

Western Canada Leadership Accelerator SPONSORSHIP KIT



September 25-27, 2019 REGINA, SK



WOMEN BUILT2SCALE will convene a diverse cross-section of powHERful Indigenous and non-Indigenous leaders to engage in a disruptive dialogue on how to create sustainable, systemic change in the progression of women's leadership in Canada by 2025.

A curated collection of events, workshops and targeted conversations, the Accelerator can be attended over one, two or all three days.

Sponsorship opportunities available for all events:

TUESDAY, SEPTEMBER 24

WEDNESDAY, SEPTEMBER 25

THURSDAY, SEPTEMBER 26

FRIDAY, SEPTEMBER 27

WOMEN BUILT2SCALE Meet & Greet

POWHERLUNCH & Afternoon Workshop Sessions

FULL DAY - Keynote Sessions & Targeted Breakouts

LEGS OF OUR LEGACY Breakfast & Panel

PowHERhouse Women's Leadership Accelerator Inc.
Charlene Sanjenko charlene@powherhouse.com
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powHERhouse

Western Canada Leadership Accelerator

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WOMEN BUILT SCALE 2

The LEADER PATH: Mobilizing Canadian Women Leaders



Pam Klein
THE WINNING MODEL



Miriam Johnson
THE WINNING MODEL



Charlene Sanjenko
THE LEADER PATH



Tom Watson
THE WHOLE TEAM



Mark Marsolais-
Nahwegahbow
THE LEGACY WE LEAVE

Meet Our Keynote Guest Speakers!

ONLY 250 SEATS AVAILABLE

Pam Klein, President at Phoenix Group; Miriam Johnson, Director of Marketing for the Saskatchewan Roughriders Football Club; Charlene Sanjenko, Founder + CEO of PowHERhouse; Tom Watson, Business Leader, Author & Founder of Your Better Life; and Mark Marsolais-Nahwegahbow, Indigenous Social Impact Entrepreneur and Founder of Birch Bark Coffee.

Three Consecutive Days of Immersive Growth & Impact to Supercharge Your Path, Purpose & Performance as a Canadian Leader

Wednesday, September 25

POWHERLUNCH + Growth Workshops

A refreshing conversation about women in leadership with a diverse cross-section of leaders. After multiple sold-out events in Regina and Saskatoon, the Accelerator kicks off with our ever-popular PowHERlunch, featuring inspirational local leaders, intentional + interactive conversations, and afternoon growth workshops.

Day 1 \$199

Thursday, September 26

FULL-DAY CONFERENCE Keynotes + Breakouts

Plenary sessions where a proactive process to mobilize Canadian Women Leaders will be explored: The Winning Model, The Leader Path, The Whole Team, and The Legacy We Leave. Participant feedback welcomed using an online interactive polling program.

Day 2 \$299

Friday, September 27

LEGS OF OUR LEGACY Breakfast + Panel

Young leaders will be invited to join Accelerator participants for a morning of inspiration, interactive discussion and a memorable closing circle. Referrals, introductions and bursary dollars are requested to support emerging leaders you'd like to see invited. General guideline: Ages 14-18.

Day 3 \$149

ALL ACCESS PASS \$499 until May 31
Attend all 3 days plus VIP Reception
\$699 value - save \$200!



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Register at powHERhouse.com

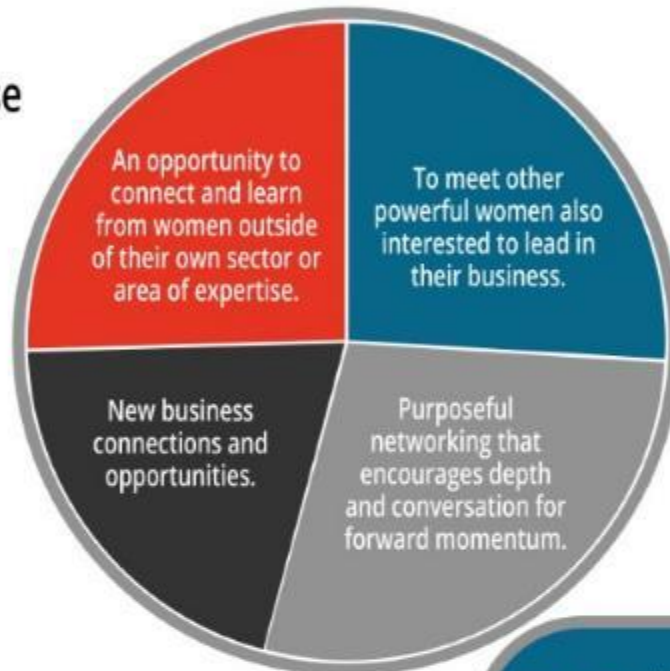
SPONSORSHIP OPPORTUNITIES AVAILABLE

Building a stronger nation, one powHERful woman at a time

WOMEN
BUILT
SCALE 2

An opportunity for primarily female leaders from across Saskatchewan, Alberta, British Columbia and Manitoba and decision-makers from corporate, business, government, entrepreneurship, social impact and community development to gather at EVRAZ Place in Regina on September 25-27 to participate in a proactive framework, ultimately verbalizing the recommendations that we'd like to incorporate into a leadership mobilization plan for collective buy-in, support, and action.

Why PowHERhouse Guests Attend



What PowHERhouse Delivers

“ We thrive in business when we are surrounded with support, insight and motivation. The PowHERhouse Accelerator events bring strong women together with the intent of amplifying our success. The energy is infectious. The possibilities seem endless. Invest in your time, sponsor the event and attend Accelerator Regina. It will change you.

