



# SPONSORSHIP BOOKLET



# GALA

## 2026 Annual Recognition

**WOMEN in  
GOVERNANCE**



# TORONTO

## WHEN

NOVEMBER 3<sup>RD</sup>, 2026

## WHERE

LIBERTY GRAND

## PRESENTING PARTNER

COMING SOON

## CO-CHAIRD BY

**MERCER**  
A MARSH BUSINESS



## PARITY CERTIFICATION™ PARTNERS

**MERCER**  
A MARSH BUSINESS



## ANNUAL PARTNERS

AIR CANADA La Caisse



## HONORARY CO-PRESIDENCY



**Teresa Palandra**  
President  
Mercer Canada



**Nigel Branker**  
Chief Executive Officer  
Securian 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 more than 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. After marking its 15th anniversary, the organization is entering a major new phase and remains a key player in advancing women's leadership and reducing inequalities.

WiG's Parity Certification™, launched in 2017 and the first of its kind in North America, empowers organizations to enhance women's representation, particularly in traditionally underrepresented sectors and senior leadership roles.

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.

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 and 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.



# Why Participate in Our Galas? ✨

✦ **Inspire and mobilize** teams by showcasing commitment to parity

✦ **Strengthen employer branding** by being perceived as an innovative and socially engaged leader

✦ **Brand visibility** and recognition

✦ **Network** with top decision-makers

✦ **Promote** corporate social responsibility (CSR) initiatives

✦ Access to the latest trends through **expert insights**

✦ Establishment of **strategic partnerships**



# Our events in numbers

15 years of mobilization. A tangible impact. A reach that goes beyond the event.

## A legacy built over time

**25+ ministres**

present since the creation of our events, including several federal and provincial Prime Ministers

**20+**

leading political figures who have taken part in our events

## The calibre of each edition

**60+ influential CEOs**

on average, gathered at the head tables of our three major annual events

**100+**

organizations represented across our three annual events

## A reach that extends beyond the evening

**209K+**

people following us across all our social media platforms



# WE ARE IN THE SPOTLIGHT:



# Sponsorship Opportunities

	1 ORGANIZATION	2 ORGANIZATIONS			
	PRESENTING PARTNER \$25,000	HONOURARY CO-PRESIDENCY \$25,000	PLATINUM SPONSOR \$20,000	GOLD SPONSOR \$15,000	SILVER SPONSOR \$10,000
<b>VISIBILITY BEFORE AND AFTER THE GALA</b>					
The photo and biography of the honorary co-presidents on the Women in Governance website		SOLD			
The photo of the honorary co-presidents at the top of each newsletter		✓			
The photo of the honorary co-presidents on the cover images of our social media		✓			
A dedicated newsletter introducing the honorary co-presidents		✓			
Print advertisement in The Globe and Mail <b>NEW!</b>	✓	✓			
Your logo featured at the top of each newsletter, with your organization mentioned in the text	✓	✓			
Mention of your organization and/or the honorary co-presidents in each social media post related to the event	✓	✓			
Your name and/or logo displayed under the appropriate sponsor level on communication tools	✓	✓	✓	✓	✓
Your logo on the cover images of our social media	✓	✓	✓	✓	✓
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	✓	✓	✓	✓	✓
A video message from your CEO shared on our social media <b>NEW!</b>	✓	✓	✓	✓	✓
Advertising banners associated with your sponsor level on our media platform <b>NEW!</b>	✓	✓	✓	✓	✓
<b>VISIBILITY AND PRIVILEGES DURING THE GALA</b>					
Your CEO, Chair of the Board or a senior executive delivers a speech on stage (Up to 3 minutes)	✓				
Your honorary co-president takes part in the evening discussion panel		✓			
Your CEO, Chair of the Board or a senior executive is invited to the head table (Non-transferable)	✓	✓	✓	✓	
<b>Sponsorship of your choice (Assigned in order of reservation):</b> <ul style="list-style-type: none"> <li>• Photobooth: Your logo on all photos with full branding customization</li> <li>• Cocktail: Your logo prominently displayed at the cocktail area</li> </ul>			✓		
<b>Sponsorship of your choice (Assigned in order of reservation):</b> <ul style="list-style-type: none"> <li>• Silent auction: Auction platform in your brand colors + a dedicated newsletter announcing the auction opening</li> <li>• Promotional item in your brand colors (Provided by sponsor) and placed on all Gala tables <b>NEW!</b></li> <li>• Presentation of the discussion panel <b>NEW!</b></li> <li>• Platinum trophy presentation on stage <b>NEW!</b></li> </ul>				✓	
An advertisement in the Gala program (Online only)	Double Page	Double Page	Full page	Half Page	Half Page
A message from your CEO in the Gala program (Online only)	✓	✓			
Your logo on the official poster, the program and the video projection	✓	✓	✓	✓	✓
Your logo prominently displayed on a fixed screen or integrated into the stage design <b>NEW!</b>	✓	✓			
Your logo highlighted on screens or other strategic visual supports placed in the event space	✓	✓	✓	✓	✓
Acknowledgement of your organization by the emcee during the Gala closing	✓	✓	✓	✓	✓
<b>TABLE PURCHASE PROMOTION</b>					
<i>Offer valid for the purchase of a sponsorship package for a single Gala only, with no possibility to transfer to another event.</i>	2-for-1 Offer	2-for-1 Offer	2-for-1 Offer	- 30%	- 20%

