

SPONSORSHIP BOOKLET

FEATURING

Negotiation Skills and Political Abilities

A Fireside Chat with Shauna Clark

Come meet the US Chair of one of the world's top law firms! **Shauna Clark** became the first woman of color to be Global Chair at **Norton Rose Fulbright** and held the distinction of being the only woman of color to be Chair of an Am Law 200 firm.



Shauna Clark

US Chair, US Head of Employment and Labor, Norton Rose Fulbright



Caroline Codsi

Founder and Chief Equity Officer, Women in Governance



Free virtual event
Thursday, January 27, 2022
from 12:00 p.m. to 1:00 p.m. EST

Networking session from 1:00 p.m. to 1:45 p.m. is exclusively available to members of WiG's Mentoring programs.

Annual Partners



ABOUT US

Women in Governance (WiG) 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.

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.

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

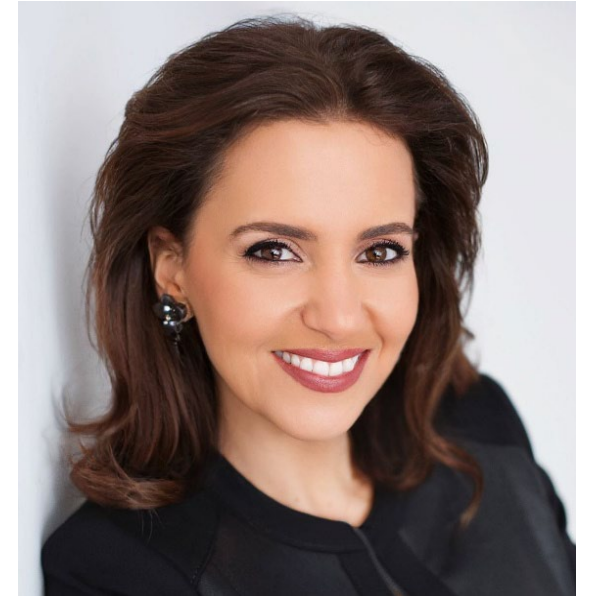
Available across Canada and the United States, the Parity Certification was developed with the pro-bono support of McKinsey&Company to help organizations increase the representation of women in sectors where they have historically been underrepresented, as well as in senior management positions. Accenture, Mercer, and Willis Towers Watson support the Women in Governance team in the assessment of applications.

The robust questionnaire not only evaluates parity at 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. Particular attention is also given to intersectionality to ensure that Black women, women of color, indigenous and LGBTQ women, as well as women with disabilities are not left behind.



A WORD FROM THE FOUNDER

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!



CAROLINE CODSI, ICD.D.

With our support, Canadian organizations have successfully increased the representation of diverse 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!

2020 PARITY CERTIFICATION | CERTIFICATION PARITÉ 2020

PLATINUM CERTIFIED ORGANIZATIONS | ORGANISATIONS CERTIFIÉES PLATINE



BRONZE, SILVER or GOLD ORGANIZATIONS | ORGANISATIONS BRONZE, ARGENT ou OR



Organizations That Have Sponsored Our Events

Thank you to the various partners and sponsors who support us!



SPONSORSHIP OPPORTUNITIES

Position your brand as a supporter of gender parity, diversity, and inclusion by sponsoring Women in Governance events and programs.

Sponsoring our activities is a unique way to support women's career development while also promoting your brand among top professionals.

If you would prefer a sponsorship package with a more tailored approach that fits your organization's needs, please reach out to us and we can create one specifically for you!



Your support will let employees and potential candidates know that your organization is committed to gender parity, diversity, and inclusion.

Presenting Partner

\$12,000

Exclusively reserved for one sponsor.

Visibility and Benefits

As the Presenting partner, your organization receives the highest level of visibility as sponsor before, during and after the event, and is entitled to exclusive benefits.

Benefits:

- Exclusivity as presenting partner of the event.
- A pair of tickets to attend one of our next annual recognition galas for parity certified organizations. You can choose to attend either the Toronto gala on March 30 or Montreal gala in early June. Total value of the pair of tickets: \$1,000.
- One bundled membership to Women in Governance for your organization. This includes 10 annual individual memberships for employees of your organization. Benefits of membership include free access to all our regular programming, a 25% discount on our special programming (such as networking events), a 20% discount on our mentoring programs, as well as the opportunity to organize an exclusive virtual event for your employee members with Women in Governance. Total value of the bundled membership: \$1,950.

Visibility, pre and post event:

- Your logo as Presenting partner on the home and events pages of our website (linking to your own website), as well as in the Eventbrite registration pages.
- Your logo featured in our social media promotion of the event, reaching an audience of over 75,000.
- Your logo in Women in Governance newsletters promoting the event (distribution of over 65,000) such as invitations and reminders, and in post event messages with links to photos and videos of the event.
- Your logo on the video to be widely shared via email, website, social networks.

Visibility, during the event:

- Your logo on the event digital platform.
- An opportunity to introduce the speaker and say a few words to the audience.
- A personal thank you as presenting partner from our founder at the closing of the event.

Gold Sponsor

\$10,000

Visibility and Benefits

As a Gold sponsor, your organization benefits from visibility before, during and after the event, as well as enticing benefits.

Benefits:

- One bundled membership to Women in Governance for your organization. This includes 10 annual individual memberships for employees of your organization. Benefits of membership include free access to all our regular programming, a 25% discount on our special programming (such as networking events), a 20% discount on our mentoring programs, as well as the opportunity to organize an exclusive virtual event for your employee members with Women in Governance. Total value of the bundled membership: \$1,950.

