

WOMEN IN LEADERSHIP LAURIER

SPONSORSHIP PACKAGE 2017/2018



CONTENTS:

WHO WE ARE:

03 Letter from the
Co-Presidents

04 Our History/Mission

WHAT'S IN IT FOR YOU:

05 Value Proposition

06 Events

07 Past Sponsors & Speakers

SPONSORSHIP OPTION:

08 Sponsorship Levels

09 Contact Information

A LETTER FROM OUR CO-PRESIDENTS:



Influence. Empower. Achieve. These words have served as a driving force and reinstate our underlying goals through our mission to promote equal opportunity in the workplace. As the 2017/2018 Presidents of Women in Leadership Laurier (WILL), we are pleased to invite you to join our organization. WILL is a student run organization within the Lazaridis School of Business and Economics at Wilfrid Laurier University that provides our members with unique opportunities for professional and personal growth. As a group of highly motivated students, we strive to provide students with events that enable them to apply their foundational skills learned in the classroom to real life situations. Our goal is to offer our members a chance to explore a variety of professions by hosting interactive workshops, panel discussions, and exclusive networking sessions.

As a university club, we are looking forward to our partnerships with our corporate partners to help inspire and support our young female leaders. By working together towards the same goal, we will showcase your firm's values while preparing students for their future endeavors as leaders. We would like to invite you to join us on our mission to inspire talented young women to become future leaders while enhancing their overall university experience.

Please do not hesitate to contact us for more information.

Sincerely,

Olivia Lewis & Victoria Mastroianni.

OUR HISTORY:

Women and Leadership Laurier was founded by Citie Velazquez in 2010. WILL is an organization within Wilfrid Laurier University's Lazaridis School of Business and Economics Student Society. WILL is proud to be a rapidly growing organization fostering the development of the best and the brightest student leaders.

Since then we have hosted 42 events with over 2100 attendees and raised \$50,000 to support young women. We hope to continue building our brand into a competitive advantage for our university and our partners.



OUR MISSION:

WILL focuses on promoting equal opportunity and continuous learning. We strive to provide leadership skills, resources, information and support needed to succeed in today's professional environment. By embracing knowledge from experienced speakers, the Waterloo community, and our peers, we encourage growth without any boundaries.

VALUE PROPOSITION:

1

MENTORSHIP:

If you have ever wanted to be a teacher, or pass on valuable knowledge that you have acquired over time, we have many mentorship opportunities that will fit with your schedule.

2

RECRUITMENT:

Wilfrid Laurier University ranks in the top 10 Business Schools in Canada. By partnering with us for events, you will get first access to unique candidates looking to apply to your firm. Included in all sponsorship levels is a delegate resume portfolio to which you will have exclusive access to recruitment and advertisement information.

3

CONNECTIONS:

Whether you are an employee or a CEO, connections will always be important. In partnering with us you will have the chance to network with our other sponsors and mentors to build a better network for yourself.

Our Events

1. WILL NETWORKS

WILL Networks will provide students with the opportunity to learn the tangible skill of successfully networking in both a professional and personal level.



2. MENTORSHIP BRUNCH:

This event brings students, professors, industry professionals and community leaders together to connect and expand their professional networks.

3. WILL X TECHNOLOGY MANAGEMENT LAURIER

An opportunity for students to collaborate with each other, along with the support of technology management industry professionals, to come up with innovative ideas to meet the business needs of women as consumers in the technology industry.



4. FLAGSHIP EVENT: WILL TO SUCCEED CONFERENCE

Students spend time networking with professionals from different types of industries in business, followed by keynote speakers and ample networking opportunities.

Past Sponsors & Speakers:

Since our establishment, we have been lucky to have sponsors that not only support us financially, but also help achieve our mission.

In Canada alone, 87% of organizations have reported to have either a Women in Leadership chapter or Female empowerment programs. Although this statistic has grown exponentially in the past 10 years, we believe in a world where 100% of businesses and corporations empower women in the workforce.

What this means for you and your company, is that you have the opportunity to grow this percentage by being a leader in your industry and firm.

You will help us to continue to hold events that foster important relationships while we devote our time to make sure that your company and brand is recognized as a supporter of women in the workforce.

Join our legacy of Support & Leadership



Sponsorship Levels



DIAMOND

\$5000

- A full page advertisement in the WILL to Succeed Conference Booklet
- Delegate Resume and Profiles
- Your company's name on the Laurier Space for Women Centre
- Key Note Speaker privileges



GOLD

\$2500

- A full page advertisement in the WILL to Succeed Conference Booklet
- Delegate Resume and Profiles
- Key Note Speaker privileges



SILVER

\$1000

- A full page advertisement in the WILL to Succeed Conference Booklet
- Key Note Speaker privileges



ONYX

\$500

- A half page advertisement in the WILL to Succeed Conference Booklet
- Key Note Speaker privileges

Influence.

Empower.

Achieve.

Follow us on Social Media:

