Time to shine

PARTNERSHIP BOOKLET

Women in Governance
ANNUAL RECOGNITION
GALA
Thursday, May 6, 2021
5 p.m. (EDT)

HONORARY CO-PRESIDENTS

Maria Delia Posta
President, Pratt & Whitney Canada

Marc Parent
President and CEO, CAE

Presented by
Parity Certification Partners
Annual partners
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, many prestigious organizations have successfully increased the representation of women in sectors where they have historically been underrepresented, as well as in senior management positions.

Our innovative 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, despite the pandemic, a record-breaking number of organizations, including in male-dominated industries, have enrolled in our Parity Certification in 2020. Thus far, this initiative has an impact on 317,684 employees across Canada who benefit from the best practices established by their employers to enable women to progress without glass ceilings or sticky floors.

We thank you in advance for your support and look forward to opportunities of collaboration.

Caroline Codsi, ICD.D.
Founder and Chief Equality Officer
Women in Governance

UN Women Award Recipient
Top 100 Most Powerful Women in Canada
Top 75 Canadian Immigrants
Top 20 Diversity Figures in Quebec
Top 100 Entrepreneurs Changing the World
Women in Governance’s Annual Recognition Gala will take place on Thursday, May 6, 2021 at 5 p.m. This virtual event will be held under the honorary co-presidency of Ms. Maria Della Posta, President, Pratt & Whitney Canada and Mr. Marc Parent, President and Chief Executive Officer, CAE.

During this prestigious evening, Parity Certified organizations will be honored for their outstanding actions in favor of gender equality. This Gala will bring together leaders from the corporate and political world, men and women, working together for the achievement of gender parity.

**PRELIMINARY PROGRAM**

5 p.m.: Private breakout rooms
5:30 p.m.: Opening of the Gala
• Welcoming remarks
• Caroline Codsi moderates a fireside chat with Maria Della Posta and Marc Parent
• Trophy Ceremony honoring Parity Certified organizations (Bronze to Gold level)
• Trophy Ceremony honoring Platinum Parity Certified organizations
6:45 p.m.: Private breakout rooms **A chance to win a pair of business class tickets to anywhere in the world offered by Air Canada**
7:30 p.m.: End of the gala
Establish your brand as a strong diversity and inclusion ally by supporting the 2021 Annual Recognition Gala

A truly unique way to support fair and equal career development while promoting your brand among top professionals.

Your support will allow all of your stakeholders including your employees, customers, prospects, suppliers, investors, and also potential candidates to know that your organization is attached to strong values.
Presenting Partner Category .................................................... $15,000

ONE ORGANIZATION ONLY!

Benefits and visibility before and after the event:
- Women in Governance 2021 Annual Recognition Gala presented by your organization.
- Unlimited free tickets to the event.
- 1 private breakout room for 9 people, with:
  - a VIP Gourmet basket for each guest (Home delivery across Canada)
  - A chance to win a pair of business class tickets to anywhere in the world offered by Air Canada
- Logo on Women in Governance’s website home page and in the event webpage with a link to your website.
- Logo on social networks - over 75,000 followers.
- Mailing to more than 65,000 people in 4 steps: save the date (1 email), invitations and reminders before the event (8 emails in 2 months), and thank you email with links to photos and videos of the event (1 email).
- Logo on the event video to be widely shared by email, website, social networks.

Promotion during the event:
- Logo on the event webpage presented by your organization.
- An advertising banner on the website.
- A promotional video of your organization (15 to 30 sec).
- The Founder introduces the Presenting Partner's representative to say a few words.
- The Founder thanks the Presenting Partner at the end of the event.
- Presenting Partner’s representative invited to a private virtual ceremony with Caroline Codsi and national leaders (breakout room).

If you would prefer a partnership package with a more tailored approach that fits your company’s needs, contact us and we can create one specifically for you!
Gourmet Baskets Partner ........................................ $12,000
ONE ORGANIZATION ONLY!

Benefits and visibility before and after the event:
• Gourmet Baskets offered exclusively by your organization.
• Your logo and a short message inside each Gourmet Basket.
• Unlimited free tickets to the event.
• 1 private breakout room for 9 people, with:
  - a VIP Gourmet basket for each guest (Home delivery across Canada)
  - A chance to win a pair of business class tickets to anywhere in the world offered by Air Canada
• Logo on Women in Governance's website home page and in the event webpage with a link to your website.
• Logo on social networks - over 75,000 followers.
• Mailing to more than 65,000 people in 4 steps: save the date (1 email), invitations and reminders before the event (8 emails in 2 months), and thank you email with links to photos and videos of the event (1 email).
• Logo on the event video to be widely shared by email, website, social networks.

Promotion during the event:
• Logo on the event invitation and program.
• An advertising banner on the website.
• The Founder thanks the Gourmet Baskets Partner at the end of the event.
• Partner representative invited to a private ceremony with Caroline Codsi and national leaders (breakout room).

