

**POWHERHOUSE**  
PRESENTS:



**Partnership Opportunities**  
Spring 2020 | Regina  
Fall 2020 | Ottawa



## GLOBAL GOALS. IMPACT AT HOME.

WESTERN CANADA LEADERSHIP INTENSIVE REGINA April 30 + May 1  
EASTERN CANADA LEADERSHIP ACCELERATOR OTTAWA October 15 + 16

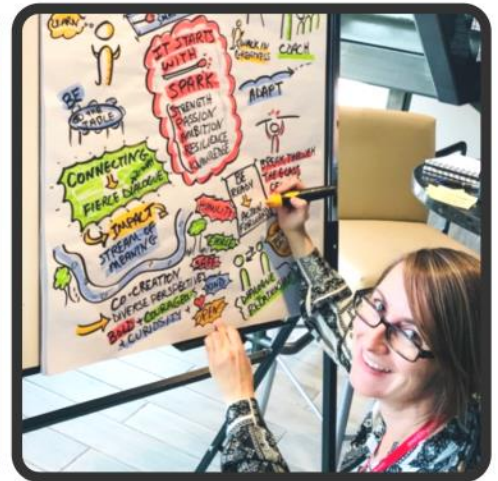
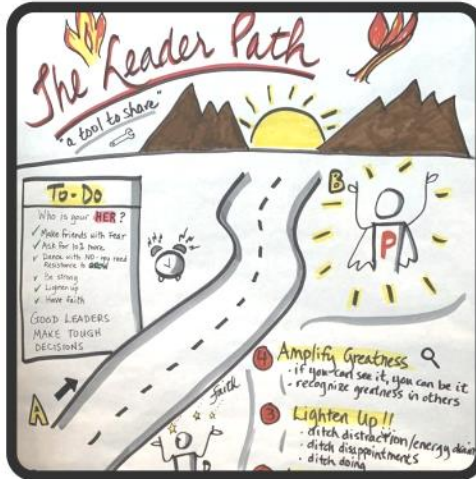
Welcoming National + Regional Partnerships, including:

- High-touch for high-impact in-person events,
- Strategic third-party communications to amplify your support; and,
- Program enrollment for your female leaders on *The Leader Path*.

## WHAT GOT US HERE

The 2019 Western Canada Leadership Accelerator delivered on its promise: Immersive Growth, Energy & Impact to Supercharge the Path, Purpose & Performance of Canadian Leaders.

Over the course of three days, a diverse cross-section of close to 200 leaders from various industries, sectors, and provinces engaged in a non-typical and thought-provoking experience.



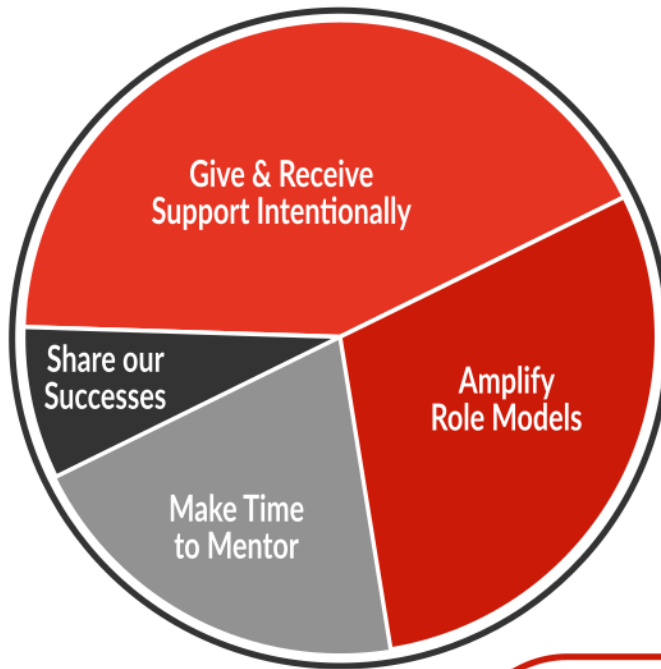
**The collective convergence of brave humans, fiery commitment, and energized action**

Gratitude to our 2019 Accelerator Partners



The 2019 Western Canada Leadership Accelerator was 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 participate in a proactive framework. The verbal recommendations were incorporated into a leadership mobilization plan for collective buy-in, support, and action. Our post-event 2019 Impact Report was distributed to all 2019 Partners & Guests, Gender Equity Network Canada, PowHERhouse Magazine, Winter 2020 issue, and well-curated online.

