



Association of Women in Finance
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2025 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 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 2025 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 Gala

Spring

5 Awards Presented*

Approx. 350 attendees

Luncheon

Summer

Keynote Speaker

Approx. 200 attendees

Economic Update

Fall

Keynote Speaker

Approx. 200 attendees

Fireside Chats

4+ events per year

Vancouver & Fraser Valley

Approx. 50-100 attendees

Golf Series

Summer (3 events)

Vancouver & Fraser Valley

Approx. 20 attendees

Mentorship Event

Fall

Speed Mentoring

Approx. 100 attendees

*Deadline to nominate someone for the 2025 PEAK Awards is December 17, 2024. PEAK Gala to be held May 7, 2025.



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 and Fundraising Dinner through the generous support of our sponsors and attendees, where donors of the scholarship fund receive a tax receipt from the Vancouver Foundation. To date we have raised over \$282,750 in donations. There are 16 scholarships for a total of \$57,750 available each year given to women to help fund their education in finance.



WHY INVEST IN AWF?

WHAT WE DO

Education

- Offer 16 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

SOLD OUT

SOLD OUT

	Diamond	Platinum	Gold	Silver	Scholarship
1-Year Commitment	\$25,000	\$13,000	\$10,500	\$5,250	\$10,500
3-Year Commitment (discounted)	\$23,000	\$12,000	\$10,000	\$5,000	\$10,000
# Available in 2025	0 of 1	2 of 5	1 of 2	11 of 15	0 of 1
(Dollars are before taxes)					

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 to an exclusive AWF Sponsor Appreciation event	3	2	2	1	1
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)	✓	✓	✓	✓	✓

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	✓	✓	✓	✓	✓
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	Full Page			1/2 Page
Logo on donation tablet screens placed at every table at the AWF PEAK Awards					✓
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 Golf Series Benefits	Commitment
Exclusive "sponsored by" on event marketing materials and social media	\$1,000/event (3 sponsor spots available)
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. ticket value: \$100 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 Trophy Sponsor Wine Sponsor	Table Chocolate Sponsor Dessert Sponsor Floral Sponsor Photobooth Sponsor Print Sponsor Venue Sponsor	Please contact AWF to discuss
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THANK YOU 2024 SPONSORS

DIAMOND



Wealth Management
Dominion Securities

PLATINUM

mcmillan



ODLUM BROWN
Parveen Walia, CFA, CFP®
Portfolio Manager

Scotiabank
WOMEN
INITIATIVE



SCHOLARSHIP



GOLD



Wealth Management
PH&N Investment Counsel

SAPPHIRE



SILVER

BANK OF AMERICA

Blakes

BLG

Cassels

CLARK WILSON

Deloitte.

DENTONS

FINNING CAT

mccarthy
tetrault

MCMILLAN DUBO
LAW GROUP

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M&A and Private Equity Lawyers

pwc

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UBC SAUDER
SCHOOL OF BUSINESS

VEER™
BUSINESS ADVISORS LTD.

IN-KIND

bdc*

MillerTiterle
+Company

sequeira
PARTNERS

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

\$57,750

AWF REACH



2,500
email subscribers



2,350
LinkedIn Followers



1,000
2024 Event Attendees

CONTACT US

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

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