

2025 SPONSORSHIP PROSPECTUS





WHO IS IWF?

A GATEWAY TO A WORLD OF WOMEN'S LEADERSHIP.

The International Women's Forum (IWF) is an invitation-only network of the most accomplished women in the world. We connect women leaders across every professional sector in support of each other and the common mission of advancing women's leadership and championing equality worldwide. Established in New York City in 1974, today IWF is comprised of over 8,000 preeminent women leaders in 33 countries and 76 local Forums. IWF is the only organization of this scale that builds significant relationships between C-level women across countries and careers

Women supporting women is just as vital today as the challenges we face call for a new era of leadership. Women remain underrepresented in the c-suite; on corporate boards; at the top of academia, law, finance, science, technology, media and health sectors and the creative arts and receive a fraction of venture capital awarded to male led enterprise.



WHO IS IWF CANADA?

Founded in 1995, IWF Canada is the preeminent organization for Canadian women leaders. Representing ten percent of the overall IWF membership with chapters in eight cities and plans for expansion, IWF Canada is comprised of women leaders from all sectors. IWF Canada's guiding principles are as follows:

Aspiration: Women are fully represented in the highest leadership positions in Canada.

Purpose: Advance women's leadership and light the way for future generations.

Values: Integrity, inclusiveness, camaraderie, and respect.

CANADA CONNECTS CONFERENCE - INNOVATION AND INSPIRATION

JUNE 11-13, 2025

The Canada Connects Conference is a dynamic, two-and-a-half-day conference that draws attendees from across Canada and internationally. The conference features high caliber speakers, thought-provoking discussions with some of Canada's top women executive leaders, and intentional networking experiences designed to drive deep connection among attendees.

**The 2025 Canada Connects Conference will be held at the
Halifax Convention Centre.**



SPONSORSHIP

PRESENTING SPONSOR (1)

\$50,000

- Recognition as the Presenting sponsor (e.g. Canada Connects Conference Presented by SPONSOR NAME) in all conference communications, including conference website, marketing, onsite signage, and lanyards.
- Two minutes of welcoming remarks at the conference opening and gala.
- Sponsorship of one plenary session, including opportunity to provide speaker and topic relevant to executive women in accordance with the conference theme.
- Four tickets to the full conference*, plus an additional four tickets to the gala.
- Post-conference message (250 words maximum) to conference attendees sent by IWFC.
- Opportunity to provide welcome bag gift and/or marketing materials to conference attendees.

GALA SPONSOR (1)

\$25,000

- Recognition as the Gala sponsor in all conference communications, including conference website, marketing, and onsite signage.
- Two minutes of welcoming remarks at the Gala.
- Two tickets to the full conference*, plus an additional six tickets to the gala.
- Option to provide a branded banner for use at the Gala (shipping costs are the responsibility of the sponsor).
- Post-conference message (250 words maximum) to conference attendees sent by IWFC.
- Opportunity to provide welcome bag gift and/or marketing materials to conference attendees.

WELCOME RECEPTION SPONSOR (1)

\$15,000

- Recognition as the Welcome Reception sponsor in all conference communications, including conference website, marketing, and onsite signage.
- Two minutes of welcoming remarks at the Reception.
- Two tickets to the full conference*, plus an additional two tickets to the gala. There is also an opportunity to purchase an additional four tickets to the gala.
- Option to provide a branded banner for use at the Welcome Reception (shipping costs are the responsibility of the sponsor).
- Post-conference message (250 words maximum) to conference attendees sent by IWFC.
- Opportunity to provide welcome bag gift and/or marketing materials to conference attendees.

* Dine Around participation is for IWFC members only

SPONSORSHIP

GOLD SPONSOR (3)

\$12,500

- Recognition as a Gold sponsor in all conference communications, including conference website, marketing, and onsite signage.
- Sponsor recognition of one plenary session (e.g. This session presented by SPONSOR NAME), including one minute of remarks at the start of the sponsored plenary.
- Two tickets to the full conference*, plus the opportunity to purchase an additional three tickets to the gala.
- Opportunity to provide welcome bag gift and/or marketing materials to conference attendees.

