

Women + Wealth GALA



Sponsorship Package

Partnership Opportunity

Women + Wealth invites you to partner with us on the 2022 International Women's Day Women + Wealth Gala presented by Raintree Financial Solutions.

May 14, 2022: The Edmonton Convention Centre + Virtual Live Stream

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, social media and community engagement.

Join us and host your valuable clients and staff for an inspirational evening. Guests will enjoy a celebratory evening that includes a three-course meal, inspirational speeches and ample socializing and networking at the Sponsorship Reception.

The Gala

The International Women's Day Women + Wealth Gala is hosted by Women + Wealth Inc., a not-for-profit organization that holds events in celebration of 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.

Women + Wealth's 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.

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**



“

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

”

Our Reach

1,000

Expected Attendance

1,367%

Growth Rate Of In-Person Events Since 2016



8,791 Followers



800+ Subscribers



Women

Average Age of Attendees



21 - 29

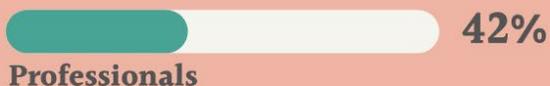


30 - 49

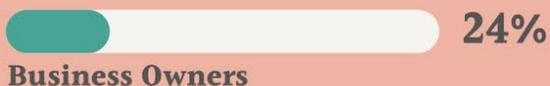


50+

Attendee Occupation



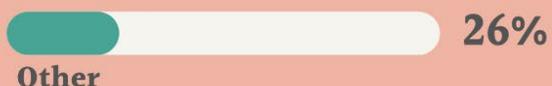
Professionals



Business Owners



Medical Professionals



Other



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.



Featuring



Catherine O'Hara - Virtual Keynote

Catherine O'Hara is a prolific, multi-award-winning actress, writer, and comedian whose film credits include lead and supporting roles in Beetlejuice, Home Alone, Home Alone 2: Lost in New York, After Hours, Heartburn, The Life Before This, Penelope, Away We Go, Where the Wild Things Are, A.C.O.D., The Right Kind of Wrong, Nightmare Before Christmas, and many more.

O'Hara has collaborated with Christopher Guest and co-writer Eugene Levy four times on the critically acclaimed mockumentary films *Waiting for Guffman*, *Best in Show*, *A Mighty Wind*, and *For Your Consideration*. Her performance in the latter won her the 2007 National Board of Review Award for Supporting Actress. O'Hara has also made many guest appearances on top-rated television series including *Six Feet Under* and *Curb Your Enthusiasm*. Her role in HBO's *Temple Grandin* earned her Primetime Emmy, Satellite, and Screen Actors Guild Award nominations.

O'Hara first performed with Toronto's Second City Theatre and later, with fellow alumni including Eugene Levy, created the iconic sketch comedy show *SCTV*. O'Hara won an Emmy Award and earned four Emmy nominations for her writing on the show.

In the final two seasons of the hit CBC series, *Schitt's Creek*, O'Hara received an Emmy Award for Outstanding Lead Actress in a Comedy Series, a Golden Globe Award for Best Performance by an Actress in a Comedy Television Series, a SAG Award for Outstanding Performance by a Female Actor in a Comedy Series, a Critics' Choice Award for Best Actress in a Comedy Series, a TCA Award for Individual Achievement in Comedy, and multiple Canadian Screen Awards for Best Performance by an Actress in a Continuing Leading Comedic Role amongst others. O'Hara also garnered Emmy, Golden Globe, and SAG awards in the Best Ensemble categories alongside her cast mates Eugene Levy, Dan Levy, and Annie Murphy.

O'Hara can be seen next in a second national tour with her *Schitt's Creek* cast members in their live show "*Schitt's Creek: Up Close and Personal*".

Featuring



Shayla Stonechild

Shayla Oulette Stonechild is a vibrant voice for Indigenous women and youth. As a Métis and Nehiyaw Iskwew (Plains Cree Woman) from Muscowpetung First Nations, she has been active in the movement to reclaim Indigenous voices and worldviews.

