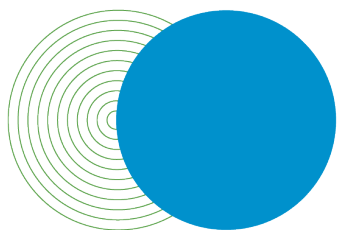




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MINER  A



WOMEN'S
LEADERSHIP FORUM

Sponsorship Package

International Women's Day

Friday, March 8, 2024

ANVIL CENTRE, NEW WESTMINSTER

 [DCRS.CA/WOMEN](https://dcrs.ca/women)



Be a part of the second annual

DIVERSEcity X Minerva Women's Leadership Forum on International Women's Day

When: Friday, March 8, 2024

Time: 10 am – 2 pm

Where: Anvil Centre, 777 Columbia Street
New Westminster, BC
(near New Westminster Skytrain Station)

A COLLABORATION BY:



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About the Forum

Launched in 2023 by DIVERSEcity Community Resources Society in collaboration with Minerva BC, this International Women's Day event was created by two non-profit organizations in partnership to advance gender equity, support women from all walks of life and backgrounds, and connect emerging and established women leaders to improve their personal and professional lives.

The theme "Uplift. Learn. Advance." represents the many interconnected facets of womanhood, from searching for success and wellbeing, while lifting other women up to do the same. It's about redefining what leadership looks like by:

- Sharing strategies on overcoming barriers in the workplace for Canadian-born and immigrant women
- Advancing equity for women of all races and backgrounds, including new permanent residents
- Inspiring each other with confidence and empowerment



2024 Event Overview

Highlights of the four-hour event

- Inspiring women speakers
- Tradeshow of exhibitors from partner organizations and showcase of women-owned businesses in BC
- DIVERSEtalks panel discussion with local women leaders and open Q & A period on topics related to women's success and wellbeing
- Facilitated interactive group activities for women to connect and learn from each other
- Informational and collaborative session on how we can come together to support and empower vulnerable women and survivors of violence
- Group yoga or exercise activity and entertainment, with buffet lunch
- Donation announcement to support emerging leaders
- Free admission, plus free bus tickets to venue close to transit, and hybrid features for virtual accessibility



2024 Event Marketing

Event Marketing Plan

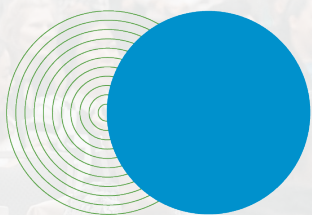
- Targeted social media strategy and digital advertising strategy pre- and post-event on DIVERSEcity's and Minerva's platforms with 10k+ followers on DIVERSEcity platforms
- Stories in DIVERSEcity and Minerva BC e-newsletters
- Pre-event and post-event media advisory and press release
- Eventbrite ticket promotion and online event calendars
- Outreach and direct engagement with hundreds of DIVERSEcity and Minerva clients and community partners
- Event posters in community locations
- Post-event publication and resource guide





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WOMEN'S
LEADERSHIP FORUM

2023 Event Highlights



2023 Event Highlights

- 150+ attendees
- 20+ tradeshow exhibitors
- Welcome keynote by Her Honour, Janet Austin, Lieutenant Governor of BC
- DIVERSEtalks panel discussion
- Group laughter yoga
- Interactive group networking
- Women entrepreneurs showcase
- Catered lunch



Some group laughter yoga energized the audience!



Women leaders and CEOs took part in a thought-provoking panel discussion on women in leadership



A space for women entrepreneurs and service providers

An interactive group networking activity saw women move to smaller groups to uplift, learn and advance.



The Business Case

Be an organizational ally to women by supporting this large-scale event on International Women's Day in Metro Vancouver

While gender equality is affirmed in Canadian policies and the opportunity for women to be leaders is within reach, there are still barriers they have to overcome to reach their full career potential. The experiences of women during the pandemic added to these obstacles; statistics show that more women have been leaving the workplace, and the gap between women and men in senior roles has grown, too. The barriers for racialized women are even more pronounced.

So, what can we, as business leaders in BC, do?

We can support and advance intersectional woman leadership in BC. Let's come together to support women's potential, while also bringing new perspectives forward to advance issues of equity in our society and redefine what the future looks like for emerging and established women leaders in BC, including those most vulnerable among us.



Why Partner With Us?

It's well-known that incorporating social purpose or corporate responsibility into your company is beneficial for business. Doing good in the community inspires customer and employee engagement, improving your reputation, sustainability and bottom line. But, once you've identified the strategic value of supporting the community, what are the next steps to turn ideas into action?

Collaborating with community leaders in social services can ensure you're making meaningful, impactful moves. Registered charities DIVERSEcity Community Resources Society and Minerva BC can be your bridge to social purpose.

DIVERSEcity and Minerva BC are leaders in creating equity-advancing, innovative opportunities and events for women. If gender equity and women's empowerment is an issue important to your organization, aligning together will help us all make a bigger impact for women in Metro Vancouver.

We invite you to partner with us!



What Statistics Say



30%

Women are 30% less likely than men to get promoted out of an entry-level job

(Source: Canadian Women's Foundation)



6.2%

Percentage of women-held board and management spots held by women of colour

(Source: Canadian Women's Foundation)



35.6%

Women in Canada hold about a third of management occupations and **30.9%** of senior management-level occupations.

(Source: Statistics Canada, 2022)

What Statistics Say

The gender pay gap

BC has one of the highest gender pay gaps in Canada.

In 2022, women in BC earned **17%** less than men.

For Indigenous and Black people, people of colour and newcomer women, the gap is higher.

