

# Women + Wealth GALA

LIVE  
EVENT



## Sponsorship Package 2024

### Partnership Opportunity

Women + Wealth invites you to partner with us on the 2024 International Women's Day Women + Wealth Galas in Edmonton and Calgary presented by Raintree Financial Solutions.

**March 8, 2024 @ 5:00 PM:**  
**Edmonton Convention Centre**

**March 9, 2024 @ 5:00 PM:**  
**Hotel Arts Calgary**

[wwgala.com](http://wwgala.com)

- Show 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.
- Align your organization with the International Women's Day Women + Wealth Galas and offer your company excellent exposure through event promotion, social media and community engagement.
- Host your valuable clients and staff for an inspirational evening that includes a three-course meal, inspirational speeches and ample socializing and networking.

# Women + Wealth GALA

## WOMEN + WEALTH REACH



12.8K

Instagram Followers



Over \$115,000

Donated To Charities



1.5K

Email Subscribers



Average Of 750+ Attendees Per Event

## ATTENDEE DEMOGRAPHICS



**PROFESSION:**  
46% Business Owners  
27% Professionals  
6% Education  
6% Healthcare  
15% Other

**AGE:**  
45%: 30-39  
31%: 40 - 49  
15%: 50-59  
7%: < 29  
2%: 60 - 69



**HOUSEHOLD INCOME:**  
55%: \$100-\$250k  
20%: \$250-\$500k  
16%: < 100k  
5%: \$750k+  
4%: \$500-\$750k



96% Women



# 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.

“

On behalf of the entire Knix team, Joanna and myself, I wanted to say a big thank you for having us participate in the Women + Wealth Gala this year! What an incredibly impactful, inspiring and important event to really help shine a light on some very important topics women face. Joanna really enjoyed herself and loves to be involved in empowering and uplifting women in the community.

**Marlena D'Ambrosio,  
PR & Event Specialist**

”



# Sponsorship Opportunities

The following Sponsorship Opportunities are available for both Edmonton and Calgary Galas. If you would like to sponsor both events, you will receive a 10% discount on your sponsorship (cash sponsors only).

If you would like to register for a multi-year sponsorship, you will receive a 20% discount on your sponsorship for every year you commit (cash sponsors only).

## VIP: \$50,000

### One Exclusive Sponsorship Available Per City

- 20 VIP tickets
- 20 tickets to VIP Reception
- Activation at VIP Reception
- Signage at VIP Reception
- Opportunity to introduce Women + Wealth Board Member to the stage
- 60-second video advertisement during program (video supplied by sponsor)
- Opportunity to set-up activation in Welcome Reception
- Sponsor name included in event press release
- Full page advertisement in virtual 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 Instagram posts shared to stories
- 3 Instagram stories



## **Platinum (Speaker): \$25,000**

### **Two Sponsorships Available Per City**

- 20 Tier 1 Gala Tickets
- 20 Tickets to VIP Reception
- Opportunity to welcome a Speaker to the stage at Gala
- 30-second video advertisement during program (video supplied by sponsor)
- Opportunity to set-up activation in Welcome Reception (value of \$1,500)
- Full page advertisement in virtual 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 Instagram posts
- 2 Instagram stories

## **Gold: \$15,000**

### **Four Sponsorships Available Per City**

- 15 Tier 1 Gala Tickets
- 15 Tickets to VIP Reception
- Opportunity to add your logo to either the Signature Drink Menu, Table Numbers, Dessert or Prize Table
- Full page advertisement in virtual event program book (advertisement supplied by sponsor)
- Opportunity to set-up activation in Welcome Reception (value of \$1,500)
- 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 Instagram post
- 1 Instagram story

## **Silver: \$10,000**

### **Six Sponsorships Available Per City**

- 10 Tier 2 Gala Tickets
- 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 Instagram post with all Silver Sponsors
- 1 Instagram story

### **Ticket Values:**

**VIP:** Closest to Stage,  
\$350 Value

**Tier 1:** \$250 Value

**Tier 2:** \$200 Value

**Tier 3:** \$150 Value

*\*pricing subject to change*

# Sponsorship Opportunities

## Bronze: \$5,000

### Ten Sponsorships Available Per City

- 5 Tier 2 Gala Tickets
- 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 Instagram post with all Bronze Sponsors
- 1 Instagram story

## Gift Bag

### Six Sponsorships Available Per City

70 VIP items that must be either a gift certificate or product with a value of \$100+ **AND** up to 950 items that must be either a gift certificate or product with a value of \$25+.

- 5 Tier 3 Gala Tickets
- Logo with link to website on Women + Wealth Gala website
- 1 Instagram post with all Gift Bag Sponsors
- 1 Instagram story

## Welcome Reception

### Activation: \$1,500

### Seven Sponsorships Available Per City

This option is intended for small retail businesses to showcase or sell their products during the 60-minute Welcome Reception. You will receive an 8-foot rectangular table in the Reception space.

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

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

This sponsorship is intended for event service companies such as photographers, photo booths, DJs, etc. who donate their event service in exchange for sponsorship:

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

# 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 Form



Edmonton Gala

Calgary Gala

VIP Reception Sponsor

Platinum Sponsor

Gold Sponsor

Welcome Booth

Silver Sponsor

Bronze Sponsor

Gift Bag

In Kind

## Billing Information

Company Name \_\_\_\_\_

Company Person \_\_\_\_\_  
*First Name* *Initial* *Last Name*

Position Title \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_

Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

## 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 and before February 1, 2024:

- 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) if applicable. The ad's finished size is 5.5" x 8.5" for a full-page and 5.5" x 4.25" for a half-page.
- Video advertisement if applicable.

Payment must be made within two weeks of sponsorship confirmation. Accepted payment forms are below:

- E-transfer to Sierra Xue [sxue@raintreeFS.com](mailto:sxue@raintreeFS.com). In the notes section please include your company name.
- Direct deposit using the attached form - email address for confirmation is [accounting@raintreeFS.com](mailto:accounting@raintreeFS.com)
- Cheque made payable to Women & Wealth Inc. and mailed to: Raintree Financial Solutions, 10243-178 Street, Edmonton, AB, T5S 1M3

Submit completed form to Hannah Chorneyko via email at [info@connectedevents.ca](mailto:info@connectedevents.ca).

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



**Direct Deposit & Wire Instructions  
Women & Wealth Inc.  
2021-01-01**

**Bank Account Info:**

Institution #003  
Branch #04529  
Account #1054246

**Wire Details:**

Branch Phone #: 780-448-6980  
Swift Code: ROYCCAT2  
Branch Address: 16909 - 103A Ave NW, Edmonton, AB T5P 4Y5

<b>WOMEN &amp; WEALTH INC.</b> 10243 178 ST NW EDMONTON AB T5S 1M3	<b>ROYAL BANK OF CANADA</b> 91 STREET & 51 AVE. BRANCH 9042 - 51ST AVENUE EDMONTON, ALBERTA T6E 5X4	000250
<b>PAY</b>		
TO THE ORDER OF	<b>VOID</b> WOMEN & WEALTH INC.	
	PER _____	
⑈000 250⑈ ⑆045 29⑈003⑆ ⑆05⑈4 24⑈06⑈		
<b>WOMEN &amp; WEALTH INC.</b>	<b>CHEQUE NO.</b>	000250