SPONSORSHIP BOOKLET

ANNUAL PARTNERS
Women in Governance was founded in 2010 to support women in their leadership development, career advancement and access to Board seats.

The alarming statistics on the number of women in senior management positions or on Boards are what motivated the creation of this non-profit organization. The situation has vastly improved within the last 50 years for women, but not fast enough as to this day, only 5% of CEOs are women, a mere 21% of board seats are occupied by women, and 45% of Boards still not include a single woman among their ranks. There’s still a lot of work to be done.

Research demonstrates that companies and organizations with a greater number of women at the executive level or on the board tend to perform better financially. Allowing women to progress without glass ceilings or sticky floors is therefore not only in the interest of women, but a good business decision, as well as a great benefit to the economy and society overall, particularly in a context of talent shortage.
As the positive impact of gender diversity on financial performance, innovation, employee engagement and branding is increasingly recognized, more and more companies are working to close the gender gap so that they may benefit from the advantages brought by an equal representation of men and women at every level of their organization. But to aspire to close a gap, you must first know its magnitude and its root causes. We have found that many companies are unable to accurately identify problems or come up with solutions because they do not clearly measure diversity among their employees.

This is where Women in Governance’s Parity Certification comes into play!

With our support, Canadian organizations have successfully increased the representation of women in sectors where they have historically been underrepresented, as well as in senior management positions.

Our certification not only evaluates parity in decision-making bodies, but also assesses the organization’s commitment to policies and procedures that will enable the advancement of women at all levels of its hierarchy, thus creating a pipeline of female talent.

I am overjoyed to see that so many organizations, including in male-dominated industries, have enrolled in our Parity Certification. They will benefit from the best practices to enable women to progress without glass ceilings or sticky floors.

Thank you so much for your support!

CAROLINE CODSI, ICD.D.
2019 PARITY CERTIFIED ORGANIZATIONS

ABB  accenture  AIR CANADA  AUTORITÉ DES MARCHÉS FINANCIERS  bdc
Bell  CAE  Caisse de dépôt et placement du Québec  CAPREIT  Cascades
CBC  Radio-Canada  CENESTT  La Coop féderée  CPP Investments
Desjardins  Fairstone  Intact  Ivanhoé Cambridge
JLL  JOHN MOLSON SCHOOL OF BUSINESS  Kruger Products  Lavery Lawyers
LOTO QUÉBEC  Manulife  Marsh  McKesson Canada
Medicago  Mercer  Make Tomorrow, Today  ONF
Norton Rose Fulbright
OLG  Paysafe  Polytechnique Montréal  Go Beyond  PSP
Randstad  Rio Tinto  RTC  Réseau de transport de la Capitale  Sanofi
SAS  Schneider Electric  Sodexo  Quality of Life Services  Sun Life Financial
TELUS  VIA Rail Canada  Willis Towers Watson  Yellow Pages
Benefits and visibility before and after the event:

- Women in Governance events presented by your organization.
- Logo permanently on Women in Governance's website home page with a link to the Presenter Sponsor’s website.
- Logo on the invitation.
- Logo on social networks - over 60,000 members.
- Logo on the evening’s video to be widely shared in mailings, on the website, and on social networks.
- Mailing to more than 60,000 people in 4 steps: save the date (1 mailing), invitation & reminder before the event (8 mailings in 2 months), and thank you email with links to photos and videos of the event (1 mailing).
- Logo in the highlights video of the evening shared broadly in mailings, on the website, and on social media.

