



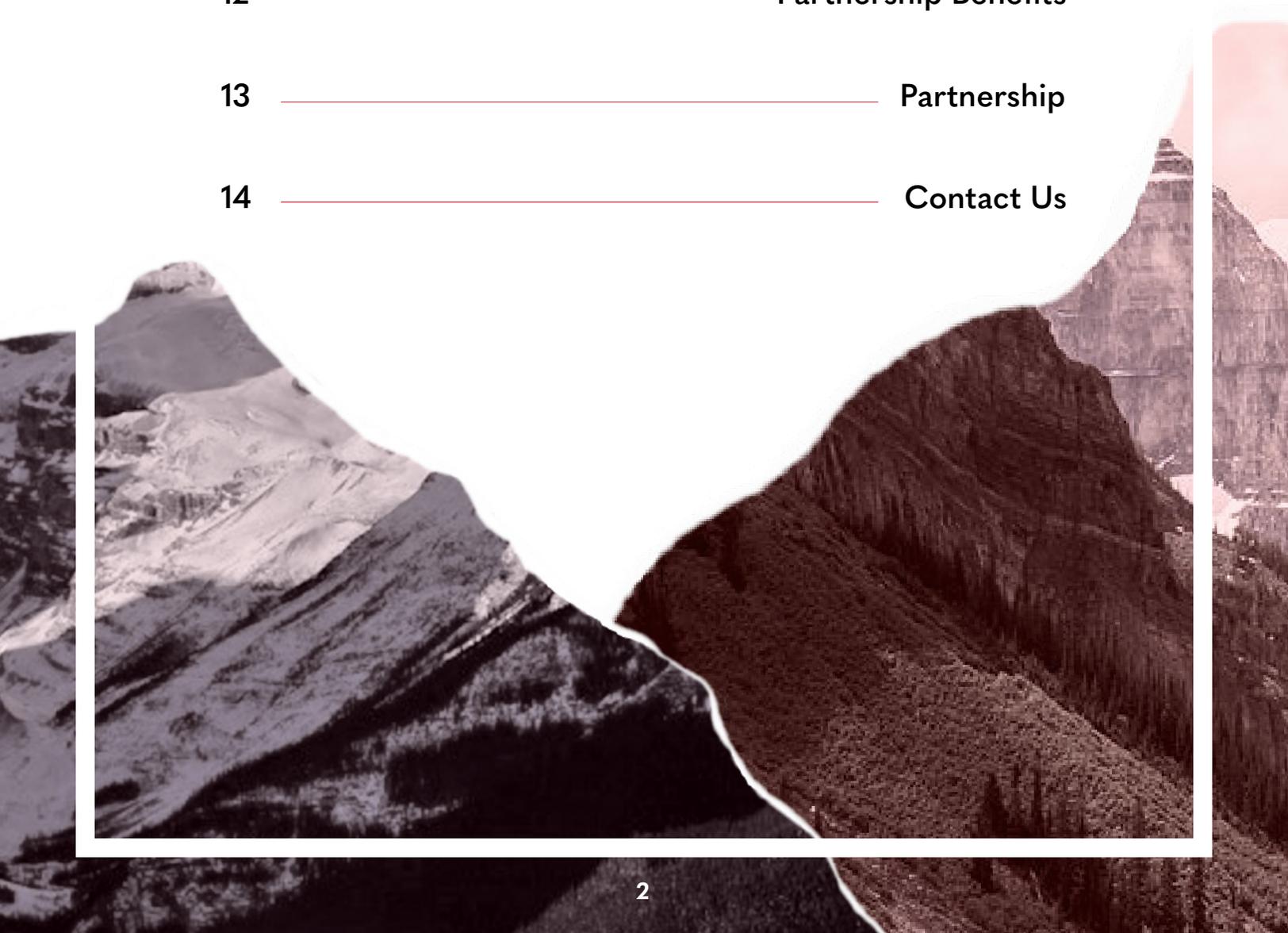
CORPORATE SPONSORSHIP GUIDE 2023

MARCH 16-19 2023



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Introduction

The Network of Empowered Women Executive Team is extremely excited to present the 11th Annual Network of Empowered Women (NEW) Conference. This year's theme is **"Building a NEW Future"** and we would like to invite you to celebrate our 11th anniversary with us on March 16th-19th, 2023 at the Fairmont Chateau Lake Louise in Banff National Park, Alberta.

Through a partnership with NEW, your organization will empower the next generation of leaders, while creating invaluable connections with our outstanding student delegates. Additionally, NEW offers its partnering organizations the opportunity to promote their brand and increase their exposure on a national scale, with delegates traveling from regions all across Canada to attend the conference. We believe that empowerment is not limited to one discipline, therefore, NEW continues to broaden its reach by inviting student delegates and corporate partners from a variety of disciplines.

We pride ourselves in 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 to be valuable for every student attending. 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 allow us to feature you in our 2023 Network of Empowered Women Conference.

Thank you for your consideration.

Sincerley,

Aleksandra Markiewicz

VP External

Astha Vohra

External Director

Tashya Perera

External Director

About Us

Eleven 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 eleven 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.

Meet Our Founders



Anna Leyva
Co-Founder of NEW
Founder & CEO,
VERBED Inc.

“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.”

“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.”



Birkley Doll
Co-Founder of NEW
Account Director,
Salesforce

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 extremely grateful for the support that we receive each year and appreciate the opportunity to work with some of Canada's most recognizable brands, such as Canadian Western Bank, Ford and PepsiCo. We recognize and appreciate your dedication to female empowerment and hope that you will continue to share our vision in this year's conference.



"I have had the privilege of sponsoring the NEW Conference since its 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."