SILVER SPONSOR (5)

\$7,500

- Recognition as a Silver sponsor in all conference communications, including conference website, marketing, and onsite signage.
- One ticket to the full conference.*
- The opportunity to purchase two tickets to the gala.
- Opportunity to provide welcome bag gift to conference attendees.

BRONZE SPONSOR (5)

\$5,000

- Recognition as a Bronze sponsor in all conference communications, including conference website, marketing, and onsite signage.
- The opportunity to purchase two tickets to the gala.
- Opportunity to provide welcome bag gift to conference attendees.

BREAKFAST SPONSOR (2)

\$7,500

- Recognition as a Breakfast sponsor in all conference communications, including conference website, marketing, and onsite signage.
- Sponsor recognition of one breakfast (e.g. This breakfast presented by SPONSOR NAME), including one minute of remarks at the start of the sponsored breakfast.
- One ticket to the full conference.*
- The opportunity to purchase two tickets to the gala.
- Opportunity to provide welcome bag gift and/or marketing materials to conference attendees.

* Dine Around participation is for IWFC members only

SPONSORSHIP

LUNCH SPONSOR (2)

\$7,500

- Recognition as a Lunch sponsor in all conference communications, including conference website, marketing, and onsite signage.
- Sponsor recognition of one lunch (e.g. This breakfast presented by SPONSOR NAME), including one minute of remarks at the start of the sponsored lunch.
- One ticket to the full conference.*
- The opportunity to purchase two tickets to the gala.
- Opportunity to provide welcome bag gift and/or marketing materials to conference attendees.

REGISTRATION SPONSOR (1)

\$7,500

- Recognition as the Registration sponsor in all conference communications, including conference website, marketing, and onsite signage.
- Pre-conference message (250 words maximum) to conference attendees sent by IWFC.
- One ticket to the full conference.*
- The opportunity to purchase two tickets to the gala.
- Opportunity to provide welcome bag gift and/or marketing materials to conference attendees.

WELCOME BAG SPONSOR (1)

\$7,500

- Recognition as the Welcome Bag sponsor in all conference communications, including conference website, marketing, and onsite signage.
- Opportunity to provide branded fabric tote bag for use as the welcome bag (minimum dimensions: 11-1/2" H x 15" W x 3-1/2" D; recommended dimensions: 15" H x 21" W x 5" D)
- One ticket to the full conference.*
- The opportunity to purchase two tickets to the gala.
- Opportunity to provide welcome bag gift and/or marketing materials to conference attendees.

* Dine Around participation is for IWFC members only

SPONSORSHIP AT-A-GLANCE

PRESENTING GALA OPENING RECEPTION GOLD SILVER BRONZE REGISTRATION WELCOME BAG BREAKFAST LUNCH

Logo recognition on event marketing materials, website, on-site signage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opening Reception Invitation	✓	✓	4	✓	✓	-	✓	✓	✓	✓
Conference Tickets including Gala	4	2	2	2	1	-	1	1	1	1
Additional Gala Tickets	4	6	2*	3*	2*	2*	2*	2*	2*	2*
Speak at event	✓	✓	✓	✓	-	-	✓	✓	✓	✓
Sponsor recognition for one plenary	✓	-	-	✓	-	-	-	-	-	✓
Opportunity to provide Panelist	✓	-	-	-	-	-	-	-	-	-
Message in post-event newsletter	✓	✓	✓	-	-	-	-	-	-	-
Option for sponsor-provided banner	✓	✓	✓	-	-	-	-	-	-	-
Option to distribute pamphlets or marketing materials	✓	✓	✓	✓	-	-	✓	✓	✓	✓
Opportunity to provide branded fabric tote bag for use as the welcome bag	-	-	-	-	-	-	-	✓	-	-
Option to provide gift for attendees for welcome bags	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

* Available for purchase

CONTACT

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#IWFCCC2025

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Conference 2025

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