If you would prefer a partnership package with a more tailored approach that fits your company’s needs, call us and we can create one specifically for you!
Partner Category………………………………………………………… $10,000

Benefits and visibility before and after the event:

• Partner of Women in Governance 2021 Annual Recognition Gala.
• Unlimited free tickets to the event
• 10 Gourmet Baskets (Home delivery across Canada)
• Logo on Women in Governance’s website, Events section as a Partner.
• Logo on social networks - over 75,000 followers.
• Mailing to more than 65,000 people in 4 steps: save the date (1 email), invitations and reminders before the event (8 emails in 2 months), and thank you email with links to photos and videos of the event (1 email).
• Logo on the event video to be widely shared by email, website, social networks.

Promotion during the event:

• Logo on the event invitation and program.
• An advertising banner on the website.
• The Founder thanks all the Partners at the end of the event.
• Partner representative invited to a private ceremony with Caroline Codsi and national leaders (breakout room).

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Parity Certified Organization Partner Category.................. $5,000
FOURTY (40) ORGANIZATIONS ONLY!

Benefits and visibility before and after the event:

• Unlimited free tickets to the event
• 9 free access to a private breakout room “after-gala” (welcoming remarks from Caroline Codsi)
• 9 Gourmets Baskets (Home delivery across Canada)
• 9 free annual memberships
• Logo on Women in Governance’s website, Events section as a Parity Certified Organization Partner

If you would prefer a partnership package with a more tailored approach that fits your company’s needs, call us and we can create one specifically for you!
The alarming statistics on the number of women in executive roles or on boards are what motivated the creation of Women in Governance (WiG) in 2010. A non-profit organization, WiG aims to help ambitious women access decision-making bodies and progressive companies close the gender gap in the workplace. More than a decade later, there’s still a lot of work to be done.

Research demonstrates that organizations with a greater number of women at the executive level or on the board tend to perform better financially with added benefits such as increased employee engagement, branding, reputation, innovation, market penetration, etc. 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, especially in a context of talent shortage.

WiG achieves its mission through hosting and partnering on events and virtual webinars featuring prominent thought leaders and speakers exemplifying the value of women in leadership, its mentoring and governance training programs, social media exchange platform, as well as its Parity Certification.

Available across Canada and the United States, the Parity Certification was developed with the pro bono support of McKinsey & Company to help organizations increase the representation of women in sectors where they have historically been underrepresented, as well as in senior management positions. Accenture, Mercer and Willis Towers Watson support WiG’s team in the evaluation process. Its robust questionnaire doesn’t only focus on the decision-making level of an organization, but also assesses the implementation of mechanisms that enable women at all levels of its hierarchy to achieve career advancement, thus creating a pipeline of female talent.

Special attention is paid to intersectionality to ensure that BIPOC, LGBTQ, and women with disabilities benefit from equal opportunities.
A vibrant community of high executive women & men for the most part from large and very large organizations take part in our events, mentoring program and governance trainings: CEO’s, SVP’s, VP's, Senior Directors, Directors, Board Chairs and Board Directors.

75,000+ FOLLOW US ON SOCIAL MEDIA
65,000+ SUBSCRIBED TO OUR NEWSLETTER
3,000+ ATTEND OUR EVENTS EVERY YEAR
On March 3, 2020, Women in Governance held its annual recognition gala at the Ritz-Carlton Toronto. The event was presented by the Canadian Bankers Association (in presence of his CEO Neil Parmenter) and co-chaired by Dr. Heather Munroe-Blum, Chairperson of the Canada Pension Plan Investment Board and Mr. Charles Brindamour, CEO of Intact Financial Corporation.

Gala sold out with 400 participants.

Click [here](#) to watch the 2-minute video and [here](#) for the full panel discussion.
On February 20, 2019, at the Ritz-Carlton Toronto, our gala was co-chaired by Ms. Kathleen Taylor, Chair of the Board at the Royal Bank of Canada and Mr. Jacques Goulet, President of Sun Life Financial Canada, and presented by the Canadian Bankers Association.

Gala sold out with 400 participants.

Click [here](https://example.com) to watch video from our February 20, 2019 Parity Certification Annual Recognition Gala in Toronto.
On September 25, 2019, Women in Governance held its annual recognition gala at the Palais des congrès de Montréal. This prestigious event was co-chaired by Ms. **Suzanne Bergeron, President of Sodexo Canada Limited, and Mr. Guy Cormier, President and CEO of Desjardins Group**, and presented by the Canadian Bankers Association.

Gala sold out with 800 participants.

Click [here](#) to watch video from our September 25, 2019 Parity Certification Annual Recognition Gala in Montreal.
THANK YOU FOR YOUR SUPPORT!