

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

- 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.

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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

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Featuring



Dr. Jody Carrington

Renowned Psychologist | Human Connection Expert | Bestselling Author

Dr. Jody Carrington is a powerhouse speaker and fearless champion for authentic human connection. She is highly sought after for her expertise, energy and genuine approach to helping people solve the most complex human-centred problems. Jody's work focuses on the value of reconnection - the key to healthy relationships and productive teams. Her authentic, honest (and often hilarious) approach never fails to inspire and motivate audiences.

Dr. Carrington is the founder and principal psychologist at the Carrington Practice, where she uses her twenty-plus years of experience to empower the clients she connects with. Jody's unique resume of clients - from kids to major institutions - provides her with the insights and depth of experience to present unmatched value to her audiences. Her core message resonates with everyone from the practice to the world stage: our power lies in our ability to acknowledge each other first.

She is the bestselling author of *Kids These Days* (2019), *Teachers These Days* (2021), and the emotionally charged and introspective chart-topping, *Feeling Seen* (HarperCollins, 2023).

Jody lives in small-town Olds, Alberta, with her husband and three children (she had three kids in 2 years to test her own resilience) and leads the amazing team at Carrington & Company.

Featuring



Ashley Freeborn

CEO & Co-Founder of Smash + Tess

Born and raised in Vancouver, B.C., Ashley graduated from Simon Fraser University in Burnaby, B.C., with a BA in English, a BEd, and an MEd. She taught school for a decade before co-founding Smash + Tess with her mother in 2016.

The idea for Smash + Tess rose out of a Ashley's recognition for an unfilled niche in fashion—a void in the loungewear market. Deciding to fill that void with affordable, stylish, comfortable loungewear, she attended the summer fashion program at Conde Nast in London, UK. Bootstrapping her idea to life, S+T has grown from two employees to a team of 40+.

As CEO, Ashley oversees everything from designing to financial planning to dreaming up fun and creative marketing campaigns. Under her direction, S+T has grown exponentially in revenue and transnationally in market share and public notoriety. It has grown famous for its celebrity collaborations with the likes of Hilary Duff, Paula Abdul, Jillian Harris, and Sarah Nicole Landry aka The Birds Papaya, and is best known for leading the Romper Revolution- a movement that was born out of clothing that celebrates femininity, strength, style, and comfort in women of all shapes and sizes.

Ashley is also committed to giving back. S+T has spearheaded several charitable endeavors, raising tens of thousands of dollars to support organizations like Matriarch Movement, Mamas For Mamas, Marsha P. Johnson Institute and more.

In 2020, Ashley was named one of Canada's Top 40 Under 40, which recognizes the most outstanding leaders in the country. She also led Smash + Tess through exponential growth, landing the company on The Globe and Mail's Top Growth Companies for the past three years in a row.

Ashley is a published author and her children's book, Frankie and the Magical Romper, can be purchased at Chapters Indigo. She is also a celebrated presenter, touring North America to speak on topics including building a successful brand, e-commerce and D2C sales, authentic collaborations, and social media strategy.

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,
\$500 Value

Tier 1: \$275 Value

Tier 2: \$225 Value

Tier 3: \$175 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

Up to 100 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 received an 8-foot (YEG) or 6-foot (YYC) rectangle 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. In the notes section please include your company name.
- Direct deposit using the attached form - email address for confirmation is 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.

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

WOMEN & WEALTH INC. 10243 178 ST NW EDMONTON AB T5S 1M3	ROYAL BANK OF CANADA 91 STREET & 51 AVE. BRANCH 9042 - 51ST AVENUE EDMONTON, ALBERTA T6E 5X4	000250
PAY TO THE ORDER OF	<div style="font-size: 4em; color: red; opacity: 0.5; transform: rotate(-45deg); display: inline-block;">VOID</div> WOMEN & WEALTH INC.	PER _____
<div style="display: flex; justify-content: space-around;">⑈000 250⑈⑈045 29⑈003⑈⑈05⑈424⑈6⑈</div>		
WOMEN & WEALTH INC.	CHEQUE NO.	000250