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WOMEN'S
LEADERSHIP FORUM

Sponsorship Package

Wednesday, March 4, 2026
10 am – 2 pm
Anvil Centre
New Westminster



About the Women's Leadership Forum

The Women's Leadership Forum is meant to bring women from all walks of life into one space to not only mark International Women's Day: it also inspires and empowers movement forward in gender equality.

This annual event welcomes women from all walks of life, whether emerging or established, and provides a safe, judgment-free space where participants can:

- Share strategies on overcoming barriers in the workplace for women
- Create space for dialogue on advancing equity including ways to build allyship
- Inspire each other with confidence and empowerment
- Learn about strategies to build your financial independence and wealth generation
- Celebrate International Women's Day together through storytelling, movement exercises, interactive opportunities and delicious food

In 2025, our event was themed “Grow. Lead. Bloom.” This theme was woven into the day's agenda, which included our signature DIVERSEtalks panel: “Grow Yourself, Lead Others, Bloom Together.”

With the popularity of this floral theme, for 2026, we're adapting it to “Blooming Together — in career success, personal wellbeing and financial independence!”



About DIVERSEcity

At DIVERSEcity Community Resources Society, 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 well-being, 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.

About Minerva

The Women's Leadership Forum is a collaboration between DIVERSEcity and Minerva. Led by CEO Tina Strehlke, not-for-profit Minerva provides leadership programs for women, girls and their partners to help advance gender parity and equity in BC.



Neelam Sahota
Chief Executive Officer
DIVERSEcity



Tina Strehlke
Chief Executive Officer
Minerva

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 inspires customer engagement, improves your brand's reputation and boosts your bottom line. It also feels good knowing you're making a difference in your community.

By partnering with a trusted social services leader, we can ensure your support means you are making meaningful, impactful moves that align with your corporate values and priorities.

With almost 50 years of experience, DIVERSEcity has the history and leadership to be your bridge to social impact. 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 tangible difference in the communities we serve.

Built on a need to help women connect with the tools they need to thrive professionally, Minerva has spent nearly 30 years changing the face of leadership through education, mentorship, training and advocacy delivered through a gender lens.



2025 Women's Forum Highlights

In 2025, DIVERSEcity and Minerva continued the trend of hosting a sold-out event. From CEOs to business professionals; emerging leaders and entrepreneurs, women from all walks of life were well-represented through the day.

- **More than 200 people in attendance.**
- **More than four hours of engaging programming, presentations, connecting and networking.**
- **The event sold out two weeks after registration opened.**



A short Zumba break after the panel.



The 2025 Women's Leadership Forum DIVERSEtalks panel, from left to right: Marisa Espinosa of TransLink; Leya Behra from the City of New Westminster; Karen Dosanjh from OSI Digital; Nadine Nakagawa, New Westminster City Councillor and activist; Christie Sparklingeyes, Castlemain Group.



Attendees participate in a reflection activity.

Become the Presenting Sponsor of the Lower Mainland's most dynamic & impactful International Women's Day event!

Presenting Sponsor Opportunity — \$20,000

As the Presenting Sponsor, your brand will be front and centre 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 the following page

We are currently seeking a Presenting Sponsor for this empowering, women's leadership event. Weave your brand directly into this event and demonstrate your social purpose and commitment to gender equity.



2026 Marketing Plan

Partnering with DIVERSEcity and Minerva to bring the Women's Leadership Forum to life includes the following:

- A targeted social media campaign and digital advertising strategy
 - DIVERSEcity and Minerva's platforms have more than 30,000 followers over Instagram, Facebook, X and LinkedIn
- Stories about your brand in DIVERSEcity and Minerva's e-newsletters
- Pre-event and post-media event advisory and press release
- Promotion through our online web pages and 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

Download our 2025 publication and watch our wrap-up video at dcrs.ca/women.



Other 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			✓

**For International
Women's Day,
let's work together
to make a
social impact!**

➤ **DCRS.CA**

@DIVERSECITYBC    





Our work takes place on the ancestral, traditional and unceded territories of the SEMYOME (Semiahmoo), ḡíḡáy (Katzie), kʷíkʷə́łəm (Kwikwetlem), ḡʷɑ:ńłəń (Kwantlen), qiqéyt (Qayqayt), xʷməθkʷəy̓əm (Musqueam) and s̓cəwaθənməsteyəxʷ (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 connected, stronger and healthier communities.

For *People.*

For *Communities.*