(Source: Government of BC and Statistics Canada)

Factors that prevent gender equity

- Disproportionate familial obligations
- Accessing childcare
- Gender discrimination and devaluing of women
- Gender-based and structural violence
- Low representation in certain industries such as STEM and skilled trades

Why Women Make Great Leaders



Women have many of the top leadership skills

- Strong communication
- Collaboration and teamwork
- Empathy
- Problem-solving and multi-tasking
- Innovation and fresh perspectives
- More women than men have post-secondary education



Sponsorship Opportunities

1

Presenting Sponsor – \$12,000

- Exclusive presenting sponsor recognition
- Logo as part of all event logo and promotional materials
- Digital recognition with logo and linked description on website and social media channels
- Featured on any event-related press releases or articles
- Speaking opportunity for organization representative
- Opportunity to show video and/or highlight programs
- Featured exhibition table at event
- Opportunity to offer swag bags and handouts
- Logo recognition of all event signage and posters
- Featured story in published post-event resource guide
- Online marketing collateral opportunities: corporate video, article/blog and downloadable brochures on www.dcrs.ca/BlackinBC and story on DIVERSEcity e-newsletter and dcrs.ca.
- Plus, all benefits from Platinum, Gold and Silver options on next page

Sponsorship Opportunities

2

Platinum Sponsor – \$8,000

- All benefits from Gold and Silver Sponsor package, plus:
- Opportunity for a welcome speaking opportunity
- Opportunity to have a representative on the DIVERSEtalks discussion panel
- Story in published post-event resource guide

3

Gold Sponsor – \$6,000

- All benefits from Silver Sponsor package, plus:
- Featured exhibition table at event
- Opportunity to show video and/or highlight programs
- Online marketing collateral opportunities: corporate video, article/blog and downloadable brochures on dcrcs.ca and DIVERSEcity e-newsletter and Minerva BC assets

4

Silver Sponsor – \$3,000

- Exhibition table at event
- Recognition with logo on all promotional materials, including DIVERSEcity and Minerva BC websites, any event-related press releases or articles, and social media channels
- Verbal recognition as a sponsor by the Master of Ceremonies

Other Sponsorship Opportunities

We value our stakeholders and partners, and view sponsorships as more than just one event at a time. Let's talk about integrated strategies across our signature events and other channels. Let's look at ways to collaborate further through programming, workshops, curated content campaigns and publications. *We also want to hear your ideas!*
Here are some other opportunities as a start:

5

Community Sponsor– \$1,000

- Recognition as a Community Sponsor with logo on DIVERSEcity website and social media
- Recognition with logo on promotional materials, including DIVERSEcity website, any event-related press releases or articles, and social media channels
- Opportunity to distribute physical handouts to in-person attendees

6

DIVERSEcity Awards of Impact

During DIVERSEcity's Annual General Meeting, September 2024

- Become a sponsor of one of 10 awards in social justice categories, such as gender equity, Indigenous reconciliation, youth leadership and more.
Speaking opportunities available

Learn more here: dcrcs.ca/awards

7

DIVERSEcity Entrepreneur & Small Business Fair

During Small Business Week, October 2024

- Become a sponsor of this tradeshow and Business Pitch Competition, *Dragons' Den* style
Share your services with 300+ attendees and network with other stakeholders
- Speaking opportunities available

Other Sponsorship Opportunities

We value our stakeholders and partners, and view sponsorships as more than just one event at a time. Let's talk about integrated strategies across our signature events and other channels. Let's look at ways to collaborate further through programming, workshops, curated content campaigns and publications. *We also want to hear your ideas!*
Here are some other opportunities as a start:

8

Black in BC

To kick off Black History Month, February 1, 2024, at Surrey Arts Centre

- Become a Presenting Sponsor or Platinum (\$8,000), Gold (\$6,000) or Silver (\$3,000) sponsor of this celebration of Black excellence for 200+ attendees
- Speaking and panel opportunities available

[Learn more here](#)

9

DIVERSEtalks: Conversations for Change

Virtual and in-person series of stakeholder dialogues

- Become a sponsored panellist and position your organization as a thought leader

[Learn more at dcrs.ca/diversetalks](https://dcrs.ca/diversetalks)

10

Opportunities with Minerva BC

- Let's discuss opportunities to partner on upcoming events and programs

[Learn more here](#)



**Ready to sponsor or have other ideas on how to customize your involvement?
Contact us to discuss!**

Minerva BC:

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DIVERSEcity:

Noemi Paterson, Manager, Stakeholder Engagement & Communications

npaterson@dcrs.ca; 604-761-0653



At **DIVERSEcity Community Resources Society**, we help newcomers and other diverse communities build the life they want in Canada. Our free, multilingual programs and services in settlement, employment, language, community engagement, mental health and violence prevention provide them with a foundation of information, skills and connections for their journey toward success, wellbeing and belonging.

Our social enterprises — Interpretation and Translation Services, Skills Training Centre and Language Testing Centre — support this work, too.

As a registered charity in Surrey and the Lower Mainland with a 45-year history, we value the strengths in our differences, and our message is clear — everyone belongs here.

LEARN MORE ABOUT US AT [DCRS.CA](https://www.dcrs.ca).

FOLLOW US ON SOCIAL MEDIA! [@DIVERSECITYBC](https://www.instagram.com/diversecitybc)





Minerva BC is a Vancouver-based non-profit that is dedicated to advancing the leadership of women and girls. For two decades we have helped women across British Columbia expand their capacities through education, mentorship and leadership training.

We also support the business community, and wider community as we work together to break down implicit and institutional biases and replace them with attitudes and systems that are supportive to women's achievement.

LEARN MORE ABOUT US AT [MINERVA.CA](https://minerva.ca).

FOLLOW US ON SOCIAL MEDIA! [@MINERVABC](https://twitter.com/minervabc)

