

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.



Our Speakers



Chantal Kreviazuk

Multiple Juno Award-Winning Musician

Multiple Juno Award winner Chantal Kreviazuk never considered a career in music until she began writing what would become her Platinum-selling debut album during recovery from a serious motorcycle accident in 1994. *Under These Rocks and Stones* was released to widespread acclaim in 1997, and Chantal has since become one of Canada's most beloved artists. With a string of distinguished albums and singles, including her most recent album, *Hard Sail*, Chantal's drive to expand her artistry has led her to become a highly sought-after songwriter, having penned hits for superstars like Drake, Pittbull, Christina Aguilera, Carrie Underwood, Kendrick Lamar and Pink, among others.

While her professional achievements are significant, Chantal receives the greatest amount of joy at home where she raises her three sons – Rowan, Lucca, and Sal – with her husband, Raine Maida, frontman for Our Lady Peace. For Chantal, motherhood has breathed an authenticity into her life that inspires her to achieve new levels of self-discovery.

Having demonstrated an outstanding commitment to human rights causes – being avid supporters of War Child Canada among them – Chantal and Raine received the 2014 Allan Slaight Humanitarian Spirit Award for their longstanding dedication to the world community. In December 2014 the Governor General jointly appointed Raine Maida and Chantal Kreviazuk to the Order of Canada.

Rachel Mielke

Rachel Mielke, CEO and founder of Hillberg & Berk, is passionate about creating beautiful jewellery, and empowering women in the process. The Saskatchewan-born entrepreneur has built a successful luxury jewellery company that not only generates millions of dollars in revenue annually, but also focuses on helping make a difference in the world – one sparkle at a time.

Through determination, hard work and business savvy, Rachel has created a global supply chain based in Regina that sets her company apart from other companies in the jewellery industry.

She has made the Queen sparkle, as well as Canada's Olympic athletes, and entertainment super stars.

Hillberg & Berk designs are now available in numerous retail locations, through wholesale stores across the country, and from the company's online store.





Marie Bertrand

As a microbiologist and skin scientist, Marie Bertrand has worked for many years in the cosmetic industry, developing and implementing basic and advanced training sessions related to skin care and dermatology. Marie is passionate about educating men and women about healthy skin and the latest advancements in products and technologies in the skincare industry. She has successfully trained more than 250,000 people on the proper recommendation of skin care routines and is an avid international public speaker.

As the owner of SkinScience, voted Best Medical Laser Clinic in Calgary, Marie develops integrated skin care routines adapted to each patient's needs, ensuring both support and follow up. Founded in 2007, SkinScience brings a new vision to skincare: respect for the customer, ethical and unbiased recommendations, design of skin care regimes based on scientific facts and sound clinical studies, measurable results and on-going support and education for all customers. In 2018, Marie's blog was awarded #42 best skin care blog in the world.

Previously, Marie worked in management for L'Oreal Canada, developing skin care training programs for cosmeticians and dermatologists throughout the country. Marie is also called upon to recommend customized skin care plans for celebrities at the Oscar awards.

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