# Sponsor Visibility



## LOGO PLACEMENT

Your logo prominently displayed on a fixed screen or integrated into the stage or venue design

## COCKTAIL & PHOTOBOOTH

**Exclusive Platinum sponsorships:**  
Cocktail in your organization's brand colors or logo on photos with full photobooth overlay in your brand identity

## TROPHY PRESENTATION & PANEL INTRODUCTION

**Exclusive Gold sponsorships:**  
Your CEO, Chair of the Board or a senior executive is invited on stage to present the Platinum trophies or introduce the discussion panel

# Organizations that have chosen to stand with us

 **accenture**

 **Bombardier**

**deRabane**

**MERCER**  
UNE SOCIÉTÉ DE MARSH



 **ADM**  
Aéroports  
de Montréal

**CAE**

**ENGLOBE** 

 **ORGANON**

  
**SAINT-GOBAIN**

 **AIR CANADA**

**La Caisse** 

 **Fairstone**

  
Palais  
des congrès  
de Montréal

**Schneider**  
Electric

  
**ArcelorMittal**

 **la Chambre de commerce  
du Montréal métropolitain**

**GARDAWORLD**

 **Pfizer**

 **securian**  
CANADA

**ALSTOM**  
• la mobilité, naturellement •

**CIMA+**

**THE  
GLOBE  
AND  
MAIL**

 **Pratt & Whitney**  
An RTX Business

 **stm**

**b** ASSOCIATION  
DES BANQUIERS  
CANADIENS

**CNESST**

**HR  
PA** | Human  
Resources  
Professionals  
Association

**PROMUTUEL**  
ASSURANCE

**TMX**

 **AtkinsRéalis**

 **Cominar**

**iA**   
Groupe financier

**PSP**  
Investissements

 **TORONTO  
REGION  
BOARD OF TRADE**

**Bell**

**CRHA**  
Ordre des conseillers  
en ressources  
humaines agréés

 **Kruger**  
Produits

 **randstad**

 **UAP**



 **DANONE**

 **Lavery**

**RioTinto**

**WSP**

 **BNP PARIBAS**

 **Desjardins**

**MARSH**

**rochebobois**  
PARIS

**wtw**

# 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](mailto:joelle.kiriakos@womeningovernance.org)

# Advertising Spaces

in the digital Gala Program



## Technical Specifications:

- High-resolution PDF
- Minimum 150 dpi (RVB)
- +0.125 in. bleed
- +0.25 in. safe zone

## Submission:

Once your space is reserved, please send your advertisement to:  
[communications@womeningovernance.org](mailto:communications@womeningovernance.org)

## Half-Page Horizontal

\$900

Format:  
6 x 3,625 in.



## Full page

\$1,500

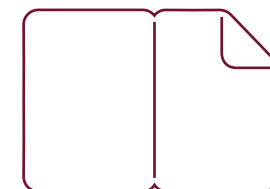
Format:  
6 x 7,5 in.



## Double page

\$ 2,200

Format:  
12 x 7,5 in.

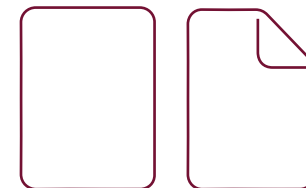


## Combo

-15 %

Advertisements in both programs:

Montreal & Toronto



**Join the Movement!**

**CONTACT US :**

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**womeningovernance.world**

**1-844-4-PARITY**

**paritycertification.world**

