



NETWORK OF EMPOWERED WOMEN

CORPORATE SPONSORSHIP GUIDE 2027

MARCH 11-14 2027



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INTRODUCTION.

The Network of Empowered Women executive team is thrilled to present the 15th annual Network of Empowered Women (NEW) Conference. This year's theme will be **"Make It NEW, Make It You"**. We would like to invite you to celebrate with us March 11th-14th, 2027 at the Pomeroy Kananaskis Mountain Lodge, located in Kananaskis Village, Alberta.

By partnering with NEW, your organization will empower the next generation of leaders while creating invaluable connections with our outstanding student delegates. NEW offers its partners the opportunity to promote their brand and increase their exposure on a national scale, with delegates traveling from across Canada to attend the conference. NEW seeks to empower future professionals through connection, mentorship, and reflection. We believe that empowerment is essential to all and strive to connect individuals of various disciplines and backgrounds.

We pride ourselves on providing our partners with meaningful and tangible ways to connect with our driven delegates. Your organization's contribution as a partner will be recognized across a vast array of industries and prove valuable for every delegate. As a result, students nationwide will experience the significance of your organization's commitment to female empowerment.

Our relationship with our partners is of the utmost importance to our team, as an event of this caliber would not be possible without the generous support of organizations such as yours. We hope you join us in supporting our vision, and we look forward to seeing you at the 2027 Network of Empowered Women Conference.

Thank you for your consideration.

Sincerely,

Hailey Reimer

VP External

Kiana LyNguyen

External Director

Julia Tingey

External Director

ABOUT US.

Fifteen years ago, a group of passionate women enrolled in the Bachelor of Commerce program at the University of Alberta were inspired to create a platform to empower young women leaders through the means of mentorship, networking and self-reflection. This year marks fifteen years of the NEW Conference, inspiring undergraduate students to be fearless in the pursuit of their personal and professional goals, as well as empowering attendees to support the advancement of women in leadership.

The NEW Conference engages 100 thoughtfully selected undergraduate students nationwide, providing them with the opportunity to build a strong network that they will be able to leverage in the pursuit of personal growth. NEW builds a dialogue on women empowerment and its collective impact on our communities—recognizing that empowered individuals lead to a prosperous future. The industry leaders that NEW historically partners with have provided a lasting impact on the delegates that attend the conference. Through both the words of wisdom they provide to the young professionals in attendance and their financial support, our partners make a difference.

We invite you to explore the opportunities available for your organization as a potential partner, and we thank you for taking the time to learn about NEW.



“NEW builds a dialogue on women empowerment and its collective impact on our communities.”

ABOUT US. MEET OUR FOUNDERS.



Birkley Doll

CO-FOUNDER OF NEW
FOUNDER & CEO, VERBED INC.



Anna Leyva

CO-FOUNDER OF NEW
FOUNDER & CEO, VERBED INC.

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“When I first started NEW in my last year at the Alberta School of Business, it was an opportunity to work with the brightest woman I admired. It was an opportunity to collaborate and set a foundation for a future we wanted to see together. It is very hard to see how certain events, competitions or clubs might help you in your career, yet one thing will always serve you—surrounding yourself with quality people. I have had many different avenues in my career already and every job I have got is because of someone I knew. Your reputation matters, helping others without asking for help is an example of being the woman you wish to see in the world. Look for the quality in people, learn from each other as there is always something, and build on the vision of yourself. There are many women that have sat in your seats and will continue to, you are representing the future you want. Enjoy this amazing week, it has grown into something bigger than we saw, which is exactly the point. Many brilliant women have come after us and put their stamp on the history of this great conference. You are now part of the legacy.”

“

“Co-creating the inaugural NEW conference has had a profound impact on my life. It introduced me to an incredible group of peers, speakers and sponsors who broadened my understanding of what was possible, honed my skills, and ignited a lifelong passion for entrepreneurship—which positively changed the course of my career. As one of the original organizing team members, I am in awe and so proud of the successor teams that have made this conference even better, every year. NEW offers unparalleled access to a curated group of change makers who are proactive in their own personal and professional growth.”

PAST PARTNERS.

The Network of Empowered Women Conference would not be successful without the consideration and donations from each of our generous partners. We are grateful for the support we receive each year and the opportunity to work with incredible companies such as Canadian Western Bank, Cenovus, and AIMCo. We recognize and appreciate your dedication to female empowerment and hope that you will continue to share our vision in this year's conference.



Dr. Ann-Marie Reddy

PRESIDENT & CEO
HABITAT FOR HUMANITY



"I have had the privilege of sponsoring the NEW Conference since it's inception. NEW is a great opportunity for networking with like minded business professionals across multiple industries. NEW also provides sponsors the ability to connect with the next generation of professionals for future consideration. The NEW Executive Team consistently delivers an educational, informative and professional conference."

PAST PARTNERS. PAST SPONSORS.



PAST PARTNERS. PARTNERSHIP SPOTLIGHT.



Beverly Goodman

PRESIDENT & CEO
FORD MOTOR COMPANY OF
CANADA, LIMITED



"We are proud to continue to sponsor the NEW Conference! The NEW conference is a great opportunity to network with talented students and business leaders while engaging in inspirational dialogue on key issues facing organizations.