Pam Klein, Accelerator Champion
President of Phoenix Group

“ Charlene, thank you for leading the Regina event last month! I am still thinking about it and following up on new connections that I made because of the lunch and reception. I feel you have created a refreshing approach to this conversation about women in leadership; I especially appreciate the focus and integration on women leaders from all sectors - corporate, entrepreneurship, public sector, politics. I look forward to next year.

Linda Allen-Hardisty, Chair
The Executive Committee (TEC) Canada

“ I attended my first PowHERlunch event in Saskatoon, hearing from powHERful local leaders, sharing their stories and insights was truly inspirational. The diversity in perspectives and experience added richness to the conversations. The opportunity to share within our table groupings provided unique understandings and connections.

Rhonda Laing, Director, Policy, Planning and
External Relations. Western Economic
Diversification Canada

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**WOMEN
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PRIMARY SPONSORSHIPS

Three levels of Primary Sponsorships are available.

IMPACT CHAMPION - \$20,000 Gold Sponsor

ACTION + ADVOCACY ACTIVATOR - \$15,000 Silver Sponsor

MOMENTUM MOBILIZER - \$10,000 Bronze Sponsor

Our Primary Sponsors enjoy all Secondary sponsor benefits outlined below, as well as the following:

- Speaking opportunity at the event as determined by organizer
- Corporate logo prominently displayed on Accelerator materials and onscreen throughout event
- All-inclusive conference passes for your team - 8 Gold, 4 Silver, 2 Bronze
- Promo code for your invited guests
- Opportunity to provide a postcard or brochure to attendees
- Collaboration with PowHERhouse to create a customized pre-conference direct marketing campaign to your targeted clients or prospects to build their awareness of your company's leadership, commitment and involvement in the event
- Opportunity to engage with Accelerator attendees post-event with a engagement offer from you delivered by PowHERhouse as a warm handshake to your organization and an introduction to a specific team member
- Opportunity to celebrate the female leaders in your organization with a profile in the Fall 2019 issue of PowHERhouse magazine. Customized approach to be determined by PowHERhouse creative team

SECONDARY SPONSORSHIPS

Various levels of Secondary Sponsorships are also available and relate directly to the portion of the Accelerator program to which they are contributed. Our Secondary sponsorships allow for as much participation at various levels as possible to create a truly inclusive event.

KEYNOTE SPEAKER SPONSORS - \$3,500 (4 available)

BREAKOUT SESSION SPONSORS - \$2,500 (4 available)

MEET & GREET RECEPTION SPONSOR - \$1,500 (1 available)

VIP RECEPTION SPONSOR - \$5,000 (1 available)

POWHERLUNCH SPONSOR - \$5,000 (1 available)

CONFERENCE DAY LUNCH SPONSOR - \$5,000 (1 available)

LEGS OF OUR LEGACY BREAKFAST SPONSOR - \$5,000 (1 available)

LEGS OF OUR LEGACY PANEL SPONSOR - \$3,500 (1 available)

NETWORKING BREAKS SPONSOR - \$1,500 (1 available)

MEDIA SPONSOR - \$5,000 (1 available)

CLOSING CIRCLE SPONSOR - \$1,500 (1 available)

CHAMPION OF WOMEN SPONSOR - \$299-\$499 (bursaries)

Our Secondary Sponsors enjoy the following benefits:

- Opportunity to introduce the session or verbal acknowledgement prior to the session as best determined by organizer
- Corporate name and/or logo prominently displayed on Accelerator material, including website, Accelerator flyer and online pre-event engagement campaign (\$3,500+)
- Attendee postcard | Itinerary at the event (corporate name)
- Acknowledgement on-screen slideshow during breaks
- On-site signage (\$5,000+)
- Promo code for your invited guests (\$5,000+)

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WHO WE ARE

PowHERhouse believes that every leader deserves the opportunity to make a world-class impact.

We are national women's leadership accelerator born in 2000 out of a desire to provide a clear, direct framework for a leader's path. Success is measured differently for everyone, but The Leader Path exists to ensure that every one of us can meet our potential and lead deeply fulfilling lives. The Leader Path provides a strategic way to move forward in the same way an athlete follows a particular path to meet his or her goals.

Founded in 2013 after more than a decade of solid market research, network building and proof of concept, we operate a tech-focused platform to deliver solutions, mobilize leaders and amplify their impact.

Our work creates a ripple of positive change in the lives of women and their families as they access the clarity, confidence, capacity and connections needed to step forward on their path. As our national collective of women and supporters of women grows, so does our ability to influence, advocate and create impact as an educational and economic driver.

CORE COMPETENCIES

Media2Mobilize | We provide strategic planning services working with corporate and professional association partners to set measurable leadership priorities with targets and timelines. We leverage a small percentage of annual media-buy budgets to implement our strategy, building brand value, engagement and women leaders.

Publications | Our digital publications celebrate positive Canadian role models: women leaders who are making an impact in sport, business, the arts or their communities. The PowHERhouse Lifestyle + Leadership magazine provides an opportunity for organizations to publicly profile, recognize and celebrate their leaders.

Programming | Our live events, webinars, workshops, online learning opportunities and in-house executive training opportunities convene a diverse cross-section of women leaders for learning, development, connection and intentional, interactive conversation.

Partnerships | We are extremely proud of the calibre of our partners, including Hilti Canada, Tennis Canada, Dentons, Deloitte, Edwards School of Business at the University of Saskatchewan, UBC Sauder School of Business, P3Architecture Partnership, and the Canadian Pharmacists Association who work closely with us to mobilize their leaders.