**Dr. Ann-Marie Reddy,
President & CEO
Habitat for Humanity Edmonton**

Past Sponsors



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!"

"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."



Sarah Chan
Lead, Community,
Engagement & Relationships
Alberta Mentoring Partnership

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.



Delegate Testimonials



Kira Mazur
4th Year Accounting
University of Regina

"The NEW conference has been one of the most memorable experiences of my undergraduate degree so far! I went to the conference without knowing any delegates and left with new friends and cherished memories. I had the opportunity to connect with corporates and be inspired by their unique stories through this conference. Spending the weekend at the magical Lake Louise with other powerful women was truly an inspiring and unforgettable experience that I would be more than grateful to experience again in the future!"

"Each day of NEW presented an opportunity to learn more about myself and how I could strengthen my ability to create meaningful change, particularly with gender equity in mind. This was facilitated through newfound friendships with delegates across Canada, eye-opening conversations with employer guests, and a stunning environment reminding me of how fortunate I was to be at NEW at that moment to cherish all of its gifts. My note to anyone considering applying: there is never a better time for NEW than now."



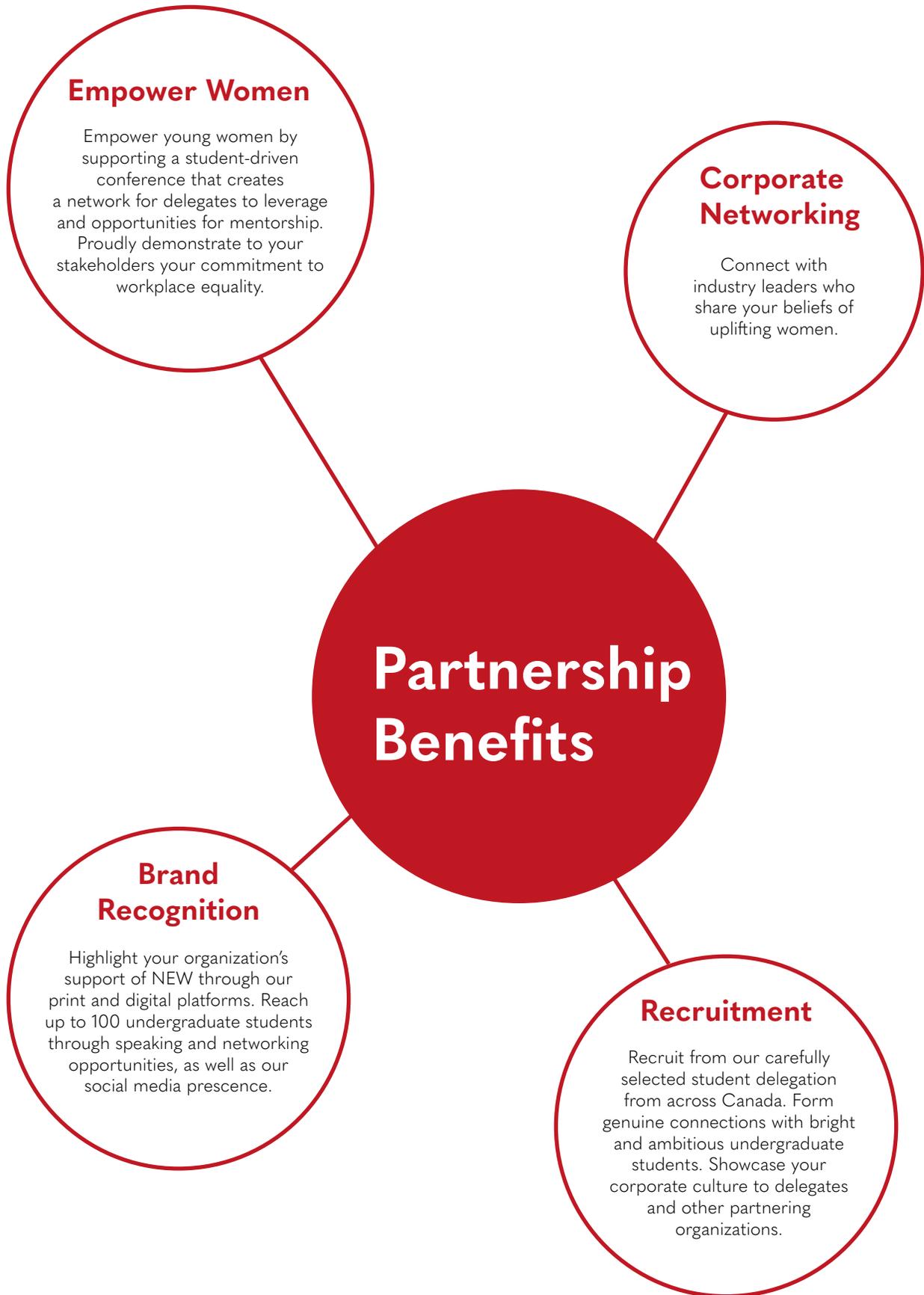
Navneet Chand
4th Year Political Sciences
University of Alberta

Delegate Testimonials



Remington Irwin
4th Year Strategy,
Entrepreneurship, Management
University of Alberta

“Attending the NEW Conference is an experience that I would recommend to anybody looking to build lasting personal and professional connections, push the limits of their skillset, and create an unforgettable mountain experience. The conference presented opportunities to grow around every corner with inspiring workshops and keynotes throughout the day and themed events each night. It was impossible not to feel the energy and passion in the air that comes from being surrounded by strong women from all walks of life, who were eager to be there. It is part of my undergrad that I will never forget!”



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.

	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	✓				

Contact Us



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