

Women + Wealth GALA



Sponsorship Package

Partnership Opportunity

Women & Wealth Inc. invites you to be a part of our virtual 2021 International Women's Day Women & Wealth Gala presented by Raintree Financial Solutions.

March 8, 2021

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 nation-wide exposure through event promotion, advertising and community engagement.

Join us from your home or boardroom and virtually host your valuable clients and staff for an inspirational evening while supporting the Canadian Women's Foundation.

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.

2021 marks the sixth annual International Women's Day Women & Wealth Gala. Due to the global pandemic, the event will look a little bit different this year...we are going virtual! Platinum and Gold Sponsorship comes with a dedicated breakout room that you can use to network and host a virtual gathering before and after the formal program begins. There are ticket add-ons including three-course meals and charcuterie boards that you can purchase for your guests.

A percentage of net-proceeds of the event will be donated to the Canadian Women's Foundation. The pandemic circumstances intensify inequalities related to gender, and other factors, such as economic status, race, culture, language, and other intersecting elements of our identities. It is important to understand the intersectional gendered implications of the pandemic, especially in the areas of gender-based violence, economic security, girls' empowerment, and inclusive leadership.

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**



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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**

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Our Speakers



Sarah Nicole Landry

Sarah Nicole Landry is a mom of three – soon, four! – who loves cultivating powerful social media conversations around life and our experiences in it. Sarah is a body confidence activist, speaker, writer, 3x cover girl, and weekly podcast host. Her lifestyle includes approximately 12,000 unanswered emails and peanut butter straight from the jar.



Chau Lui

Chau Lui is the co-owner of Paris Jewellers, along with her sister Trang, who are now spearheading the company with a 90% women workforce. They are originally from Vietnam and didn't speak English when they immigrated to Canada.

The company started in a 400 sq. ft. space in St. Albert, AB, and had 9 stores when Chau joined. Chau led the expansion plan to grow Paris Jewellers to 23 stores across 4 Canadian provinces with over 200 employees. She focused on implementing new training, processes and systems to sustain this growth and continue expansion across Canada.

Chau is passionate about the jewellery industry, the customer experience and about community partnerships and involvement. Her biggest passion is her family, Chau is married with two daughters ages 8 and 6.

Our Speakers



Paulette Senior

Paulette Senior has devoted her life and career to breaking down systemic barriers and building up diverse women and girls. Her personal experience immigrating to Canada from Jamaica as a young girl ignited her interest in social justice and helped make her the dynamic, grounded leader she is today.

Paulette's career began in social services in some of Toronto's most underserved neighbourhoods. She witnessed the need for systemic change and learned the power of putting the voices of women and equity-seeking communities first. She became known for her excellence in shelter, employment, and housing service provision, as well as for her intersectional approach to advocacy. She has earned numerous awards and has become one of the most respected women leaders in Canada.

In 2016, Paulette joined the Canadian Women's Foundation as President and CEO after a decade serving as CEO of YWCA Canada. She is a sought-after thought-leader on numerous issues including gender equity and gender-based violence; women's poverty and the wage gap; girls' empowerment; and leadership. Her focus at the Foundation is to bolster an inclusive national movement for all women, girls, and communities across Canada.

"The premise of the Foundation when it was created was to transform the lives of women and to support the underpinning of a women's movement in Canada. Being able to lead the next iteration of that is an incredible opportunity." – Paulette Senior

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: \$10,000

Maximum of three availabilities

All Platinum Sponsors will receive:

- 30 Tickets
- Up to 3 Breakout Room(s) to use for networking with your guests before and after program
- 30-second video/advertisement during virtual program (supplied by sponsor)
- Logo Banner on screen and LED panels
- Logo recognition on website and name recognition on Eventbrite page and Facebook event page
- Social media posts and mailing list promotion
- Verbal and logo recognition during virtual program

Gold: \$5,000

Maximum of four availabilities

All Gold Sponsors will receive:

- 15 Tickets
- One Breakout Room to use for networking with your guests before and after program
- 15-second video/advertisement during virtual program (supplied by sponsor)
- Logo recognition on website and name recognition on Eventbrite page and Facebook event page
- Social media posts and mailing list promotion
- Verbal and logo recognition during virtual program

Silver: \$2,000

Maximum of 10 availabilities

All Silver Sponsors will receive:

- 5 Tickets
- Logo recognition on website and name recognition on Eventbrite page and Facebook event page
- Social media posts and mailing list promotion
- Verbal and logo recognition during virtual program

Virtual Gift Bag: \$1,000 + Discount Code

Maximum of 6 availabilities

This sponsorship category is for small product-based businesses with online stores and allows you the opportunity to add a discount code or gift certificate to our attendee thank you email.

- 2 Tickets
- Logo recognition on website and name recognition on Eventbrite page and Facebook event page
- Social media post
- Discount code or e-gift certificate included in thank you email to attendees

Sponsorship Form



Platinum Sponsor

Gold Sponsor

Silver Sponsor

Virtual Gift Bag Sponsor

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).
- Photo and caption that can be used on social media to promote your involvement.

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@connectedevents.ca.

Signature

Date