



MARCH | 07 | 2025

HALL D, EDMONTON CONVENTION CENTRE  
Edmonton AB

MARCH | 08 | 2025

CHAMPIONS BALLROOM, BMO CENTRE  
Calgary AB

## Sponsorship Package 2025

### PARTNERSHIP OPPORTUNITY

Women + Wealth invites you to partner with us on the 2025 International Women's Day Women + Wealth Galas in Edmonton and Calgary presented by Raintree Wealth Management.

- Host your valuable clients and staff for an inspirational evening that includes a three-course meal, inspirational speeches and ample socializing and networking.
- 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.

Your Logo Here

WWGALA.COM

# Women + Wealth Reach

average of  
**1,300+**

Attendees Per Year

over  
**\$130,000**

Donated to Charities

**1.5 K**

Email Subscribers

**13.5 K**

Instagram Followers

## ATTENDEE DEMOGRAPHICS

**98% Women**

### Profession:

43%: Business Owners  
28%: Professionals  
8%: Healthcare  
4%: Education  
13%: Other

### Household Income

51%: \$100-250K  
27%: \$250-500K  
12%: \$500K+  
10%: < 100K

### Age

41%: 30-39  
34%: 40-49  
15%: 50-59  
8%: < 29  
2%: 60+



# 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.

Join us for the 2025 International Women's Day Women + Wealth Galas, celebrating a decade of inspiration and empowering connections. The special 10th anniversary events will feature a keynote address from actress, model and TV host Ashley Callingbull, alongside an exclusive Alumni Speaker Panel with serial entrepreneur Jess Tetu, Founder & CEO of Hillberg & Berk Rachel Mielke, and Founder of The Matriarch Movement Shayla Stonechild, sharing their journeys of success, resilience, and growth. Guests will enjoy a three-course meal and exclusive access to the Welcome Reception, making this gala an unforgettable experience.

“

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

”



# Speakers



**KEYNOTE SPEAKER**

*Ashley Callinbull*

*Actress, Model, Host and First  
Nation's Activist*



**EMCEE**

*Joelle Tomlinson*

*Journalist & Award-Winning News  
Anchor*



**ALUMNI PANELIST**

*Shayla Stonechild*

*Founder of the Matriarch  
Movement*



**ALUMNI PANELIST**

*Rachel Mielke*

*Founder and CEO of  
Hillberg & Berk*



**ALUMNI PANELIST**

*Jess Tetu*

*Award-Winning Entrepreneur  
and Philanthropist*



# 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)
- 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 VIP 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)
- 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***

**THREE SPONSORSHIPS  
AVAILABLE PER CITY**

- 20 Tier 1 Gala Tickets
- 20 Tickets to VIP Reception
- Opportunity to add your logo to either the Signature Drink Menu, Table Numbers 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)
- 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)
- 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 with all Silver Sponsors

**TICKET  
VALUES:**

- VIP: Closest to Stage,  
\$520 Value
- Tier 1: \$295 Value
- Tier 2: \$245 Value
- Tier 3: \$195 Value

*\*pricing subject to change*



***Bronze:***  
***\$5,000***

**TEN SPONSORSHIPS  
AVAILABLE PER CITY**

- 5 Tier 2 Gala Tickets
- 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 with all Bronze Sponsors

***VIP Gift Bag***

**FOUR SPONSORSHIPS  
AVAILABLE PER CITY**

150 VIP items that must be either a gift certificate or product with a value of \$150+

- 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 with all Gift Bag Sponsors

***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 rectangle table in the Reception space.

- 2 Tier 3 Gala Tickets
- Logo with link to website on Women + Wealth Gala website

***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
- Logo with link to website on Women + Wealth Gala website

# How Does it Benefit Companies to Foster Women's Leadership?

Under-representation and inadequate representation in leadership and decision-making contributes to ongoing marginalization and inequality. Without meaningful representation, policies, programs and plans will fail to adequately consider the intersectional impacts of decisions (Canadian Women's Foundation, *Resetting Normal: Gender, Intersectionality and Leadership*, 2021).

The COVID-19 pandemic disproportionately impacted women's workforce participation and ability to pursue leadership roles, but their voices and representation will be crucial to the pandemic recovery process, as well as shock-proofing ourselves from future crises (UN Women: *COVID-19 and Women's Leadership: From an Effective Response to Building Back Better*, 2020).

The business case is strong: companies with higher levels of gender, ethnic, and cultural diversity are more likely to outperform their less diverse peers on profitability (McKinsey & Company, *Diversity Wins: How Inclusion Matters*, 2020).

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

VIP 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, 2025:

- 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 [WWGala@hgacpa.com](mailto:WWGala@hgacpa.com). In the notes section please include your company name
- Direct deposit using the form below - email address for confirmation is [WWGala@hgacpa.com](mailto:WWGala@hgacpa.com)
- Cheque made payable to Women & Wealth Inc. and mailed to: 200, 16011-116 Ave NW, Edmonton, AB T5M 3Y1

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