

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
604.741.7985 www.powherhouse.com

powHERhouse

Western Canada Leadership Accelerator

September 25-27, 2019 REGINA, SK

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 July 31
Attend all 3 days plus VIP Reception
\$699 value - save \$200!



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Register at powHERhouse.com

POWHERLUNCH + GROWTH WORKSHOPS

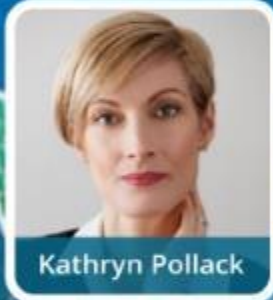
Western Canada Leadership Accelerator

Wednesday,
Sept 25, 2019

INSPIRING POSSIBILITY TO SPARK IMPACT!



Sabeen Ahmad



Kathryn Pollack



Heather Abbey



Ben Smith



Wendy
Turner-Larsen

The Western Canada Leadership Accelerator kicks off with our ever-popular PowHERlunch, convening a diverse cross-section of impactful leaders for intentional + interactive conversations, inspirational learning and growth.

DOORS + BUFFET open at NOON, SPEAKERS begin at 12:30 pm

- ✓ Sabeen Ahmad, Brand Storyteller, Regina Exhibition Association Limited
- ✓ Kathryn Pollack, Assistant Deputy Minister, Ministry of Energy and Resources, SK
- ✓ Heather Abbey, Cofounder, Indig Inc.
- ✓ Ben Smith, Author, #MenWhoMobilize Champion
- ✓ Wendy Turner-Larsen, Executive/Leadership Brain Coach

Two Concurrent Growth Workshops follow lunch!

WORKSHOP #1 | The Role of Technology + Connection for Impactful Mobilization

We are being called to a higher level of leadership and connection. What role does technology play in this up-leveling and re-defining of power? How can we achieve a shared sense of purpose, meaningful connection, strategic action, and build momentum from the bottom up?

Panel and interactive discussion facilitated by Kelly Beattie, Beyond Connections with local tech entrepreneurs, Kristy Ehman, Katrina German, Brittany Melnyk.



Kelly Beattie
Beyond Connections

WORKSHOP #2 | Your Leadership Story from the Core

PowHERhouse is all about knowing your goals so that you can clearly plot out your path to achieving them. An important part of this process requires you to clarify and clearly communicate your life's mission.

Core story work uncovers your: innate who profound what (of what you give), the specific when and where of your impact, the compelling how of how you do life, and the deepest why of your leadership.

Facilitated by Tina Overbury, of TinaOLife.



Tina O
TinaOLife

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

**3-Day All-Inclusive VIP Passes
September 25-27 available!**

Register at powHERhouse.com



powHERhouse

WORKSHOP #1

Wednesday,
Sept 25, 2019

The Role of Technology + Connection for Impactful Mobilization



Hon. Tina
Beaudry-Mellor



Kelly Beattie



Brittany Melnyk



Katrina German



Kristy Ehman

We are being called to a higher level of leadership and connection. What role does technology play in this up-leveling and re-defining of power? How can we achieve a shared sense of purpose, meaningful connection, strategic action, and build momentum from the bottom up?

**THIS WORKSHOP IS OFFERED TWICE: 3:00 - 4:00pm and 4:30 - 5:30 pm
Concurrent with Your Leadership Story from the Core with Tina Overbury**

- ✓ Hon. Tina Beaudry-Mellor, Minister of Advanced Education, Minister Responsible for Innovation Saskatchewan & Minister Responsible for Status of Women
- ✓ Kelly Beattie, Beyond Connections Consulting, Host & Facilitator
- ✓ Brittany Melnyk, VP of Product at NC Smart Call
- ✓ Katrina German, katrinagerman.com I make good ideas louder.
- ✓ Kristy Ehman, Founder & CEO, Hyon Software Inc.

WHAT IF we could deepen meaningful connection to like-minded people using tech?

HOW CAN we create a powHERful movement channeling collective change using the one thing that is not going anywhere – technology?

HOW CAN we heighten engagement, participation and purpose to make the impact most needed in the next 10 years in a well-coordinated, well-communicated way?

TECHNOLOGY HAS HELPED TO SPREAD the building of awareness (ice-bucket challenge) and sharing of ideas (TED Talks), how do we now harness the power of technology for what's needed most at this time – the compounding, leveraging and implementation on those ideas?

It's time for ACTION

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

**3-Day VIP + 1-DAY Passes available
September 25-27**

Register at powHERhouse.com

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WORKSHOP #2

Your Leadership Story from the Core with TinaO



Wednesday,
Sept 25, 2019



Wendy
Turner-Larsen



Christina Benty



Tina Overbury



Candyce Fiessel



Sharon Marshall

PowHERhouse is all about knowing your goals so that you can clearly plot out your path to achieving them. An important part of this process requires you to clarify and clearly communicate your life's mission so you can clearly plot Your Leader Path to achieving them.

