

SPONSORSHIP  
BOOKLET

# ANNUAL RECOGNITION GALA



TORONTO REGION BOARD OF TRADE  
MAY 9, 2023

PRESENTED BY



[WOMENINGOVERNANCE.ORG](http://WOMENINGOVERNANCE.ORG)

CO-CHAIR  
ED BY



PARITY  
CERTIFICATION  
PARTNERS



ANNUAL  
PARTNERS



## HONORARY CO-PRESIDENTS



**NAJAH SAMPSON**  
President, Pfizer Canada

Najah Sampson is President of Pfizer Canada, a position she has held since May 2022. In her 20+ year career at Pfizer, Ms. Sampson has held commercial leadership positions at all levels in the organization. Ms. Sampson served as Vice President and Chief of Staff to Pfizer's Chairman and CEO, overseeing operations to advance enterprise priorities, supporting the Executive Leadership Team and Board of Directors, and coordinating with leaders across the organization to enable a strong corporate culture.

Over the years, she has led several global teams within the Oncology business, establishing global launch and lifecycle plans for portfolios of early development and late-stage assets across hematologic, breast, and lung cancers. Prior to her appointment as President, Ms. Sampson was Vice President, Global Genitourinary Franchise Lead for Pfizer Oncology. She was responsible for ensuring global strategy development and implementation for an industry-leading portfolio of innovative brands and pipeline medicines in prostate, bladder and kidney cancers and the Oncology biosimilar portfolio.

Ms. Sampson began her career with Pfizer in the US managing a portfolio of quality improvement programs and enabling engagement strategies for managed care and institutional customers.

She is a member of the Board of Directors of Innovative Medicines Canada, a member of BIOTECanada and a member of the Business Council of Canada.

Ms. Sampson holds a BS and an MBA from Florida A&M University. Outside of work, Ms. Sampson is an active supporter of healthcare charities and organizations. She is an avid traveler and enjoys time outdoors with her husband and young daughter.



## DINO BIANCO

**Chief Executive Officer, Kruger Products**

Dino Bianco has served as Chief Executive Officer of Kruger Products since March 2018.

Prior to that he had a highly successful career with Kraft Foods with senior experience in finance, sales, marketing, and senior management. As President of Kraft Canada, Mr. Bianco successfully led a business with several billion dollars in sales, 23 brands, 11 facilities and with more than 5,000 employees. Furthermore, he has extensive US and foodservice experience having served as President of Kraft's multi-billion US Beverage division based in Chicago. During his tenure, he was responsible for driving significant growth, profits, and innovation.

Mr. Bianco has also developed a strong relationship with Canadian retailers over his career and in 2013 was the recipient of the Food Industry Association of Canada's "Golden Pencil" award recognizing his lifetime contribution to the grocery sector. In August 2021, he was the recipient of The Grocery Business Hall of Fame.

He has extensive Board experience having served on the Boards of Welbit Foodservice (WBT.NYSE), Andrew Peller LTD (ADW.A-TSX) and Manitowoc Company (MTW.NYSE). Mr. Bianco has also served as past Chair of Food, Health and Consumer Products Canada and sat on the Board of The Grocery Foundation and Board of Trustees of the United Way of Toronto.

Mr. Bianco is a Chartered Professional Accountant, beginning his career at PricewaterhouseCoopers.



## ABOUT WOMEN IN GOVERNANCE AND THE PARITY CERTIFICATION

The alarming statistics on the few women in senior management positions or on Boards are what motivated the founding of Women in Governance (WiG) in 2010. The mission of our non-profit organization is to support women in their career advancement and leadership development; with our Parity Certification, we also support organizations working to close the gender gap in the workplace.

Research clearly demonstrates the positive impact of gender parity in upper management and decision-making on their innovation, employee retention, branding and financial performance. Allowing women to progress without glass ceilings or sticky floors is not only in their best interest; it is in the best interest of businesses, the economy, and our society as a whole, particularly in a context of talent shortage.