Shayla is a steward for Indigenous wellness, representation and leadership in the mainstream. She has become a catalyst for change in wellness communities where there has often been a lack of meaningful engagement and programming for her community. She is helping to lead a powerful shift in humanity. She believes that the arts, meditation, movement and a reclamation of Indigenous ways will lead us all towards healing.

Shayla is a certified Yoga instructor who is at the forefront of Indigenous women's wellness. In March 2021, she became the first Indigenous woman to be on the cover of "Yoga Journal" magazine; distributed nationally in Canada and the United States.

She is a magnetic speaker, facilitator and thought leader. She recognized a need for amplifying the voices of Indigenous matriarchs, so she founded the "Matriarch Movement", a non-profit organization dedicated to highlighting Indigenous stories and providing wellness workshops to BIPOC women across Canada. She has partnered with "SNIWWOC" and the "Native Women's Resource Centre of Toronto" to facilitate workshops that are both trauma-informed and accessible. She developed the "Matriarch Movement" podcast in partnership with "The Brand is Female," to share the stories of Indigenous women who are reclaiming their power. The podcast can be heard on Apple and Spotify.

Shayla grew up with her mother who founded a performing arts company. She developed a passion for film, television and the dramatic arts. She hosted three seasons of APTN's "Red Earth Uncovered" which won "Best Documentary Series" at the AMPA Awards, where Shayla was also nominated as best host.

Shayla has always been connected and active within her community. She received the title of the "Métis Youth Ambassador of Alberta" and was a finalist for "Miss Teen Canada" for her hometown, Medicine Hat. She has been named internationally as one of the Top "20 Yoga Instructors of Color to Watch in 2020".

Through her work, Shayla hopes to bring difficult and necessary Indigenous topics into mainstream conversations. She has seen the impacts of intergenerational trauma. When Shayla was 16 she lost her father to suicide. This is the leading cause of death in First Nations communities. Shayla is dedicated to destigmatizing trauma, mental health issues and using her platform for social change.

Shayla has worked with International brands and media to ensure Indigenous representation and make an impact in the community. She is on the committee for Diversity and Inclusion and currently producing a wellness series in collaboration with Lululemon, with whom she is also an ambassador for Lululemon. She has a history of collaborating with brands who share her community values of sustainability, movement and amplification of Indigenous voices.

Featuring



Kristina Botelho

The “kb” in the company is Kristina Botelho, who opened the “fast casual plant-based café” kb&co on 104th Street downtown Edmonton after experiencing the health benefits of a plant-based diet.

Kristina had previous experience in the restaurant industry and studied nutrition as well as obtained a certificate as a raw food chef. In June 2016, Botelho unleashed her creations to the public opening her first location. 1.5 years later, she expanded into the southwest of Edmonton and since then has continued to grow the concept into St. Albert, Calgary, and Kelowna, BC along with new locations opening this February in Sherwood Park and north Edmonton.

Kristina is extremely passionate in what she does and believes wholeheartedly in the many benefits of a plant based diet and its contribution to your overall health. Kristina balances her time between running her own 2 stores, the company, raising her 5 month old niece and spending time with her own 3 children.

Sponsorship Opportunities

Speaker: \$75,000

One Availability

- 20 VIP Tickets
- 20 Tickets to The Sponsor Reception
- Opportunity for a team member to introduce the Keynote Speaker to the stage
- Corporate logo on screen during Keynote Speaker presentation
- 60-Second video advertisement during program (video supplied by sponsor)
- Full page advertisement in event program book (advertisement supplied by sponsor)
- Opportunity to set-up activation in Pre-Event Reception
- Opportunity to add an item to the Women + Wealth Gift Bags (minimum value applies)
- Verbal recognition on stage at event
- Logo on select event signage
- Logo with link to website on Women + Wealth Gala website
- 1 dedicated email to mailing list (content provided by sponsor)
- Logo recognition on all emails to mailing list about Keynote Speaker
- 3 dedicated static Instagram posts shared to stories and to Facebook
- 2 Instagram stories shared to Facebook stories



