



2027

SPONSORSHIP PROPOSAL



ASSOCIATION OF
Women in Finance



ABOUT US

The Association of Women in Finance (the "AWF") is a non-profit association run by a group of finance professionals dedicated to supporting the advancement of women in finance in BC. AWF was founded in 1994 by Steph Sharp, Co-founder and CEO of 3DQue Systems Inc. and Sherry Tryssenaar, recently retired CFO of Rocky Mountaineer.

We are executives, bankers, lawyers, accountants, investment professionals, actuaries, venture capitalists, insurers and entrepreneurs. We work in both the private and public sectors across a wide range of industries.

OVERVIEW

The AWF holds several events annually to advance our cause, raise awareness of issues affecting women and celebrate the amazing achievements of remarkable, inspirational women in finance, and the men or women who champion their success. We proudly support diversity, equity and inclusion and welcome everyone to attend our events.

We are now offering the opportunity to secure sponsorships for the 2027 calendar year. The AWF programming in the upcoming year will in turn help us raise funds for our scholarship program. Confirming your sponsorship now will make a significant difference in the lives of many women and exponentially in generations to come as these talented women make their mark on the world. Opportunities include annual sponsorships at various levels with benefits throughout the year, event specific sponsorships and in-kind sponsorships.



MISSION

ENCOURAGE

women to enter and advance in the finance field through our scholarship programs

INVOLVE

connect and develop women in the business community through our networking events

RECOGNIZE

and endorse women in finance who have achieved excellence at our annual PEAK awards

SUPPORT

women in finance with reaching their professional goals through educational events



ANNUAL EVENTS



PEAK Awards Gala

Spring
5 Awards Presented*
Approx. 350 attendees



Luncheon

Spring or Summer
Keynote Speaker
Approx. 150 attendees



Economic Update

Fall or Winter
Keynote Speaker
Approx. 150 attendees



Speed Mentoring

Fall
20 Mentors
60 Mentees



Fireside Chats

4+ Events per year
Vancouver & Fraser Valley
40-60 attendees each

Approx. 50-100 attendees

*Deadline to nominate someone for the 2027 PEAK Awards is January 15, 2027. PEAK Gala to be held May 5, 2027.

SCHOLARSHIP FUND



An important part of the AWF's mission is to encourage women to enter the field of finance. One way we meet our mandate is through our scholarship and bursary program. Funds are raised each year at the Annual PEAK Awards Gala as well as from the generous support from corporate funds and individuals, where donors receive a tax receipt from the Vancouver Foundation. To date we have raised over \$560,825 in donations. There is a total of \$65,000 available each year across 13 institutions given to women to help fund their education in finance. Please reach out to our Sponsorship team if you would like to donate to our scholarship fund.



WHY INVEST IN AWF?

WHAT WE DO



Education

- Offer 17 scholarships per year to finance students
- Showcase expert industry panelists and presenters
- Provide business updates and discussions on current hot topics
- Stimulate thought leadership and industry best practices



Networking

- Organize events connecting students, peers and executives to share ideas
- Communicate and encourage interaction with AWF social media followers
- Provide forums for finance leaders, key decision makers and others to discuss and resolve common issues



Advancement

- Award 5 leaders in finance at the AWF PEAK Gala
- Promote women on boards and provide centralized BOD resources
- Advertise finance opportunities on AWF career job board
- Provide female leadership role models and speed mentoring