**THIS WORKSHOP IS OFFERED TWICE: 3:00 - 4:00pm and 4:30 - 5:30 pm
Concurrent with The Role of Technology + Connection with Kellie Beatty**

- ✓ Tina Overbury, Story from the Core, TinaO Life
- ✓ Christina Benty, Strategic Leadership Solutions
- ✓ Wendy Turner-Larsen, Turner Larsen Consulting
- ✓ Candyce Fiessel, MyLife Planner, The Style Academy
- ✓ Sharon Marshall, Cree8iv Collaboration, the DEVA Project

ATTEND Day 1
of the 2019 Accelerator
PowHERlunch + 2 Growth
Workshops for just \$199

You are called to lead. Story work is about living, giving and leading from the core of who you innately are and getting clear about how what you do makes a profound impact. It is your innate who, profound what, compelling how, specific when and the deepest and most urgent why of your leadership.

There is the **ONE STORY** you are here to tell, sell and teach. What is it? Why are you the one to deliver it? How do you do what you do? Lead how your lead? Where does it impact? When is it wanted? Needed? Why does anyone care? And **Who are YOU within it, and it within you?**

How is this story **CORE** to you? What is the **CORE** of this work? What is the **CORE** impact of your message? How do you bring the **CORE** of WHO you are, WHAT you do, HOW you lead, and WHY you do it to **this** story?

Ready to dig in? Let the story be told!

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**3-Day VIP + 1-Day Passes available
September 25-27**

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Sponsorship opportunities
available

powHERhouse

LEADERS + YOUNG LEADERS Western Canada Leadership Accelerator

Friday
Sept 27, 2019

LEGS OF OUR LEGACY BREAKFAST & PANEL

WOMEN
BUILT
SCALE 2



Charlene Sanjenko



Victoria Gagné



Yaya Wang



Candyce Fiessel

LEGACY OF LEADERSHIP | Friday, September 27, 9 am - Noon

Leadership is how you show up, every day!

EMPOWER. INFLUENCE. INSPIRE. The future looks **BRIGHT!**

Join us for a morning of inspiration, wisdom, interactive discussion and a memorable closing circle as we convene local leaders and young leaders. Each day we have the opportunity to positively influence others. One can never underestimate the impact of an action or word, our time or attention, spent nurturing those around us and those who come behind us.

DOORS + BUFFET open at 8:30 am, SPEAKERS begin at 9:00 am

- ✓ Charlene Sanjenko, Founder + CEO of PowHERhouse, HOST
- ✓ Victoria Gagné, Business Development Specialist at Clarence Campeau Development Fund
- ✓ Yaya Wang, Human Resource Manager, Canada for CLAAS of America
- ✓ Candyce Fiessel, Founder of My Life Planner, and Director of Operations & Partner, The Style Academy

ATTEND Day 3
of the 2019 Accelerator
Breakfast & Panel Discussion
for just \$149+

"Mentoring becomes your true legacy. It is the greatest inheritance you can give others. It is why you get up every day - to teach and be taught." Coach Wooden

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

powHERhouse
house of leaders for world-class impact

REAL 1884
WOMEN ECONOMIC ASSOCIATION LIMITED

EVRAZplace

Register at
powHERhouse.com

Sponsorship opportunities
available

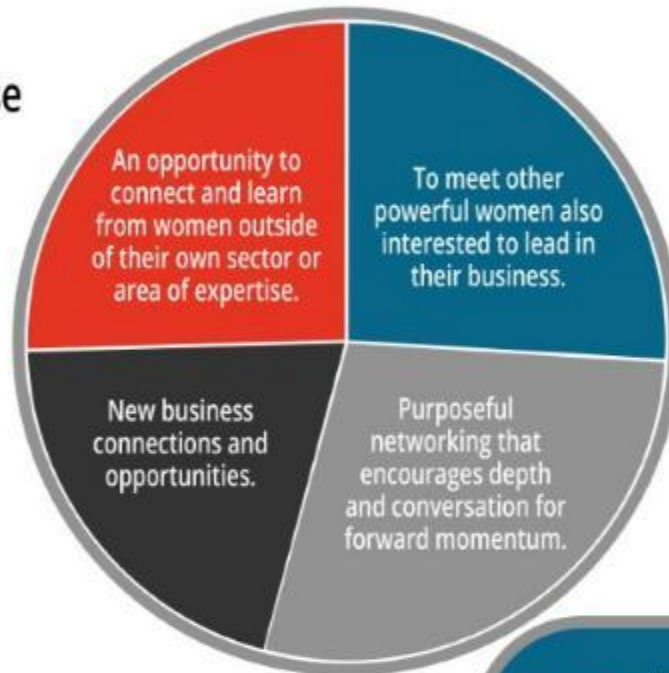
SPONSORSHIP OPPORTUNITIES AVAILABLE

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

SPONSORSHIP OPPORTUNITIES AVAILABLE

Building a stronger nation, one powHERful woman at a time

**WOMEN
BUILT
SCALE 2**

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+)

Building a stronger nation, one powHERful woman at a time.

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powHERhouse

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.