Things have changed a lot, but not fast enough! According to the World Economic Forum, it will still take about 140 years to reach gender parity. WiG helps change the timeline with its advocacy, dynamic social media, major events featuring prominent speakers, mentoring programs for executive and professional women, a robust governance training program, and the Parity Certification.

A vibrant community working together to achieve gender parity, diversity, and inclusion.

Created in 2017 with the pro bono support of McKinsey & Company, and the first of its kind in North America, the Parity Certification helps organizations increase the representation of women where they have historically been underrepresented, as well as in senior management positions.

Accenture, Mercer, and WTW support the WiG team in the assessment of applications. The robust tool not only evaluates parity at the decision-making level of an organization, but also evaluate the implementation of mechanisms that enable women at all levels to achieve career advancement, creating a pipeline of female talent. Particular attention is also given to intersectionality to ensure that BIPOC, Indigenous, and LGBTQ2S+, as well as women with disabilities are sponsored, supported, and promoted. So far, the Parity Certification has directly impacted over 700,000 employees across Canada and the United States.

**Join us and contribute to the advancement of parity, diversity, and inclusion!**



## PARITY CERTIFICATION

### PLATINUM ORGANIZATIONS



### BRONZE, SILVER AND GOLD ORGANIZATIONS



## SPONSORSHIP PACKAGES

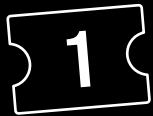
	<b>SOLD</b> 1 organization only <b>PRESENTING SPONSOR</b> 25,000\$	<b>SOLD</b> 2 organizations only <b>HONORARY CO-PRESIDENCY SPONSOR</b> 25,000\$	<b>PLATINUM SPONSOR</b> 20,000\$	<b>GOLD SPONSOR</b> 15,000\$	<b>SILVER SPONSOR</b> 10,000\$
<b>RECOGNITION BEFORE AND AFTER THE GALA</b>					
"Presented by" with your name and/or logo on all communication tools*	★				
"Co-chaired by" with your name and/or logo on all communication tools*		★			
Your name and/or logo featured under the appropriate sponsorship level on all communication tools*			★	★	★
<b>GALA BENEFITS</b>					
Your CEO, Chair or a C-Suite level executive gives an on-stage presentation (up to 3 min.)	★				
Your CEO or Chair joins the evening's discussion panel		★			
<b>Your organization is the exclusive sponsor of either:**</b> • Cocktail: your logo on the glasses; • Dessert: your logo on the dessert table and napkins; • Photobooth: your roll-up banner next to the photobooth and your logo on the pictures frames. <i>First come, first served! When the three options above are sold, your organization will be offered a double-page ad in the printed Gala program.</i>			★		
<b>Your organization is the exclusive sponsor of either:</b> • Silent auction: your logo on the auction's virtual platform;** • Coat check: your roll-up banner in the coat check area. <i>First come, first served! When the two options above are sold, your organization will be offered a full-page ad in the printed Gala program.</i>				★	
A double-page ad in the printed Gala program	★	★	★***		
A full-page ad in the printed Gala program				★***	
Your CEO, Chair or a C-Suite level executive is seated at the head table (not transferable)	★	★	★	★	
Your logo is featured on the official Gala poster, program, and video projection	★	★	★	★	★
A word from your CEO in the printed Gala program	★	★			
Your roll-up banner on stage	★	★			
Your roll-up banner at the event			★	★	★

\* Communication tools include Women in Governance's website and the Parity Certification microsite, an extensive social media campaign, 10+ mailings, several short videos, etc. Gala promotion starts in February and the post-event campaign lasts until the summer (the detailed communication report can be provided to you upon request.)

\*\* Should your organization wish to sponsor part of the evening, contact Stefanie Bug, our Senior Director, Business Development at stefanie.bug@womeningovernance.org for a package with a more tailored approach that fits your company's needs!

\*\*\* Advertising in the printed Gala program will be offered to Platinum (double-page) or Gold (full-page) sponsors if other recognition opportunities are no longer available.