Promotion during the event:

- Logo on the event invitation presented by your organization.
- A banner on the stage during the event in addition to a banner at the entrance.
- Possibility of having a promotional table for your company, to distribute pamphlets or promotional products.
- The Founder introduces the Presenting Sponsor’s representative on stage to say a few words, and he/she can also introduce speakers or panelists.
- The Founder thanks the Presenting Sponsor at the end of the event.
- For the annual partner of this category: one table for each Gala (Toronto and Montreal, total value of $9,000) or one table for one Gala (Toronto or Montreal) and two pairs of tickets for two Women in Governance events. For the one-time partner (excluding Gala): two pairs of tickets to that event.
- Presenting Sponsor representative invited to the Annual Recognition Gala head table.
- Option of holding a personalized brand activation activity at the event.
Gold Sponsor Category.......................... $40,000
INCLUDES: 4 events, including 2 Galas
Possibility of sponsoring a single event (except Galas) for $9,000

Benefits and visibility before and after the event:

• Partner of Women in Governance's events.
• Logo in the Events section of the website, on the invitation and on social networks (more than 60,000 members).
• Mailing to more than 60,000 people in 4 steps: save the date (1 mailing), invitation & reminder before the event (8 mailings in 2 months), and thank you email with links to photos and videos of the event (1 mailing).

Promotion during the event:

• Logo on the event’s invitation.
• A banner at the entrance of the event.
• The Founder introduces the Gold Sponsor's representative on stage to say a few to thank the speakers or panelists (minimum once a year; varies according to the number of Gold Sponsors, maximum 5).
• The Founder thanks all sponsors at the end of the event.
• For the annual partner of this category: half a table for each Gala (Toronto and Montreal, total value of $4,500) or half a table for one Gala (Toronto or Montreal) and two pairs of tickets for two Women in Governance events. For the one-time partner (excluding Gala): two pairs of tickets to that event.
• Gold Sponsor representative invited to the Annual Recognition Gala top table.
Silver Sponsor Category ........................................... $30,000
INCLUDES: 4 events, including 2 Galas
Possibility of sponsoring a single event (except Galas) for $7,000

Benefits and visibility before and after the event:

• Partner of Women in Governance’s events.
• Logo in the Events section of the website, on the invitation and on social networks (more than 60,000 members).
• Mailing to more than 60,000 people in 4 steps: save the date (1 mailing), invitation & reminder before the event (8 mailings in 2 months), and thank you email with links to photos and videos of the event (1 mailing).

Promotion during the event:

• Logo on the event’s invitation.
• A banner at the entrance of the event.
• The Founder thanks all sponsors at the end of the event.
• For the annual partner of this category: half a table for each Gala (Toronto and Montreal, total value of $4,500) or half a table for one Gala (Toronto or Montreal) and two pairs of tickets for two Women in Governance events. For the one-time partner (excluding Gala): two pairs of tickets to that event.
Bronze Sponsor Category ...........................................  $20,000
INCLUDES: 4 events, including 2 Galas
Possibility of sponsoring a single event (except Galas) for $4,000

Benefits and visibility before and after the event:

• Partner of Women in Governance’s events.
• Logo in the Events section of the website.
• Logo in thank you email with links to photos and videos of the event.

Promotion during the event:

• A banner at the entrance of the event.
• The Founder thanks all sponsors at the end of the event.
• For the annual partner of this category: a pair of tickets for each Gala (Toronto and Montreal, total value of $1,800) or one pair of tickets for one Gala (Toronto or Montreal) and one pair of tickets for two Women in Governance events. For the one-time partner (excluding Gala): one pair of tickets to that event.
2019 MONTREAL GALA

Presented by the Canadian Bankers Association, the event was held under the honourary co-presidency of Suzanne Bergeron, President of Sodexo Canada Limited, and Guy Cormier, President and CEO of Desjardins Group.

Click here to watch video from our September 25, 2019 Parity Certification Annual Recognition Gala in Montreal.

2019 TORONTO GALA

Presented by the Canadian Bankers Association, the event was held under the honorary co-presidency of Ms. Kathleen Taylor, Chair of the Board at the Royal Bank of Canada, and Mr. Jacques Goulet, President of Sun Life Financial Canada.

Click here to watch video from our February 20, 2019 Parity Certification Annual Recognition Gala in Toronto.