IMPACT



Financial literacy and economic independence for individuals



DEI and ESG compliance



Brand awareness for company's clients and customers



Company's ROI and risk mitigation with female BOD leaders



Finance industry's reputation, public image and women in STEM



Local community development and BC's economic growth

SPONSORSHIP LEVELS

1-Year Commitment 3-Year Commitment (discounted) # Available in 2025 (Dollars are before taxes)	Diamond \$25,000 \$23,000 0 of 1	Platinum \$13,000 \$12,000 2 of 5	Gold \$10,500 \$10,000 1 of 2	Silver \$5,250 \$5,000 14 of 20	Scholarship \$10,500 \$10,000 0 of 1
AWF General Benefits	Diamond	Platinum	Gold	Silver	Scholarship
Logo displayed on AWF website and outgoing marketing material (certain exceptions apply)	✓	✓	✓	✓	✓
Advertising on AWF careers board for job postings and student internships for length of sponsorship commitment	Up to 10 per month	Up to 3 per month	Up to 10 per year	Up to 5 per year	Up to 10 per year
Logo displayed at all AWF events	✓	✓	✓	✓	✓
Tickets for guests to AWF Fireside Chats per year	8	4	2	2	2
AWF Luncheon Benefits	Diamond	Platinum	Gold	Silver	Scholarship
Display banners at the event and placed marketing materials at the welcome table			✓		
Provide a speaker at an AWF Luncheon			✓		
Hosted table at an AWF Luncheon (10 seats) with preferred seating			1		
15% discount on a hosted table at an AWF Luncheon (approx. undiscounted value: \$1,250)	✓	✓	✓	✓	✓

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SPONSORSHIP LEVELS CONTINUED...

AWF PEAK Gala Benefits	Diamond	Platinum	Gold	Silver	Scholarship
Stage time to address the audience at a key point at the AWF PEAK Gala	✓				✓
Stage time to address the audience at the AWF PEAK VIP Reception	✓				
Scripted on-stage introduction at the AWF PEAK Gala of a PEAK Honouree in one of five categories		✓			
Logo placement on all AWF PEAK promotional materials	✓				
Logo placement on AWF PEAK Gala visual presentation, program, and AWF PEAK Gala website	✓	✓	✓	✓	✓
Advertisement in the AWF PEAK Gala program	Full Page	Full Page			1/2 Page
Table(s) of ten (10) at the AWF PEAK Gala, with preferred seating, hosted table signage and tickets for your table to attend VIP Reception (VIP reception for Diamond and Platinum only)	2	1	1	1	1
25% discount on additional hosting table at the AWF PEAK Gala (approx. undiscounted cost: \$4,750)	✓	✓	✓	✓	✓

SPECIFIC EVENT SPONSORSHIPS

AWF Fireside Chat Benefits	Commitment
Display banners at the event and placed marketing materials at the welcome table	\$2,500/event (minimum of 4 sponsor spots available)
Selection of one of the event panelists	
Introduce the panelists and/or emcee at the event	
Five (5) tickets for guests at the fireside chat (Approx. ticket value: \$40 – \$50 each)	
AWF Speed Mentoring Benefits	Commitment
Display banners at the event and placed marketing materials at the welcome table	\$2,500/event (2 sponsor spots available)
Speaking opportunity at the start of the event	
Selection of one of the event mentees	
Five (5) tickets for guests at the event (Approx. ticket value: \$40.00)	

IN-KIND SPONSORSHIPS

Catering Sponsor Decor Sponsor Event Planning Sponsor Media Sponsor Photography Sponsor	Table Chocolate Sponsor Dessert Sponsor Floral Sponsor Photobooth Sponsor Print Sponsor	Trophy Sponsor Venue Sponsor Wine Sponsor	Please contact AWF to discuss
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THANK YOU 2026 SPONSORS

DIAMOND



Wealth Management
Dominion Securities

PLATINUM



ODLUM BROWN
Parveen Walia, CFA, CFP®
Portfolio Manager

Scotiabank
WOMEN
INITIATIVE

SCHOLARSHIP



GOLD



Wealth Management
PH&N Investment Counsel

SAPPHIRE



SILVER



CLARK WILSON



RICHARDS
BUELL
SUTTON
LAWYERS



EVENT SPONSORS



IN-KIND



AWF FACTS

Top 5 Industries among AWF Followers:

1. **Commercial Banking**
2. **Private Industry**
3. **Public Accounting and other**
4. **Legal**
5. **Wealth Advisory**



**Dollars Committed
to Scholarships Annually**

\$65,000

AWF REACH



2,583

email subscribers



3,186

LinkedIn Followers



900

2026 Event Attendees



CONTACT US

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Finance

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📷 **[@awf.bc](https://www.instagram.com/awf.bc)**

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