



Women and men working together towards parity, diversity, and inclusion

SPONSORSHIP BOOKLET

SPECIAL PANEL ON WOMEN IN STEM

Free virtual event | Tuesday, June 14, 2022 | 12:00 to 1:00 p.m. EDT

Moderated networking sessions from 1:00 to 1:45 p.m. EDT are exclusively available to members of Women in Governance's Mentoring programs.

Moderator
Panel



Caroline Codsí, ICD.D
Founder and
Chief Equity Officer,
Women in Governance



Melisa Muraca
Vice President, Technology
and Transformation Strategy,
Sun Life



Christyl Johnson, PhD
Deputy Director for Technology
and Research Investments,
NASA Goddard Space
Flight Center



Gina Cody, PhD
Engineer, Philanthropist,
and namesake of Concordia's Gina
Cody School of Engineering and
Computer Science



Élodie Meyer
Partner and
Chief Legal Officer,
Bradley & Rollins Cybersecurity

Moderator
Q&A session



Ayumi Moore Aoki
Founder and
Chief Executive Officer,
Women in Tech®



Presenting Partner



Annual partners



SPECIAL PANEL on WOMEN IN STEM

Tuesday, June 14, 2022

ABOUT US

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.

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 their best interest, but a good business decision as well as a great benefit to the economy and society overall, particularly in a context of talent shortage.

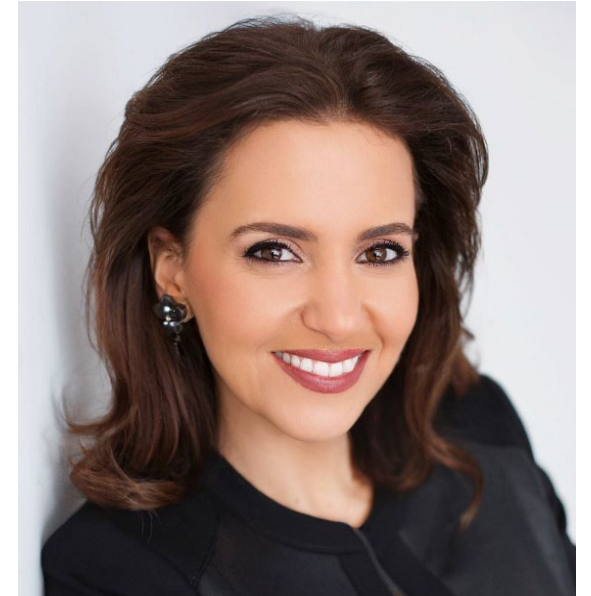
Things have changed a lot in the past 50 years, but not fast enough! According to the World Economic Forum, it will take around 180 years to reach parity. Women in Governance helps change the timeline through its advocacy for mobilization towards the cause, hosting and partnering on major events featuring prominent thought leaders and world-renowned speakers, governance training and mentoring programs for executive and professional women, a dynamic social media exchange platform, as well as its innovative Parity Certification.

Available across Canada and the United States, the Parity Certification—developed with the pro-bono support of McKinsey & Company in 2017—helps organizations increase the representation of women in sectors where they have historically been underrepresented, as well as in senior management positions. Accenture, Mercer, and WTW support the Women in Governance team in the assessment of applications. Its 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 women of color, indigenous and LGBTQ2S+ women, as well as women with disabilities are not left behind. So far, the Parity Certification has directly impacted close to 700,000 employees across Canada and the United States, and the program is now about to expand over the Atlantic.



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!

2021 PARITY CERTIFICATION | CERTIFICATION PARITÉ 2021

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 organizations that have supported us through the years!



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 organization

Benefits and Visibility

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***.

***A speaker from your organization taking part in the Women in Stem event!**

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 as Presenting partner in our social media promotion of the event, reaching an audience of over 90,000.
- Your logo as Presenting partner 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 as Presenting partner on the video to be widely shared via email, website, social networks.

Visibility, during the event:

- Your logo as Presenting partner on the event digital platform.
- A panelist from your organization (to be determined jointly) taking part in the event.
- A personal thank you as Presenting partner from our founder at the closing of the event.

Gold Sponsor

\$10,000

Benefits and Visibility

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

Benefits:

- Individual memberships to Women in Governance for five employees of your organization. Benefits of annual 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 Gold 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 as Gold partner in our social media promotion of the event, reaching an audience of over 90,000.
- Your logo as Gold partner 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 as Gold partner on the video to be widely shared via email, website, social networks.

Visibility, during the event:

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

Silver Sponsor

\$8,000

Visibility

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

See description of visibility “pre and post event” and “during the event” above. Your logo and personal thank you will be issued as *Silver* partner.

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


90,000+ FOLLOW US ON SOCIAL MEDIA

65,000+ SUBSCRIBED TO OUR NEWSLETTER

3,000+ 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...
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Sweden's Princess Sofia is reducing her royal duties to volunteer at a local hospital

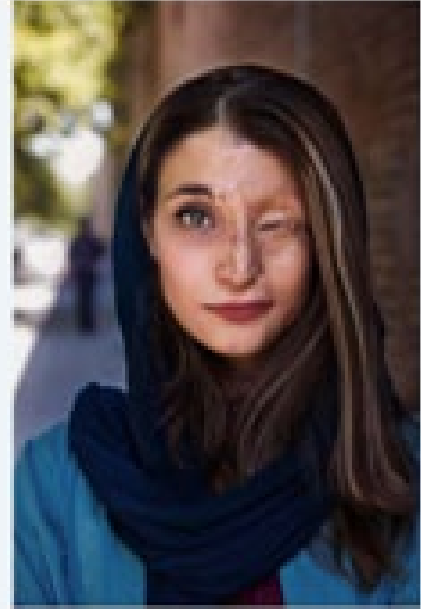


3,703 · 114 Comments

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