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WOMEN'S
LEADERSHIP FORUM

International Women's Day Sponsorship Package

March 6, 2025

Anvil Centre, New Westminster

For People.

For Communities.



How are you celebrating International Women's Day?

Looking for a way to recognize women in your organization and community on International Women's Day? Show your support for advancing women's equity in the workplace! Align your organization with an empowering, inclusive — and fabulous — free event that has sold out two years in a row.

Join us as a sponsor, speaker or exhibitor at the DIVERSEcity x Minerva Women's Leadership Forum 2025!

About the Women's Leadership Forum

Launched in 2023 by DIVERSEcity 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 connect emerging and established women leaders to improve their personal and professional lives.

It's about redefining what leadership looks like by:

- Sharing strategies on overcoming professional and personal barriers for Canadian-born, BIPOC and newcomer women
- Inspiring each other with confidence and empowerment
- Celebrating together with storytelling, movement exercises, group activities, photo booth and delicious food



Our Purpose

At DIVERSEcity, strengthening communities starts with helping people build the life they want. We listen with open hearts and minds to connect people to inclusive, innovative and culturally safe programs and services as they navigate their life in Canada.

From resources for their education and employment goals, to their health and wellbeing, we are here to support people's journeys, creating pathways for all to be a part of connected, stronger and healthier communities.

As a registered charity in British Columbia since 1978, we work together with Indigenous, community and business partners to elevate voices and advance change for an equitable and sustainable world. [For people. For communities.](#)



Vision

“An inclusive, equitable and regenerative society that puts people and the planet first.”

Mission

“Together, we build connected, stronger and healthier communities.”

Why Partner with Us?

It's well-known that incorporating social purpose or corporate responsibility into your company is beneficial for business. Showing your organization's support for diversity, inclusion and women's empowerment in the community inspires customer engagement, improves your brand reputation and boosts your bottom line.

Once you've identified the strategic value of supporting the women in your community, collaborating with a community leader in social services can ensure you're making meaningful, impactful moves.

As a registered charity with a 45-year history, DIVERSEcity Community Resources Society can be your bridge to social purpose. Understanding the growing needs among BIPOC, newcomers and women in the community, we are a leader in creating equity-advancing, innovative opportunities and events, collaborating with community partners and business to make a social impact!

We are thrilled to once again partner with Minerva BC, led by Tina Strehlke, CEO, for our joint Women's Leadership Forum! Minerva provides leadership programs for women, girls, and their partners to help advance gender parity and leadership diversity in BC.



Neelam Sahota
Chief Executive Officer,
DIVERSEcity



Tina Strehlke
Chief Executive Officer,
Minerva BC

Want to make an impact in the community for women?

We invite you to be a part of our

2025 DIVERSEcity X Minerva Women's Leadership Forum

2024 Event Highlights

The 2024 event was a sold-out success with 250+ attendees, including CEOs, business professionals, dignitaries, emerging leaders and women from all walks of life, connecting together to inspire and learn from one another!



Top: DIVERSEtalks Panel

Left to right: Tina Strehlke, CEO, Minerva BC; Neelam Sahota, CEO, DIVERSECITY; Chief Rhonda Larrabbe, Qayqayt First Nation; The Honourable Niki Sharma, Attorney General; Matilda Williams-Obiajunwa, Founder, Sisters in Canada Wellness Society; and Trish Mandewo, Founder, Synergy Executive and Boards Consulting Group, Coquitlam City Councillor



Left: Keynote Speaker



“You might not feel like you’re entirely worthy, I might not feel like it, but that’s the perfect opportunity to rise to the challenge. And you won’t know until you try.”

— Sophie Lui, Anchor, Global News BC

2024 Event Highlights



Top: Interactive Group Activity

At each event, we ensure to engage attendees with interactive, group activities so they became true participants in the day!



Left: Questions from the audience during the panel discussion



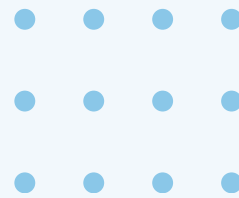
Right: Dance-a-long with BollyFusion Dancers

2025 Event Marketing Plan

- Targeted social media campaign and digital advertising strategy pre- and post-event on DIVERSEcity's and Minerva's platforms with 15k+ followers on DIVERSEcity platforms
- Stories in DIVERSEcity and Minerva BC e-newsletters
- Spotlights on sponsors and speakers
- 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



Sponsorship Opportunity



Become the Presenting Sponsor for Lower Mainland's most dynamic and impactful annual International Women's Day event!

By becoming a Presenting Sponsor, your brand will be front and center and your organization will get exclusive 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
- Opportunity to show video and/or highlight programs
- Opportunity to offer swag bags and handouts
- Featured story in published post-event resource guide
- All the benefits from Platinum, Gold and Silver options on next page

Contact us to discuss!

Sponsorship Opportunities

Benefits	Silver \$1,000	Gold \$3,000	Platinum \$5,000
• Recognition as a sponsor with logo on DIVERSEcity website and event poster (print and digital)	✓	✓	✓
• Exhibition table	✓	✓	✓
• Recognition on event print and digital signage	✓	✓	✓
• Verbal recognition as a sponsor by the Master of Ceremonies		✓	✓
• Featured exhibition table at the event in priority location		✓	✓
• Dedicated sponsor social media post and caption (15K+ following)		✓	✓
• Opportunity for a welcome speaking opportunity and/or video			✓
• Representation in the DIVERSEtalks panel discussion or in other speaker opportunity (e.g., awards presenter)			✓
• Inclusion in press releases, stories on website and newsletters, and social media (15K+ following), pre- and post-event			✓



Other Sponsorship Opportunities

DIVERSEcity Black in BC Event

This empowering event is a true celebration of the Black community, its many cultures, achievements and success stories.

DIVERSEcity Awards of Impact

Recognize and celebrate inspiring clients, volunteers, community partners and community members who are making an impact in the community.

DIVERSEcity Entrepreneur & Small Business Fair

This fair has helped hundreds of diverse entrepreneurs and small business owners get the knowledge and tools they need to plan, launch and grow their own business.

DIVERSEtalks, Sponsored Content, Workshops & More

Let's discuss the opportunities to partner on panels, workshops, and articles and content shared on dcrs.ca, getintheknow.ca and with our 15K+ social media followers

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Our work takes place on the ancestral, traditional and unceded territories of the SEMYOME (Semiahmoo), q̓ícəy̓ (Katzie), kʷikʷə́ləm (Kwkwetlem), q̓ʷa:n̓l̓ən (Kwantlen), qiqéyt (Qayqayt), xʷməθkʷəy̓əm (Musqueam) and s̓cəwaθən məsteyəxʷ (Tsawwassen) First Nations. The knowledge and traditions of these communities are significant in providing context to the work we do, and DIVERSEcity recognizes the importance that reconciliation has in building truly inclusive and strong communities.

For People.

For Communities.