Through the years, we have been very impressed by the students who have participated in NEW. In fact, we have hired a number of people that we met at the conference who have proven to be top talent in our organization. The Executive Team responsible for the NEW Conference does a wonderful job lining up great speakers and events for both corporate participants and students!"



Sarah Chan

LEAD, COMMUNITY,
ENGAGEMENT & RELATIONSHIPS
ALBERTA MENTORING PARTNERSHIP



"NEW conference was all things dynamic, inspiring, and uplifting! As a sponsor I valued the opportunity to network with other businesses and corporate individuals, but the highlight of the conference was the exposure to these young, emerging leaders in our community. The authentic connections and collaborations that have resulted from our presence at NEW have been immensely valuable for our organization."

DELEGATES.

The Network of Empowered Women Conference provides a unique opportunity for our corporate partners to personally network and connect with Canada's top undergraduate students. Not only may these students be prospective employees, they can also be future clientele. Through a partnership with NEW, your organization gains exclusive access with these driven students, allowing for genuine connections, relationship building and discussion on female empowerment.

Each year, hundreds of applications are received from students enrolled in post secondary institutions across Canada, but are carefully narrowed down to 100 of Canada's finest. Those selected have taken initiative to empower others in their community, and are eager to continue to lead and inspire others in both their professional and personal lives.

15
YEARS RUNNING

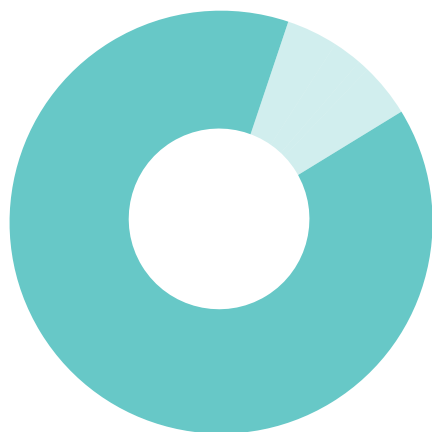
100
DELEGATES PER YEAR

NATIONWIDE
REACH



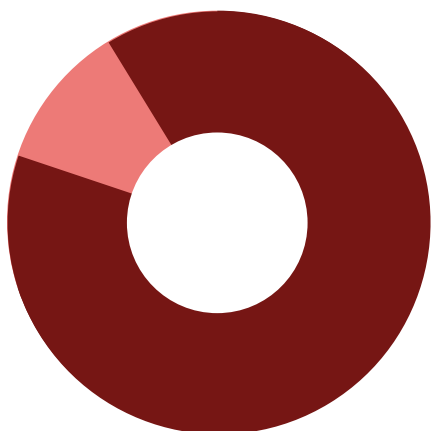
DELEGATES.

DELEGATE DEMOGRAPHICS 2026



Province of Residence

	Alberta Residence	88%
	Non-Alberta Residents	12%



Program of Study

	Business Students	88%
	Non-Business Students	12%

DELEGATES. DELEGATE TESTIMONIALS.



Alina Leskiw
5th Year Accounting
University of Alberta

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“Attending the Network of Empowered Women (NEW) Conference was an incredibly inspiring experience that helped me grow both personally and professionally. Throughout the conference, I had the opportunity to connect with inspiring female leaders, engage in meaningful conversations, and build relationships with students from across Canada. Being surrounded by so many confident and accomplished women encouraged me to step outside of my comfort zone and believe in my own abilities.

The workshops, keynote speakers, and networking sessions strengthened my communication and leadership skills, all while teaching me the importance of supporting and uplifting other women in the workplace. NEW gave me the confidence to use my voice, pursue new opportunities, and embrace challenges with a positive mindset. I left the conference feeling empowered, inspired, and excited to continue growing as a future professional. I would highly recommend this experience to any student looking to develop their confidence, expand their network, and be part of a community that truly empowers women.”

DELEGATES. DELEGATE TESTIMONIALS.



Navya Arora
3rd Year Marketing
University of Alberta

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“The NEW Conference was truly one of the most unforgettable and transformative experiences of my life. It pushed me beyond my comfort zone in the best possible ways, through different exciting themed nights, engaging challenges, and the opportunity to connect with an incredible group of like-minded individuals. I formed meaningful, long-lasting friendships that I will forever cherish. I also gained valuable insights into my field of study, learned about exciting internship opportunities, and discovered how I can achieve my dreams and aspirations as a woman.

The conference empowered me to believe in my own potential and to pursue my goals with courage and strength. What made the experience even more impactful was being surrounded by strong, driven women who are all working to make a difference in their communities and beyond. I left beautiful Kananaskis feeling stronger, braver, and overall more confident in my abilities.”

DELEGATES. DELEGATE TESTIMONIALS.



Monika Nixdorf
4th Year Business Administration
University of Regina

“

“Attending the Network of Empowered Women conference gave me opportunities I never would have had growing up and studying in a smaller city like Regina. Through engaging sessions, case competitions, and fun evening events, I built genuine friendships and professional connections that I still value today.