Sponsorship Opportunities

Pre-Event Reception: \$50,000

One Availability

- 15 VIP Tickets
- 15 Tickets to the Sponsor Reception
- Title Sponsorship of the Pre-Event Reception open to all guests
- DJ recognition as Post-Event Reception Sponsor
- Ability to help design the Post-Event Reception space
- Up to 3 activations in the Post-Event Reception
- 30-Second video advertisement during program (video supplied by sponsor)
- Full page advertisement in event program book (advertisement supplied by sponsor)
- Opportunity to add an item to the Women + Wealth Gift Bags (minimum value applies)
- Verbal recognition on stage at event
- Logo on select event signage
- Logo with link to website on Women + Wealth Gala website
- 3 dedicated static Instagram posts shared to stories and to Facebook
- 2 Instagram stories shared to Facebook stories

Platinum: \$25,000

Two Availabilities

- 20 Tier 1 Gala Tickets
- 20 Tickets to The Sponsor Reception
- Opportunity to set-up activation in Pre-Event Reception
- Full page advertisement in event program book (advertisement supplied by sponsor)
- Opportunity to add an item to the Women + Wealth Gift Bags (minimum value applies)
- Verbal recognition on stage at event
- Logo on select event signage
- Logo with link to website on Women + Wealth Gala website
- 2 dedicated static Instagram posts shared to stories and to Facebook
- 1 Instagram story shared to Facebook stories

Gold: \$15,000

Four Availabilities

- 10 Tier 1 and 10 Tier 2 Gala Tickets
- 20 Tickets to The Sponsor Reception
- Full page advertisement in event program book (advertisement supplied by sponsor)
- Opportunity to add an item to the Women + Wealth Gift Bags (minimum value applies)
- Verbal recognition on stage at event
- Logo on select event signage
- Logo with link to website on Women + Wealth Gala website
- 1 dedicated static Instagram post shared to stories and to Facebook
- 1 Instagram story shared to Facebook stories

Sponsorship Opportunities

Silver: \$10,000

Six Availabilities

- 10 Tier 2 Gala Tickets
- 10 Tickets to The Sponsor Reception
- Half-page advertisement in event program book (advertisement supplied by sponsor)
- Opportunity to add an item to the Women + Wealth Gift Bags (minimum value applies)
- Logo on select event signage
- Logo with link to website on Women + Wealth Gala website
- 1 static Instagram post with all Silver Sponsors shared to stories and to Facebook
- 1 Instagram story shared to Facebook stories

Bronze: \$5,000

Ten Availabilities

- 5 Tier 3 Gala Tickets
- 5 Tickets to The Sponsor Reception
- Opportunity to add an item to the Women + Wealth Gift Bags (minimum value applies)
- Logo with link to website on Women + Wealth Gala website
- 1 static Instagram post with all Bronze Sponsors shared to stories and to Facebook
- 1 Instagram story shared to Facebook stories

Gift Bag

Six Availabilities

50 VIP items that must be either a gift certificate with a value of \$150+ or an item with a value of \$50+ with no restrictions or minimum spends + up to 950 items that must be either a gift certificate with a value of \$50+ or an item with a value of \$25+

- 5 Tier 3 Gala Tickets
- 5 Tickets to The Sponsor Reception
- Logo with link to website on Women + Wealth Gala website
- 1 Instagram story shared to Facebook stories

In-Kind: Minimum value of \$1,000+

- 2 Tier 3 Gala Tickets
- 2 Tickets to The Sponsor Reception
- Opportunity to add an item to the Women + Wealth Gift Bags (minimum value applies)
- Logo with link to website on Women + Wealth Gala website