## TICKET INFORMATION



**SINGLE SEAT**

**\$750**



**HALF TABLE (4 SEATS)**

**\$4,000**

Your half table reservation includes your logo on the centerpiece and your organization's name on the corporate tables' floor plan.



**FULL TABLE (8 SEATS)**

**\$6,000**

Your full table reservation includes your logo on the centerpiece and your organization's name on the corporate tables' floor plan.

# GALA 2023

# MONTREAL GALA 2023

We look forward to honoring all our Parity certified organizations at the Montreal Gala, presented by Bell, on September 26, 2023.

To thank you for your support, we are pleased to extend a 15% rebate on your ticket reservations when registering for both 2023 Gala events.

Please contact Stefanie Bug, Senior Director of Business Development:

[stefanie.bug@womeningovernance.org](mailto:stefanie.bug@womeningovernance.org)



Register for both Montreal & Toronto Galas and get **15% OFF**

CO-CHAIRED BY **BOMBARDIER** **CNESST** PARITY CERTIFICATION PARTNERS **accenture** **Mercer** **wtw** ANNUAL PARTNERS **AIR CANADA** **Ivanhoé Cambridge** **LA PRESSE** **THE GLOBE AND MAIL**

<b>2023 Mtl</b> <b>Manuelle Oudar</b> President & CEO CNESST			<b>2023 Mtl</b> <b>Éric Martel</b> President & CEO Bombardier
<b>2022 Mtl</b> <b>Denis Giangi</b> President Rolls-Royce Canada			<b>2022 Mtl</b> <b>Anik Trudel</b> CEO Lavery
<b>VIRTUAL</b> <b>2021</b> <b>Maria Della Posta</b> President Pratt & Whitney Canada			<b>2021</b> <b>Marc Parent</b> President & CEO CAE
<b>2019 Mtl</b> <b>Guy Cormier</b> President & CEO Desjardins Group			<b>2019 Mtl</b> <b>Suzanne Bergeron</b> President Sodexo Canada
<b>2018 Mtl</b> <b>Paula Keays</b> President McKesson Canada			<b>2018 Mtl</b> <b>Robert Dumas</b> President & CEO Sun Life Financial Quebec

Thank you to all HONORARY CO-PRESIDENTS



Annual Parity Certification Recognition Galas

<b>2023 TO</b> <b>Dino Bianco</b> CEO Kruger Products			<b>2023 TO</b> <b>Najah Sampson</b> President Pfizer Canada
<b>2022 TO</b> <b>Jaqui Parchment</b> CEO Mercer Canada			<b>2022 TO</b> <b>John McKenzie</b> CEO TMX Group
<b>2020 TO</b> <b>Charles Brindamour</b> CEO Intact Financial Corporation			<b>2020 TO</b> <b>Heather Munroe-Blum</b> Chair of the Board CPPI
<b>2019 TO 2016 Mtl</b> <b>Kathleen Taylor</b> Chair of the Board Royal Bank of Canada			<b>2019 TO</b> <b>Jacques Goulet</b> President Sun Life Financial Canada
<b>2017 Mtl</b> <b>Eric R. La Flèche</b> President & CEO Metro inc.			<b>2017 Mtl</b> <b>Isabelle Marcoux</b> Chair of the Board Transcontinental

# GALA 2023

## A LOOK AT OUR PAST GALAS

Prestigious events where corporate and political leaders come together to honour Parity certified organizations!



Discover the  
**BEST MOMENTS**  
Toronto 2022





## MAJOR EVENTS AND INFLUENTIAL COMMUNITY

5,000+

attend our events every year

65,000+

subscribe to our newsletter

310,000+

organic reach on our social media in 2022

700,000+

work for Parity certified organizations



BNN  
Bloomberg

CBC  Radio-Canada

Global  
NEWS

THE  
GLOBE  
AND  
MAIL

LA  
PRESSE

LCN

les affaires

NATIONAL POST

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TORONTO STAR

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MONDE

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# WOMEN in GOVERNANCE



**1-844-4-PARITY**

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