Visibility, pre and post event:

- Your logo as Gold sponsor on the home and events pages of the Women in Governance website (linking to your own website), as well as in the Eventbrite registration pages.
- Your logo featured in our social media promotion of the event, reaching an audience of over 75,000.
- Your logo in the Women in Governance newsletters promoting the event (distribution of over 65,000) such as invitations and reminders before the event, and in post event messages with links to photos and videos of the event.
- Your logo on the video to be widely shared via email, website, social networks.

Visibility, during the event:

- Your logo on the event digital platform.
- A personal thank you as Gold sponsor from our founder at the closing of the event.

Silver Sponsor

\$8,000

Visibility and Benefits

As a Silver sponsor, your organization benefits from visibility before, during and after the event, as well as enticing benefits.

Benefits:

- Annual individual memberships to Women in Governance for five employees of your organization. Benefits of membership include free access to all our regular programming, a 25% discount on our special programming (such as networking events), and a 20% discount on our mentoring programs. Total value of the memberships: \$975.

Visibility, pre and post event:

- Your logo as Silver sponsor on the home and events pages of the Women in Governance website (linking to your own website) as well as in the Eventbrite registration pages.
- Your logo featured in our social media promotion of the event, reaching an audience of over 75,000.
- Your logo in the Women in Governance newsletters promoting the event (distribution of over 65,000) such as invitations and reminders before the event, and in post event messages with links to photos and videos of the event.
- Your logo on the video to be widely shared via email, website, social networks.

Visibility, during the event:

- Your logo on the event digital platform
- A personal thank you as Silver sponsor from our founder at the closing of the event.

Bronze Sponsor

\$5,000

Visibility

As a Bronze sponsor, your organization benefits from visibility before, during and after the event.

Visibility, ore and post event:

- Your logo as Bronze sponsor on the home and events pages of the Women in Governance website (linking to your own website) as well as in the Eventbrite registration pages.
- Your logo featured in our social media promotion of the event, reaching an audience of over 75,000.
- Your logo in the Women in Governance newsletters promoting the event (distribution of over 65,000) such as invitations and reminders before the event, and in post event messages with links to photos and videos of the event.
- Your logo on the video to be widely shared via email, website, social networks.

Visibility, during the event:

- Your logo on the event digital platform
- A personal thank you as Bronze sponsor from our founder at the closing of the event.

MAJOR EVENTS



Hillary Clinton



Randi Zuckerberg



Justin Trudeau, Prime Minister of Canada



Chrystia Freeland, Vice Prime Minister of Canada



François Legault, Premier of Quebec



Presidents of Parity Certified Organizations



Kathleen Taylor & Jacques Goulet



Charles Brindamour & Heather Munroe-Blum

MEDIA INFLUENCE

BNN Bloomberg



TARGET AUDIENCE

A vibrant community of women and men working together towards parity, diversity, and inclusion.

CEOs, SVPs, VPs, senior managers, and board chairs, mostly working in large and very large organizations are members of our community and participate in our committees, events, mentoring programs, and governance trainings. Join the movement!

OUR COMMUNITY


75,000+ FOLLOW US ON SOCIAL MEDIA

65,000+ SUBSCRIBED TO OUR NEWSLETTER

2,000+ ATTEND OUR EVENTS EVERY YEAR

Caroline Codsí
Published by Perso Caroline Codsí [?] · February 24 · 🌐

Be a lady they said... Very powerful!



6,133,709 People Reached 666,719 Engagements [Boost Post](#)

👍❤️👏 34K 2.3K Comments 43K Shares

Caroline Codsí, IAS.A., ICDD.
Top 100 Most Powerful Women in Canada | UN Women Award | 2X TEDx Speak...
1w · 🌐

And I would add all while doing all of the above brilliantly well!
[La Gouvernance au Féminin - Women in Governance](#)

THE FIRST PRIME MINISTER TO HAVE DEALT WITH A MAJOR TERRORIST ATTACK, A DEADLY VOLCANIC ERUPTION AND A PANDEMIC ALL IN HER FIRST TERM OF OFFICE, ALL WHILE HOLDING A BABY.



15,268 · 501 Comments

Reactions

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Caroline Codsí, IAS.A., ICDD.
Top 100 Most Powerful Women in Canada | UN Women Award | 2X TEDx Speak...
2w · 🌐

Princess Sofia of Sweden has started healthcare assistant shifts at a hospital in Stockholm after completing an intensive three-day training program. She will assist hospital staff at Sophiahemmet hospital, where she is an h...see more

Sweden's Princess Sofia is reducing her royal duties to volunteer at a local hospital

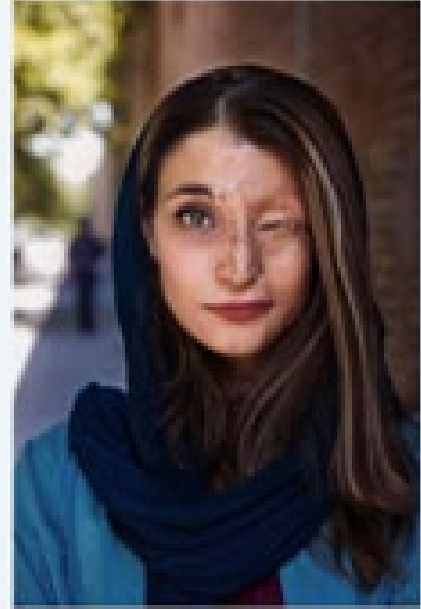


3,703 · 114 Comments

👍 Like 💬 Comment ➦ Share

📈 129,500 views of your post in the feed

The inspiring story of Marzieh Ebrahimi



27,773 · 719 Comments · 1,429,371

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📈 1,429,376 views of your post



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