

AWF PEAK Awards MAY 10, 2016

Partnership Opportunities



EXCELLENCE
IN THE
PUBLIC SECTOR



RISING STAR

HONOURING WOMEN IN FINANCE
Fairmont Waterfront Hotel, Vancouver, BC



What are the AWF PEAK Awards?

Performance. Excellence. Achievement. Knowledge. These are the qualities celebrated by the Association of Women in Finance (AWF) at the highly-anticipated annual PEAK awards. Join us on May 10, 2016 as we host the 19th annual PEAK Awards honouring outstanding individuals in the field of finance. Professionals are recognized in five categories: Lifetime Achievement; Excellence in the Private Sector; Excellence in the Public Sector; Rising Star; and the Champion Award, presented to a professional of influence – either male or female – who has furthered the advancement of women in leadership positions in finance management or on boards. The PEAK Awards also honour the deserving recipients of the AWF's Scholarship Fund.



About the Association of Women in Finance (AWF)

The AWF is a group of finance professionals dedicated to supporting the advancement of women in the field of finance. We are executives, bankers, lawyers, accountants, investment professionals, actuaries, venture capitalists, insurers and entrepreneurs. We work in both private and public practice across a wide range of industries. Our mandate is to encourage women finance professionals to claim their seats at the boardroom table.

We've been honouring success, supporting advancement and exchanging knowledge since 1996 by:

- recognizing women in finance who have achieved excellence;
- encouraging women to enter the finance field through our scholarship program; and
- involving, connecting, and developing women in the business community through events like our Economic Update, Real Estate Forum and Fireside Chats.

Why get involved?

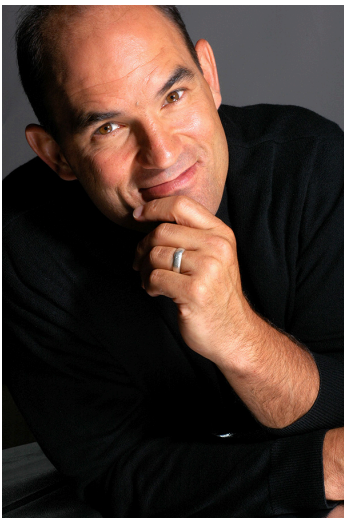
Women remain under-represented in top leadership positions and on corporate boards. The 2013 Catalyst Census: Financial Post 500 Women Board Directors found that:

- only 15.9 percent of board seats in corporate Canada are held by women, an increase of just 1.5 percentage points since 2011.
- although one-fifth of companies have 25% or more women serving on their boards, more than one-third have zero women on their boards.
- In 2013, approximately 40 percent of companies still had no women board directors and Catalyst has found the growth to be exceptionally slow each year.



Why partner with the AWF for the 2016 PEAK Awards

1. Showcase your brand among BC's most senior and influential business leaders;
2. Build relationships with a targeted PEAK audience through brand recognition and networking;
3. Be recognized as a corporate leader supporting diversity and inclusion;
4. Support your clients or colleagues being honoured with flexible partnership options; and
5. Associate your brand with a thought-provoking discussion, "Performing Under Pressure".



Presenting the AWF 2016 PEAK Awards keynote speaker

Dr. JP Pawliw-Fry
Leadership and Performance Expert

An internationally renowned thought leader on the topics of leadership, performance and managing under pressure, Dr. JP Pawliw-Fry is a performance coach to Olympic athletes and Fortune 100 executives alike. He engages audiences with a tailored combination of research and storytelling – inspiring everyone to take their professional and personal lives to the next level.

Trained at Harvard Medical School's Mind Body Medical Institute and Stress Clinic at the University of Massachusetts Medical Centre, JP is the co-founder of the Institute for Health and Human Potential, an organization that studies what allows some leaders, individuals and organizations to perform more effectively under pressure to drive meaningful results.

He has worked closely with the Canadian Olympic men's volleyball team at three Olympic Games, with the Orlando Magic, executives of the NHL, NBA, NFL and U.S. Olympic Committee, and boasts long-standing relationships with organizations such as Johnson and Johnson, PWC, Goldman Sachs and HSBC.



How do you become an AWF PEAK Awards Partner?

