

INTERNATIONAL WOMEN'S DAY

Women & Wealth

GALA



Edmonton Sponsorship Package

Partnership Opportunity

Women & Wealth Inc. invites you to be a part of our 2020 International Women's Day Women & Wealth Gala presented by Raintree Financial Solutions.

March 7, 2020

4:30 PM – 9:30 PM

Edmonton Convention Centre

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 award-winning culinary team at the Edmonton Convention Centre, inspirational speeches from Courtney Buhler and Michele Romanow, and have the opportunity to take part in a raffle draw.

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.

2020 marks the fifth annual International Women's Day Women & Wealth Gala. The event has featured amazing speakers including Jillian Harris, Chantal Kreviazuk, Jessica Tetu, 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 raffle 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**



“

I just wanted to follow up and say how impressed I was (as was every single person I talked to, including all the clients and colleagues we invited) with the stunning event your team put on this week. It was top notch and made me proud of knowing you and being able to work with you. We will be buying a table next year — maybe even two — and inviting more of our clients and friends.

”

**Julianna Cantwell,
Juna Consulting**

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



Michele Romanow

Tech titan Michele Romanow is an engineer and a serial entrepreneur who started five companies before her 33rd birthday. A “Dragon” on CBC’s hit show *Dragons’ Den*, Romanow is the co-founder of Clearbanc, which will invest \$1 billion in startups in 2019. She previously co-founded SnapSaves, acquired by American tech giant Groupon, and Buytopia.ca, which acquired ten competitors, including Shop.ca and WagJag, and was ranked 3rd on the Profit Hot 50 list of fastest growing companies. She brings her incredible entrepreneurial savvy to every stage.

Romanow has created digital solutions for many of the world’s leading brands, including P&G, Netflix, Starbucks, and Cirque du Soleil. She’s ranked as one of the “100 Most Powerful in Canada” by WXN, is the only Canadian included in Forbes’ “Millennial on a Mission” list, and was recently named a “Young Global Leader” by the World Economic Forum.

Awarded Angel Investor of the Year by the Canadian Innovation Awards, Romanow is a prolific angel investor through *Dragons’ Den*. She co-founded the Canadian Entrepreneurship Initiative with Richard Branson to encourage more entrepreneurs.

Romanow is currently a director for Vail Resorts, Freshii, League of Innovators, Queen’s Business School, and Shad Valley, a transformational program that develops the entrepreneurial potential of exceptional Canadian youth.



Courtney Buhler

Courtney Buhler is a wife, mother of 3, and CEO/Founder of Sugarlash PRO®, a luxury eyelash extension company. After beginning as a solo lash artist at age 19, Courtney quickly expanded her home-based business into a 10-person commercial lash lounge called Lash Affair in South Edmonton. When most would settle for a successful business, Courtney recognized an opportunity to introduce higher quality products into the industry, and created her own product distribution company and training academy for aspiring lash artists: Sugarlash PRO®.

Courtney is an award-winning lash artist and industry personality — she speaks at lash and business conferences, judges international lash competitions, and attends lash events around the world. Her innovative products and powerhouse personality have scored her features in top publications such as Vogue, Harpers Bazaar, Refinery 29, PopSugar, and BuzzFeed, and resulted in major partnerships, including with Ulta Beauty, the largest beauty retailer in the United States. Sugarlash PRO's products and training are currently used by over 19,000 lash artists in nearly 75 countries worldwide.

Sponsorship Opportunities

Please note we are offering a 10% discount to any organizations that sponsor both the Edmonton and Calgary event. Additionally, we are offering a further 10% discount to any organizations that agree to sponsor both the 2020 and 2021 events.

Platinum: \$20,000

Maximum of three availabilities

Reception x 1 – Opportunity to set-up an activation in the pre-event reception

Speaker x 2 – 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
- 20 complimentary tickets to the Sponsor Reception
- 20 complimentary tickets to the VIP Meet & Greet with the speakers
- 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 raffle
- Option of adding an item to the Women's Day Gift Bags

Gold: \$10,000

Maximum of five availabilities

VIP Meet & Greet Sponsor – Opportunity to sponsor the post-event VIP Meet & Greet Reception with the speakers.

Sponsor Reception – Opportunity to sponsor the Sponsor Reception.

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
- 10 complimentary tickets to the Sponsor Reception
- 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 raffle
- Option of adding an item in the Women's Day Gift Bags

Silver: \$5,000

Maximum of 10 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
- Five complimentary tickets to the Sponsor Reception
- 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 raffle
- Option of adding an item to the Women's Day Gift Bags

Gift Bag

Six availabilities

1,000 - 1,500 items that must be either a gift certificate with a value of \$50+ or an item with a value of \$25+ with no restrictions or minimum spends + up to 300 VIP items that must be either a gift certificate with a value of \$60+ or an item with a value of \$30+

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
- Five complimentary tickets to the Sponsor Reception
- 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 raffle

Community Partner

In order to qualify as a Community Partner you must have a not-for-profit or women's focused organization with likeminded views and values and agree to promote the IWD Gala both internally within your organization and externally on social media, newsletters and your website. You must also purchase a minimum of 1 Table of 10 to the event to qualify. In exchange, you will receive:

- Logo on screen at event
- A 10% discount code to be used by your organization and shared publicly

Media

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

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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