

AWF PEAK Awards

HONOURING WOMEN IN FINANCE

MAY 9, 2018



Partnership Opportunities

1

Annual
Gala

5

Annual
PEAK
Awards

36

Companies
& Organizations
Represented by
Past Winners

60

Sponsors

85

PEAK Award
recipients

5

Annual
Scholarships
\$3,500

Fairmont Waterfront Hotel, Vancouver, BC



Association of Women in Finance |



@AWFbc |



@awf.bc |

#PEAKAwards2018

www.womeninfinance.ca



What are the Association of Women in Finance 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 9, 2018 as we host the AWF PEAK Awards honouring outstanding individuals in the field of finance. New for 2018, in the spirit of our theme of transformations, AWF has transformed the award categories to better reflect and celebrate the women in the finance community.

At our 21st annual PEAK Awards, we will honour five individuals in the following categories, who have made a positive impact on B.C.'s finance community.

- Lifetime Achievement
- Excellence in Industry ***new category for 2018!***
- Rising Star
- Significant Board Contribution ***new category for 2018!***
- Champion*

*A Champion honouree is a professional of influence, either female or male, who furthers the advancement of women in finance for leadership positions in management or on boards.

The Peak Awards also honour the deserving recipients of the AWF's Scholarship fund, and serve as an important opportunity for the AWF to fundraise for its scholarship fund. Since 2014, over \$50,000 has been raised through the generous donations of PEAK Awards audience members. Every dollar of this is directed toward scholarships for deserving young women looking to complete their education as the first step toward a successful career in finance.

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 Forums and Fireside Chats.





Why get involved?

Research shows that diversity on boards is critical to sustaining performance, accessing larger talent pools, and broadening perspectives. Further research shows that women on boards directly:

- impacts performance,
- creates greater return on equity,
- improves corporate reputations,
- improves risk mitigation, and more.

Despite the research and benefits, women remain under-represented in top leadership positions and on corporate boards. The 2015 Catalyst Report: Gender Diversity of Boards in Canada states that despite the introduction of new securities law rule amendments encouraging greater representation of women on boards and in executive officer positions:

- only 20.8 percent of board seats in corporate Canada are held by women.
- 50 percent of TSX-listed issuers have zero women on their boards.

While progress has been made, Canada lags behind other developed nations when it comes to gender-diverse boards.

Why partner with the AWF for the 2018 PEAK Awards

1. Showcase your brand among B.C.'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;
5. Attend the 21st annual AWF PEAK Awards evening gala; and
6. Celebrate AWF PEAK honourees and the transforming landscape for women in finance.

Transformations

For over two decades, the PEAK Awards have honoured talented, respected and deserving women and men who combine professional excellence with a passionate commitment to championing women in the workplace.

This year's 21st annual gala is themed Transformations, showcasing the B.C. finance industry's top change-makers and barrier-breakers.

We invite you to join us for a memorable evening as we celebrate PEAK Award recipients and the transforming landscape for women in finance.



How do you become an AWF PEAK Awards Partner?

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

- Industry and category exclusivity.
- Opportunity to address the audience at a key point in the evening (timing and content to be determined by the Presenting Partner and AWF).
- 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 two-third page Globe and Mail ad (one) 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 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 Industry
 - Rising Star
 - Significant Board Contribution
 - Champion

(Note: category selection is offered on a first-come, first-served basis)
- Word mark or logo recognized with “Award Presented By” on two-third page Globe and Mail ad representing key PEAK Award partners (full colour or black and white depending on placement piece).
- Exclusive 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 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 two-third page Globe and Mail ad (full colour or black and white, depending on the placement piece).
- 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 (additional tables available at cost).

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 Highlights

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SPONSORS 2010-2017

ACM Advisors Ltd.
BC Securities Commission
BCSC
BDO/BLG
Best Buy Canada
Blakes
BMO Bank of Montreal
Borden Ladner Gervais LLP
CAI
Central 1 Credit Union
CFA Vancouver
CIBC Private Investment
CIBC Private Wealth Mgmt
CIBC Wealth Advisory
CIBC World Markets
CI Investments
Coast Capital Savings
CNW
CPA BC
CWB / Valiant Trust
Deloitte
Dentons
EY
Farris, Vaughan, Wills & Murphy LLP
FICOM BC
First West Capital
Goldcorp
Grant Thornton LLP
HSBC
Intracorp
ICBC
Korn Ferry International
KPMG
McCarthy Tétrault
McMillan
Merck & Co., Inc.
Miller Thomson
MNP
Nintendo
Notary Society of BC
Odium Brown Ltd.
PH&N Investment Services
Premium Brands/PBH Corp
PwC
RBC Dominion Securities
RBC Commercial Banking
RBC Bank Group
RBC Global Asset Management Inc.
RBC PH&N
Sauder Development & Alumni Engagement
Sauder School of Business
Scotia Private Client Group & Scotia McLeod
TD Bank Group
Terminal City Club
TMX
Towers Watson
UBC Sauder
University of the Fraser Valley
University of British Columbia
Vancity
Watson Inc.

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Companies & Organizations Represented by Past Winners

EY
PwC
Deloitte
Ferax Consulting
Odium Brown
KPMG
Telus
University of the Fraser Valley
BMO Bank of Montreal
FICOM BC
CIBC
HSBC
Vancity
TD
Mogo
RBC
Neptune Food Service Inc.
Timberwest
LifeLabs
Fraser Health Authority
Vancouver Coastal Health Authority
ICBC
PH&N Investment Services
John Hancock Investments
CAI Capital Management Co.
Renewal Partners
McCarthy Tétrault
Blake, Cassels & Graydon LLP
Farris, Vaughan, Wills & Murphy LLP
Legacy Lawyers
Borden Ladner Gervais LLP
Goldcorp
City of Vancouver
Westcoast Energy Inc.
BC Hydro
Translink

Sectors Represented

Advisory Services
Advisory Services
Advisory Services
Advisory Services
Advisory Services
Advisory Services
Communications
Education
Financial Institutions
Financial Institutions
Financial Institutions
Financial Institutions
Financial Institutions
Financial Institutions
Financial Institutions
Food Services
Forestry
Health Services
Health Services
Health Services
Insurance
Investment Services
Investment Services
Investment Services
Investment Services
Law
Law
Law
Law
Law
Mining
Municipal Government
Natural Gas
Power
Transportation



2017 AWF PEAK Award Winners

Lifetime Achievement

Geri Prior

Board Director

Excellence in the Private Sector

Sue Paish

CEO, Lifelabs

Excellence in the Public Sector

Brenda Liggett

CFO, Fraser Health Authority

Rising Star

Jodi Moss

Partner, KPMG

Champion

Bob Elton

Executive-in-Residence, Vancity

AWF PEAK Lifetime Achievement Honourees

2017 – **Geri Prior**, Board Director

2016 – **Maureen Howe**, Corporate Director

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

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

Jennifer Hunt, Director, AWF PEAK Sponsorships

JenniferChristineHunt@gmail.com

604.365.3235

Tickets Sales

Laura Roberts, AWF Administrator

PEAK@womeninfinance.ca

604.765.2850

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

www.womeninfinance.ca





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