### What can we do to collectively move women's leadership forward in Canada?



### What We Heard

**“** 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

**“** 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

**“** 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.

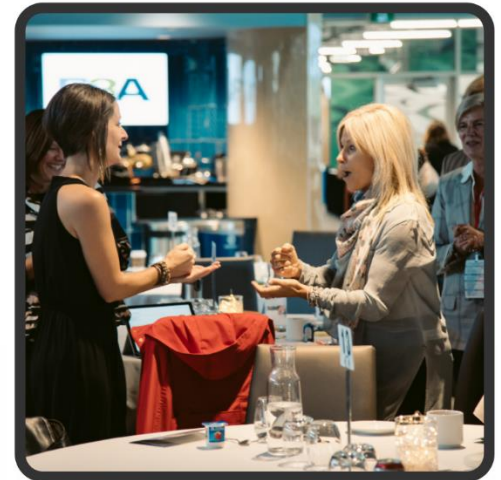
Linda Allen-Hardisty, Chair  
The Executive Committee (TEC) Canada

### What's Next? To be explored at the 2020 Intensives.

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"To say that the Western Canada Leadership Accelerator was inspirational is an understatement. It was transformational. The conversations were elevated, the connections were meaningful, and the relational currency was rich. Regardless of positional power, there was a spirit of openness and a generous exchange of ideas without posturing or self protection. Participants on and off the stage shared their leadership journey with graceful confidence and unabashed candor. Charlene and the PowHERhouse team intentionally designed the sessions to ensure a co-created, energetic and applicable experience rather than performance based one. With the right blend of dialogue and reflection, each person walked away with tangible, self-directed ways to accelerate their own leadership journey."

~ Christina Benty, Strategic Leadership Solutions  
christinabenty.com



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"The PowHERhouse Accelerator was a valuable platform for women to come together for impact, inspiration and insights to move forward in their careers and lives.

The event was useful and important and provided a safe environment that showcased powHERful women and supporters."

~Prabha Mitchell, WESK CEO  
Women Entrepreneurs of Saskatchewan  
wesk.ca

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"I have been busy giving my life the extra 10% that was asked to improve all aspects. And Wow! I am noticing the difference in my home life most importantly, but by giving more of what I thought I didn't have, I am actually building abundance in my life.

My note about helping others and asking more questions was tailored to how I can help other women in my life, but I am seeing it being very applicable in my work life to enhance the leadership capacity of our team.

I am so grateful for what PowHERhouse brought out in me. I knew it was already in there, but what I received were practical tools that allowed me to reflect and get out of my own way."

~ Kaitlyn Hebert, Continuous Improvement Lead  
Lumeca Health



**WHAT WE HEARD: Testimonials received from our 2019 Western Canada Leadership Intensive.**

PowHERhouse Women's Leadership Accelerator Inc. | [partnerships@powherhouse.com](mailto:partnerships@powherhouse.com) | [powherhouse.com](http://powherhouse.com)

## GLOBAL & NATIONAL PARTNERSHIPS

### \$25,000+

- Premier media profiling at Regina and Ottawa FIRECIRCLE 2020 Events
- Strategic Engagement: Communications Campaign & Impact Plan to build engagement and brand value
- Invite for your organization's powHERhouses to join The LeaderPath; A progressive performance mobilization journey.
- *Annual Subscription supports peer-mentoring, accountability to achieve impact goals, build quality connections, expand belonging and better the future for HER.*

## PREMIER PARTNERSHIPS

IMPACT CHAMPION - \$20,000 Gold Partner  
ACTION + ADVOCACY ACTIVATOR - \$15,000 Silver Partner  
MOMENTUM MOBILIZER - \$10,000 Bronze Partner

Our Premier Partnerships enjoy benefits including:

- Speaking opportunity at the event as determined by organizer
- All-inclusive conference passes for your team - 7 Gold, 4 Silver, 2 Bronze
- Opportunity to celebrate the female leaders in your organization with a profile in the Summer 2020 issue of PowHERhouse magazine.

