decrease gender inequality in the workplace may benefit Canada's economy by as much as \$150 billion by 2026. If the gender gap was eliminated entirely, that number could rise to as high as \$420 billion (Why diversity matters, 2015, McKinsey & Company).

High-performing businesses tend to have more women in leadership roles: 37% of leaders in higher-performing companies are women, compared to 19% of leaders in lower-ranked companies (How much does gender inequality cost Canada? \$150B, report finds, 2017, CBC News).

Having more women in leadership will help Canada to achieve gender equality. Women leaders in Canada will not only help influence decision-making around policies, laws and management, but they will also act as role models and mentors for young women.



Sponsorship Opportunities

Platinum: \$20,000

Maximum of five availabilities

Reception x 2 – Opportunity to brand a section of the post-event reception

Speaker x 3 – Logo on screen during speaker presentation and opportunity to introduce a speaker on stage

All Platinum Sponsors will receive:

- Logo recognition on website, Eventbrite page and Facebook event page
- Social media posts and mailing list promotion
- Two complimentary tables of 10
- Full-page advertisement in event program
- Logo on event signage and screen at event
- Verbal recognition on stage at event
- Option of including an item in the silent auction
- Option of adding an item to the Women's Day Gift Bags

Gold: \$10,000

Maximum of five availabilities

Silent Auction x 2 – Logo and signage displayed around auction tables

Photo Booth – Logo printed on photo booth pictures and signage beside photo booth

Dinner x 2 – Logo on dinner menu

All Gold Sponsors will receive:

- Logo recognition on website, Eventbrite page and Facebook event page
- Social media posts and mailing list promotion
- One complimentary table of 10
- Full-page advertisement in event program
- Logo on event signage and screen at event
- Verbal recognition on stage at event
- Option of including an item in the silent auction
- Option of adding an item to the Women's Day Gift Bags

Silver: \$5,000

Maximum of five availabilities

All Silver Sponsors will receive:

- Logo recognition on website, Eventbrite page and Facebook event page
- Social media posts and mailing list promotion
- Five complimentary Gala tickets
- Half-page advertisement in event program
- Logo on event signage and screen at event
- Verbal recognition on stage at event
- Option of including an item in the silent auction
- Option of adding an item to the Women's Day Gift Bags

Gift Bag

Six availabilities

Item must be a gift certificate with a value of \$50+ or an item with a value of \$25+

All Gift Bag Sponsors will receive:

- Logo recognition on website, Eventbrite page and Facebook event page
- Social media posts and mailing list promotion
- Five complimentary Gala tickets
- Half-page advertisement in event program
- Logo on event signage and screen at event
- Verbal recognition on stage at event
- Logo printed on gift bags
- Option of including an item in the silent auction

Creative zag creative

- Logo recognition on website, Eventbrite page and Facebook event page
- Social media posts and mailing list promotion
- One complimentary Gala table
- Half-page advertisement in event program
- Logo on event signage and screen at event
- Verbal recognition on stage at event
- Option of including an item in the silent auction
- Option of adding an item to the Women's Day Gift Bags

Media

- Logo recognition on website, Eventbrite page and Facebook event page
- Social media posts and mailing list promotion
- One complimentary Gala table
- Half-page advertisement in event program
- Logo on event signage and screen at event
- Verbal recognition on stage at event
- Option of including an item in the silent auction
- Option of adding an item to the Women's Day Gift Bags

Other In-Kind \$1,000+ value

- Logo recognition on website, Eventbrite page and Facebook event page
- Social media posts and mailing list promotion
- Two complimentary tickets to event
- Logo on event signage and screen at event
- Verbal recognition on stage at event
- Option of including an item in the silent auction
- Option of adding an item to the Women's Day Gift Bags

Please note there are sponsorship opportunities available for the Edmonton event as well. Please contact Hannah Barnes at info@hannahbarnesevents.com to take advantage of the multi-city sponsorship discount.

Sponsorship Form

Platinum Sponsor

☐

Gold Sponsor

☐

Silver Sponsor

☐

Gift Bag

☐

Media

☐

Other-In-Kind

☐

Contact Information

Company Name _____

Company Person _____
First Name
Initial
Last Name

Position Title _____

Street Address _____ City _____

Province _____ Postal Code _____

Phone Number _____ Email _____

Billing Information

☐ Same as above ☐ Different than above

Billing Contact _____
First Name
Initial
Last Name

Billing Address _____ City _____

Province _____ Postal Code _____

Sponsorship Fulfillment

To ensure a timely delivery of your sponsorship fulfillment, we kindly ask you to please submit the required files or documents upon confirmation of sponsorship:

- Your company logo in a vector format (EPS or AI) or as a high resolution image (PNG or JPEG).
- Your full- or half-page advertisement in a vector format (EPS, AI, PDF, or INDD) or as a high-resolution image (PNG or JPEG).
 The ad's finished size is 5.5" x 8.5", with 0.25" bleed and margins for a full-page and 5.5" x 4.25" for a half-page.

Make cheques payable to Women & Wealth Inc. Sponsorship payment is due two weeks after this form has been submitted.

Submit completed form to Hannah Barnes via email at info@hannahbarnesevents.com.

Signature

Date