

Time  
to  
shine



## PARTNERSHIP BOOKLET

### Women in Governance ANNUAL RECOGNITION GALA

Thursday, May 6, 2021  
5 p.m. (EDT)

#### HONORARY CO-PRESIDENTS



**Maria Della Posta**  
President, Pratt & Whitney Canada



**Marc Parent**  
President and CEO, CAE

Presented by



Parity Certification Partners



Annual partners



## A WORD FROM OUR 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!

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.**

A handwritten signature in blue ink that reads "Codsí".

Caroline Codsí, 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*

# WIG ANNUAL RECOGNITION GALA



## Thursday, May 6, 2021 A celebration honoring Parity Certified Organizations

ONE VIRTUAL NATION-WIDE GALA

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.



**MARC PARENT**

President and Chief Executive Officer, CAE



**MARIA DELLA POSTA**

President, Pratt & Whitney Canada

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 Codsí 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

## PARTNERSHIP OPPORTUNITIES

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 Codsí 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 Codsí 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).

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!

## 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!



## ABOUT US

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.



# OUR AUDIENCE

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.

OUR COMMUNITY

75,000+ FOLLOW US ON SOCIAL MEDIA

65,000+ SUBSCRIBED TO OUR NEWSLETTER

3,000+ ATTEND OUR EVENTS EVERY YEAR



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

Caroline Codsí  
Published by Perso Caroline Codsí (7) · 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

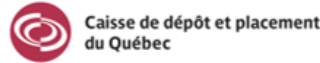
Reactions



👍 Like 🗨️ Comment ➦ Share      Most Relevant ▾

📈 394,027 views of your post in the feed

# PAST AND PRESENT PARTNERS



## 2020 TORONTO GALA

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.

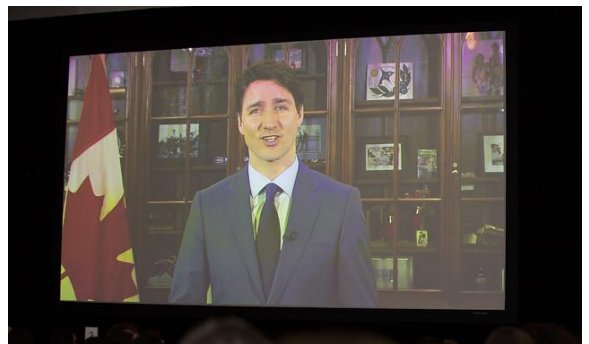


Click [here](#) to watch the 2-minute video and [here](#) for the full panel discussion.

## 2019 TORONTO GALA

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](#) to watch video from our February 20, 2019 Parity Certification Annual Recognition Gala in Toronto.

## 2019 MONTREAL GALA

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.

# 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







Montreal . Toronto . New York

1-844-4-PARITY

[www.womeningovernance.org](http://www.womeningovernance.org)

THANK YOU FOR YOUR SUPPORT!