A customized approach will be created by our PowHERhouse Partnerships Team.

## FOUNDATIONAL PARTNERSHIPS

OPENING NIGHT RECEPTION PARTNER - \$2,500 (2 available, includes 4 guests)  
VIP RECEPTION PARTNER - \$3,500 (2 available, includes 4 guests)  
NETWORKING BREAKS PARTNER - \$1,500 (2 available)  
MEDIA SPONSOR - \$1,500 (2 available)  
CORPORATE TABLE IMPACT PARTNER - \$2,500 for 1 Day, \$5,000 for 2 Days (includes 7 guests)

Each Foundational Partner enjoys benefits to create a truly reciprocal partnership. Please discuss further with our PowHERhouse Partnerships Team.

Please allow our team to discuss the best reciprocal partner fit for you.

**POWERHOUSE PARTNERSHIPS**  
partnerships@powherhouse.com

## Realizing PowHERful Partnerships

PowHERhouse exemplifies a healthier version of the traditional sponsorship model. We explore reciprocal partnerships with organizations who share common values and purpose-driven priorities.

Our partnerships promise to build brand value, power-up your people with engagement, learning, and connection, and profile your leaders within a larger context in your community and industry.



P3Architecture PowHERhouses with Tom Watson, author of *Man Shoes*.

PowHERhouse was pleased to welcome back P3Architecture Partnership as a 2019 event partner. Their continued support and participation to mobilize leaders not only in their own organization but also within their community and province was greatly appreciated.



### At-a-Glance Partner Recognition:

- Accelerator participation, including
- VIP Reception
- Leaders profiled, digital story-telling and online gratitude
- Thank you's and photo opps with keynote speaker
- Brand-building and follow-up in PowHERhouse magazine



P3A is a proudly Saskatchewan-based company with a 65-year history of innovative design.

If you would like to discuss our powHERful partnerships, customized packages, and national brand elevation opportunities, our team is **READY** to meet with you.  
[partnerships@powherhouse.com](mailto:partnerships@powherhouse.com)

## **PowHERhouse is a global women's leadership accelerator: A House of Leaders for World-Class Impact.**



A mobilizing voice to activate and accelerate the path of opportunity for women to champion sustainable solutions locally and globally using our media house.

PowHERhouse follows a unique process to create systemic social impact:

- online, interactive and experience-based storytelling
- high-touch for high-impact digital and in person events
- personalized and immersive one-on-one mentorship
- global PowHERlunch conversations for local impact

***Global collaborative leadership changing the conversation for HER.***

## **The PowHERhouse Process Global Goals. Impact at Home. | 2020 - 2030**

### **THE CALL | *Who are the Agents of Impact across Canada?***

PowHERhouse FireCircle events convene like-minded leaders with an appetite to take implementable and intentional action on the UN 2030 Sustainability Goals in their communities.

**THE LEADER | *Who will self-identify to a purpose-driven impact media campaign?*** Amplified story-telling inspires hope. It attracts leaders who are already building impact in their community and are now ready to scale their impact.

### **THE CONVERSATION | *What are the hot-button issues that Canadian women are most ready to take action on?***

PowHERhouse hosts exclusive gatherings to model respectful dialogue on complex, even polarizing, public policy challenges and strategize implementable, intentional action.

### **THE PATH | *What's next?***

Participants are invited to join our annual impact acceleration subscription. *The Leader Path* is an interactive collaborative collective of purpose-driven leaders, providing group support, peer-mentoring, accountability and a progressive performance framework. This is a strategic process to consistently move forward in the same way an athlete follows a particular path to reach his or her goals year after year.