

SPONSORSHIP BOOKLET



2025 Annual
Recognition

GALA

La **GOVERNANCE** au **FÉMININ**
WOMEN in GOVERNANCE



TORONTO

WHEN

NOVEMBER 25TH, 2025

WHERE

FOUR SEASONS HOTEL

PRESENTING PARTNER



CO-CHAIRD BY



PARITY CERTIFICATIONTM PARTNERS



ANNUAL PARTNERS



HONOURARY CO-PRESIDENTS



Emily Heitman

President

Schneider Electric Canada



Scott Wood

President and CEO

Fairstone Bank of Canada



Toronto's Recognition
Gala brings together
the most influential
political figures and
business leaders in
“Canada.



JOIN US

to contribute to the advancement of parity, diversity, and inclusion!



ABOUT

Women in Governance and the Parity Certification™

For 15 years, Women in Governance (WiG) has worked to transform workplaces and make gender parity a reality. Through its Parity Certification™, which has already impacted over one million employees, WiG continues its mission with renewed ambition: to build a future where gender equality is the norm, not just a goal.

Since its founding in 2010, WiG has been steadfast in its efforts to transform workplaces and advance gender equality. This 15th anniversary marks a significant milestone in the organization's history, as it remains a leading force in promoting women's leadership and reducing inequalities.

In 2017, WiG launched the first North American Parity Certification™, enabling organizations to strengthen women's representation, particularly in senior leadership roles and historically underrepresented sectors. Today, over one million employees work in Parity Certified™ organizations in Canada and the United States, a testament to the tool's effectiveness and impact.

WiG's mission extends beyond achieving parity: it aims to create inclusive environments where women can thrive, regardless of their background or barriers such as the glass ceiling or sticky floor.

A special focus is given to intersectionality, ensuring that

racialized, Indigenous, 2SLGBTQ+, and disabled women have access to equal opportunities.

Global statistics highlight the urgency to act: according to the World Economic Forum, it will take another 134 years to achieve gender parity. WiG accelerates this process through impactful advocacy, inspiring events, leadership development, governance training programs, and dynamic networks.

Research shows that better representation of women on boards and in leadership drives innovation, enhances talent retention, strengthens brand image, and boosts financial performance. By supporting women's advancement and helping organizations transition toward equality, WiG works in the interest of women, businesses, the economy, and society as a whole.

Parity Certification™

Organisations Platine | Platinum Organizations



Organisations Bronze, Argent et Or | Bronze, Silver, and Gold Organizations



Organizations Certified in the U.S.

Platinum



Bronze, Silver, and Gold



Why Participate in Our Galas? ✨

- ✦ **Inspire and mobilize** teams by showcasing commitment to equity and diversity
- ✦ **Strengthen employer branding** by being perceived as an innovative and socially engaged leader
- ✦ **Brand visibility** and recognition
- ✦ **Network** with top decision-makers
- ✦ **Demonstrate commitment** to gender equality, diversity, and inclusion
- ✦ **Promote** Corporate Social Responsibility (CSR) initiatives
- ✦ Access to the latest trends through **expert insights**
- ✦ Establishment of **strategic partnerships**



KEY 2024 FIGURES:

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



6 ministers

including Canada's Prime Minister Justin Trudeau

10 +

notable political figures

40 influential CEOs

from major organizations at the head table

100 +

organizations represented at our galas

444 600 +

organic reach on social media



WE ARE IN THE SPOTLIGHT:

les affaires

BNN
Bloomberg

CBC  Radio-Canada

LEDEVOIR

Global
NEWS

THE
GLOBE
AND
MAIL

LCN

NATIONAL POST

Premières
en affaires

LA
PRESSE


Télé-Québec

TORONTO STAR

TV5
MONDE

TV- NOUVELLES

Sponsorship Opportunities

	1 organization PRESENTING PARTNER: \$25,000	2 organizations HONOURARY CO-PRESIDENCY PARTNER: \$25,000	PLATINUM SPONSOR: \$20,000	GOLD SPONSOR: \$15,000	SILVER SPONSOR: \$10,000
VISIBILITY BEFORE AND AFTER THE GALA	SOLD	SOLD			
The photo and biography of the honorary co-presidents featured on the WiG website		◆			
The photo of the honorary co-presidents featured at the top of each of our newsletters		◆			
The photo of the honorary co-presidents displayed on the cover images of our social media platforms		◆			
A dedicated newsletter introducing the honorary co-presidents		◆			
Your logo featured prominently at the top of each of our newsletters, with mention of your organization in the text	◆				
Mention of your organization and/or the honorary co-presidents in every social media post related to the event	◆	◆			
Your name and/or logo associated with your sponsorship level on communication tools	◆	◆	◆	◆	◆
Your logo displayed on the cover photos of our social media platforms	◆	◆	◆	◆	◆
Your logo included in the email signatures of the Women in Governance team members	◆	◆	◆	◆	◆
Your logo showcased on the event page of the Women in Governance website	◆	◆	◆	◆	◆
VISIBILITY AND PRIVILEGES DURING THE GALA					
Your CEO, Chair of the Board, or a senior executive delivers a speech on stage (up to 3 minutes)	◆				
Your honorary co-president participates in the evening's discussion panel		◆			
Your CEO, Chair of the Board, or a senior executive is invited to the head table (non-transferable)	◆	◆	◆	◆	
Sponsorship of your choice: <ul style="list-style-type: none"> • Exclusive Photobooth Sponsorship: Your logo on all photos with full branding customization • Exclusive Silent Auction Sponsorship: The silent auction space customized with your organization's branding • Exclusive Cocktail Sponsorship: Your logo prominently displayed at the cocktail area 			◆		
An advertisement in the Gala program (both print and online) with a link to your website	Double Page	Double Page	Full Page	Half-Page	Half-Page
A message from your CEO included in the Gala program	◆	◆			
Your logo featured on the official poster, in the program, and in the video projection	◆	◆	◆	◆	◆
Your logo prominently displayed on a fixed screen or integrated into the stage design	◆	◆			
Your logo showcased on screens or other visual elements strategically placed throughout the event	◆	◆	◆	◆	◆
A public acknowledgment of your organization by the event host at the conclusion of the Gala	◆	◆	◆	◆	◆
TABLE PURCHASE PROMOTION					
Details of the promotion (valid exclusively for the Toronto Gala)	2-for-1 Offer	2-for-1 Offer	2-for-1 Offer	- 30%	- 20%

Sponsor Visibility



LOGO PLACEMENT

Your freestanding banner or a fixed screen with your logo displayed on stage

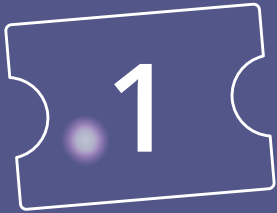
SILENT AUCTION OR COCKTAIL SPONSORSHIP

Space reflecting your organizations branding

PHOTOBOOTH

Your logo prominently displayed on all photos, with photobooth design fully customized to reflect your brand

Ticket Information



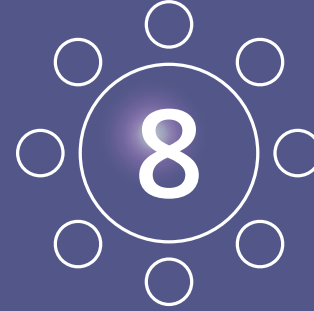
**Individual
Ticket**

\$800



Half Table*
(4 seats)

\$4,500



Regular Table*
(8 seats)

\$6,500



VIP Table*
(8 seats)

\$8,000

VISIBILITY AT THE GALA

*** The purchase of a table or half table includes:**

- Your logo displayed on the table centerpiece
- Your organization's name featured on the seating plan

BOOK YOUR TABLE(S)

Contact **Joëlle Kiriakos**

Director, Business Development

joelle.kiriakos@womeningovernance.org

Advertising Spaces

in the Gala Program



Technical Specifications:

- High-resolution PDF
- Minimum 300 dpi (CMYK)
- +0.125 in. bleed
- +0.25 in. safe zone

Submission:

Once your space is reserved, please send your advertisement to:

communications@womeningovernance.org

Half-Page Horizontal

\$900

Format:
6 x 3.625 in.



Full Page

\$1,500

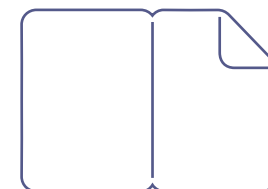
Format:
6 x 7.5 in.



Double page

\$2,200

Format:
12 x 7.5 in.

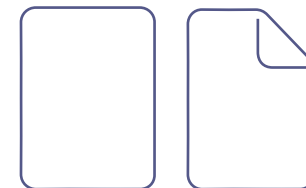


Combo

-15 %

Advertisements in both programs:

Montreal
& Toronto



Join the Movement!

CONTACT US :

Joëlle Kiriakos

Director, Business Development
joelle.kiriakos@womeningovernance.org

womeningovernance.world

1-844-4-PARITY

paritycertification.world