



Association of Women in Finance
364, 142 - 757 West Hastings St.,
Vancouver, BC
V6C 1A1
+1-604-928-9804
www.womeninfinance.ca

A large, solid red circle dominates the center of the page. Inside the circle, the text '2024 SPONSORSHIP PROPOSAL' is written in a bold, white, sans-serif font. The circle is partially overlaid by decorative patterns of small grey dots: a grid of dots in the top right corner and a larger, more irregular cluster of dots in the bottom left corner.

2024 SPONSORSHIP PROPOSAL



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. It was founded in 1996.

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 females and celebrate the amazing achievements of remarkable, inspirational women in finance and the men or women who champion their success.

We are now offering the opportunity to secure sponsorships for our upcoming year. The events held 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 individual events or packaged sponsorship.

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 Gala

Spring

5 Awards Presented*

Luncheon

Summer

Keynote Speaker

Economic
Update

Fall

Keynote Speaker

Fireside Chats

4+ events per year

Vancouver & Fraser Valley

Golf Series

Summer (3 events)

Mentorship Event

NEW!
Speed Networking
style event

*Deadline to nominate someone for the 2024 PEAK Awards is December 15, 2023. Peak Gala to be held on May 8, 2024.



SCHOLARSHIP FUND

An important part of the AWF's mission is to encourage young 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 and Fundraising Dinner through the generous support of our sponsors and attendees. There are approximately 13 scholarships available each year given to women to help fund their education in finance.



Royal Roads
UNIVERSITY



WHY INVEST IN AWF?

WHAT WE DO

Education

- Offer 13 scholarship per year to finance students
- Showcase expert industry panelists and presenters
- Provide business updates and discussion 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 resource
- Advertise finance opportunities on AWF career job board
- Provide female leadership role models

IMPACT



Financial literacy and economic independence for individuals



Gender equality, inclusion 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 and public image



Local community development and BC's economic growth

OPPORTUNITIES

1-Year Commitment
3-Year Commitment (discounted)
Available

Diamond

\$25,000
\$23,000
1

Platinum

\$13,000
\$12,000
5

Gold

\$10,000
\$9,500
2

Silver

\$5,000
\$4,750
30

Scholarship

\$10,500
\$10,000
1

SOLD OUT

GENERAL

General Benefits

Diamond

Platinum

Gold

Silver

Scholarship

Logo displayed on AWF website and all outgoing marketing material

✓

✓

✓

✓

✓

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 to an exclusive AWF Sponsor appreciation event

3

2

2

1

1

Tickets for guests to Fireside Chats per year

8

4

2

2

2

LUNCHEON

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: \$950)

✓

✓

✓

✓

✓

PEAK GALA EVENT

PEAK 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 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 PEAK promotional materials	✓				
Logo placement on AWF PEAK Gala visual presentation, program, and AWF PEAK Gala website	✓	✓	✓	✓	✓
Logo on a two-third page Globe and Mail advertisement in relation to AWF PEAK Gala	✓	✓			✓
Logo on Business in Vancouver online advertisements	5 ads	1 ad			
Advertisement in the AWF PEAK Gala program	Full Page Back Cover	Full Page			1/2 Page
Logo on Givergy tablet screens placed at every table at the AWF PEAK Awards					✓
Table(s) of ten (10) at the AWF PEAK Awards, with preferred seating, hosted table signage and tickets for your table to attend VIP Reception	2	1	1	1	1
25% discount on additional hosting table at the AWF PEAK Awards (approx. undiscounted cost: \$4,200)	✓	✓	✓	✓	✓

OTHER OPPORTUNITIES

Fireside Chat Benefits	Dollar Commitment
Display banners at the event and placed marketing materials at the welcome table	\$2,000/event
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	
Golf Series Benefits	Dollar Commitment
Exclusive "sponsored by" on event marketing materials and social media	\$1,000/event
Display banners at the event and placed marketing materials at the welcome table	
Dedicated time to address the participants during networking portion of the event	
Two (2) tickets for the golf lesson (Approx. value: \$150)	
In-Kind Sponsorship	
Wine Sponsor Chocolate Sponsor Media Sponsor Givergy Screen Sponsor Location Sponsor Catering Sponsor	Please contact AWF to discuss

AWF FACTS AND TESTIMONIALS

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

\$34,250

"It was a wonderful -
informative, real and resonated
with me in the way that the
speakers shared. Thank u!"

"I have attended many of your
events. All of them have been
so good and well coordinated."

AWF REACH



2423
email subscribers



2043
LinkedIn Followers



883
2023 Event Attendees

"always well organized and great
group of women to network
with"

"Overall, very impressed with
the two luncheons I have
attended. Professional and
great speakers."

THANK YOU 2023 SPONSORS



Cassels



BUSINESS VANCOUVER





CONTACT US

Association of Women in Finance

604.928.9804

www.womeninfinance.ca

✉ awfvancouver@gmail.com

📷 @awf.bc

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