PRESENTING PARTNER (\$18,000) – one (1) available

- * Industry and category exclusivity
- * Speaking opportunity for senior leader to introduce keynote speaker
- * Speaking opportunity at AWF PEAK VIP Reception
- * Exclusive “Presenting Partner” tier word mark or logo placement (full colour or black and white depending on placement piece) on event promotional materials, including save the date, media releases, partnership package, invitation, gala visual presentation, program and marketing materials, and AWF/PEAK website
- * Exclusive “Presenting Partner” word mark or logo (full colour or black and white depending on placement piece) on three-quarter page Globe and Mail ad and Business in Vancouver advertisements (minimum of five)
- * Full page outside, back-cover ad in the AWF PEAK Awards program (full colour)
- * Twenty (20) tickets to the AWF PEAK Awards VIP Reception.
- * Two (2) tables of ten (10) at the AWF PEAK Awards, with signage, valued at \$7,000 (additional tables(s) available at cost).

HONOURING PARTNER (\$8,500) – five (5) available

- * Industry exclusivity at Honouring Partner level
- * Scripted on-stage introduction of PEAK Honouree in one of five categories:
 - Lifetime Achievement
 - Excellence in the Private Sector
 - Excellence in the Public Sector
 - Rising Star
 - Champion(Category selection is offered on a first-come first-served basis)
- * “Word mark or logo recognized with “Award Presented By” on three-quarter page Globe and Mail ad (full colour or black and white depending on placement piece).
- * Word mark or logo (full colour or black and white depending on placement piece) recognized with “Award Presented By” featured in Business in Vancouver ad.
- * “Honouring Partner” tier word mark or logo placement (full colour or black and white depending on placement piece) on gala visual presentation, program and marketing materials, and AWF/PEAK website.
- * Full page ad in the AWF PEAK Awards program (full colour).
- * Ten (10) tickets to the AWF PEAK Awards VIP Reception.
- * One (1) table of ten (10) at the AWF PEAK Awards, with signage, valued at \$3,500 (additional tables(s) available at cost).



SCHOLARSHIP FUND PARTNER (\$6,500)

- * Category exclusivity at the Scholarship Partner level
- * “Scholarship Fund Partner” tier word mark or logo placement (full colour or black and white depending on placement piece) on gala visual presentation, program and marketing materials, and AWF PEAK website.
- * “Scholarship Fund Partner” word mark or logo on three-quarter page Globe and Mail ad (full colour).
- * Half page ad in the AWF PEAK Awards program.
- * Ten (10) tickets to the AWF PEAK Awards VIP Reception.
- * One (1) table of ten at the AWF PEAK Awards, with signage, valued at \$3,500.

HOSTING PARTNER (\$3,500)

- * Hosted table signage.
- * One (1) table of ten (10) at the AWF PEAK Awards
- * Logo in the AWF PEAK Awards program (full colour)
- * Preferred seating at the AWF PEAK Awards

IN-KIND PARTNER AND CUSTOM SPONSORSHIPS

- * The AWF partners with a number of generous companies that provide products and in-kind services to make our PEAK Awards possible. Sponsorship levels can be tailored to your specific marketing needs to ensure that your company’s branding objectives are met, along with your corporate social responsibility goals.





Past AWF PEAK Award Winner Highlights

Excellence in the Private Sector

Kathy Butler

Managing Director and Head, Wholesale

Excellence in the Private Sector

Sandra Stuart

COO, HSBC Bank Canada

Excellence in the Public Sector

Cheryl Yaremko

EVP Finance & CFO, BC Hydro

Excellence in the Public Sector

Jacqueline Hogan

CFO, University of the Fraser Valley

Community Legacy

Virginia Weiler

Vancity Board of Directors & Consultant

Rising Star

Miranda Lam

Partner, McCarthy Tetrault

Champion

John Montalbano

CEO, RBC Global Asset Management

AWF PEAK Lifetime Achievement Honourees

2015 – **Joanne Gassman**, Senior Vice President,
Women's Market, BMO Bank of

2014 – **Anne Lippert**, Principal,
Anne Lippert Consulting

2013 – **Shelley Brown**, Partner, Deloitte

2012 – **Anne M. Stewart**, Stewart, Q.C. Partner,
Blake, Cassels & Graydon, LLP

2011 – **Nancy McKinstry**, C.M., Chair of the
Board of Directors, ICBC and Founding Member,
Minerva Foundation for BC Women

2010 – **Sarah Morgan-Silvester**, Chancellor - UBC

2009 – **Virginia Greene**, President & CEO -
Business Council of BC

2008 – **Carol Newell**, Principal - Renewal
Partners

2007 – **Doreen McKenzie-Sanders**,
Executive Director - Women in the Lead

Who should you contact for more information?

Partnerships

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Tickets Sales

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Please visit **womeninfinance.ca** for more details on PEAK Awards criteria and nominations process, past winners, as well as a list of current AWF Board members.

www.womeninfinance.ca



ASSOCIATION OF
WOMEN IN FINANCE

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