NEW expanded my perspective beyond my provincial borders and showed me that taking the risk to put yourself out there is always worth it. Every keynote left the room inspired, and every breakout session, whether with Ford, Cenovus, PCL, PepsiCo, or other industry leaders, gave me practical insights that I carried home. I even left with personal promises to myself that I’ve since followed through on, making the experience far more than just a weekend conference.

Having the privilege of attending NEW twice made the experience even more meaningful. Returning as an External Ambassador allowed me to share this opportunity with other students in my community, and seeing others discover the same confidence and inspiration I had experienced was incredibly rewarding. NEW challenged me, expanded my ambitions, and elevated my entire post-secondary experience as a prairie girl. It showed me that the possibilities are far greater than I once imagined, and I hope to one day come full circle by returning as a speaker. Because of the Network of Empowered Women, I truly believe that’s possible.”

CONFERENCE SCHEDULE.

Day One	Day Two	Day Three	Day Four
	9:00 - 9:50 AM GOLD / SILVER BALLROOM Breakfast	9:00 - 9:50 AM GOLD / SILVER BALLROOM Breakfast	9:00 - 10:30 PM GOLD / SILVER BALLROOM Brunch & Keynote
	10:00 - 10:50 AM EXPLORER (MAIN FLOOR) Breakout Session #1	10:00 - 10:50 AM EXPLORER (MAIN FLOOR) Breakout Session #1	10:30 - 11:00 AM HOTEL CHECK OUT
	11:00 - 11:50 AM EXPLORER (MAIN FLOOR) Breakout Session #2	11:00 - 11:50 AM EXPLORER (MAIN FLOOR) Breakout Session #2	11:00 - 11:30 AM LOAD BUS
	12:00 - 1:30 PM GOLD / SILVER BALLROOM Lunch & Keynote	12:00 - 1:30 PM GOLD / SILVER BALLROOM Lunch & Keynote	11:45 DEPARTURE
	1:30 - 2:30 PM FREE TIME	1:30 - 4:30 PM MOUNT KID BALLROOM Case Comp	
	2:30 - 4:30 PM GOLD/SILVER (RT) + BRONZE (CF) Career Fair + Roundtables		
	4:30 - 7:00 PM FREE TIME	4:30 - 6:15 PM FREE TIME	
3:30 - 6:30 PM CONVENTION LOBBY Delegate Registration & Freshening Up		6:15 - 7:00 PM OLYMPIC BALLROOM Gala Reception	
6:30 - 8:00 PM GOLD / SILVER BALLROOM Welcome Address & Dinner	7:00 - 9:00 PM GOLD / SILVER BALLROOM Dinner & Keynote	7:00 - 9:00 PM GOLD / SILVER BALLROOM Gala Dinner & Keynote	
8:00 - 9:00 PM GOLD / SILVER BALLROOM Dinner Keynote		9:00 - 9:30 PM OLYMPIC BALLROOM Prize Announcement	
FREE TIME	9:30 PM - 12:00 AM MT. KIDD BALLROOM On Cloud NEW	9:30 PM - 1:00 AM MT. KIDD BALLROOM A NEW Once Upon A Time Gala Dance	
TRANSITION TO SPA			
10:00 - 12:00 PM NORDIC SPA NEW Night In			

2027 Conference Schedule

In regards to our 2027 Conference Schedule, we are in the midst of planning events. However, it will tentatively follow the schedule above.

PARTNERSHIP.

We recognize that our corporate partners, like our delegates, are one-of-a-kind. We take a flexible approach to partnership opportunities and are happy to discuss alternatives and customizations to your partnership package in order to best meet the needs of your organization. In addition, we can also incorporate the expenses related to meals for every individual participating within the partnership agreement, consolidating and simplifying the payments if needed.

PARTNERSHIP BREAKDOWN

PLATINUM
\$12,000+

GOLD
\$10,000+

SILVER
\$6,000+

BRONZE
\$3,000+

COPPER
\$1,000+

Speaker
Opportunity

Preferred
Keynote

Keynote

Breakout
Session

Brand Promotion
at Conference

Digital & Print Advertisement



Interactive
Networking



Host a Booth
at Career Fair



Corporate Feature

Personal Feature on NEW's
Instagram and Facebook Pages



Complementary Tickets
to NEW's Gala Dinner



PARTNERSHIP BENEFITS.

Empower young women by supporting a student-driven conference that creates a network for delegates to leverage and opportunities for mentorship. Proudly demonstrate to your stakeholders your commitment to workplace equality.

EMPOWER WOMEN.

Connect with industry leaders who share your beliefs of uplifting women.

CORPORATE NETWORKING.

Highlight your organization's support of NEW through our print and digital platforms. Reach up to 100 undergraduate students through speaking and networking opportunities, as well as our social media presence.

BRAND RECOGNITION.

Recruit from our carefully selected student delegation from across Canada. Form genuine connections with bright and ambitious undergraduate students. Showcase your corporate culture to delegates and other partnering organizations.

DELEGATE RECRUITMENT.

CONTACT US.



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