



NETWORK OF EMPOWERED WOMEN

# **CORPORATE SPONSORSHIP GUIDE 2025**

**MARCH  
13-16  
2025**

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# INTRODUCTION.

The Network of Empowered Women executive team is thrilled to present the 13th annual Network of Empowered Women (NEW) Conference. This year's theme will be "NEW Beginnings, NEW Strength". We would like to invite you to celebrate with us March 13th-16th, 2025 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, gender, and background.

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 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 2025 Network of Empowered Women Conference.

Thank you for your consideration.

Sincerely,

**Jenna Tiedje**  
VP External

**Hannah Elding**  
External Director

**Amy Tran**  
External Director

## ABOUT US.

Thirteen 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 thirteen 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.

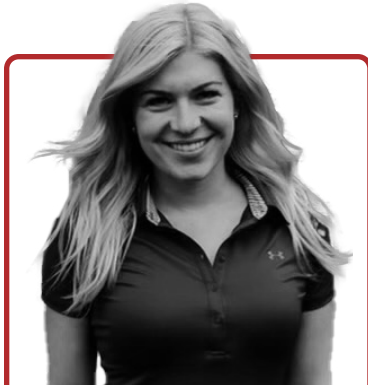


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**“NEW builds a dialogue on women empowerment and its collective impact on our communities.”**



## ABOUT US. MEET OUR FOUNDERS.



**Birkley Doll**

CO-FOUNDER OF NEW  
ACCOUNT DIRECTOR, SALESFORCE



"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."



**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."

## 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, Ford, Cenovus, and Konica Minolta. 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.



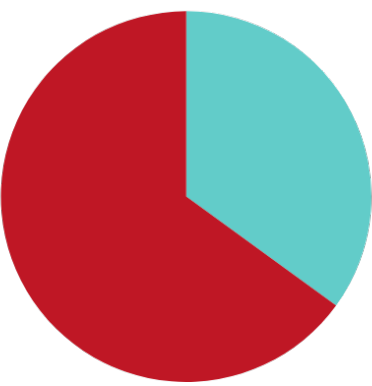


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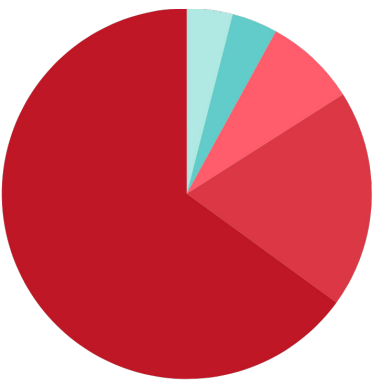
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## DELEGATE DEMOGRAPHICS 2024



Program of Study

Business Students	65%
Non-Business Students	35%



Province of Residence

Alberta	65%
Ontario	19%
Saskatchewan	8%
Manitoba	4%
British Columbia	4%



Gender Distribution

Women	99%
Men	1%

## DELEGATES. DELEGATE TESTIMONIALS.



**Allyson Doyle**

TORONTO METROPOLITAN  
UNIVERSITY



“Attending the Network of Empowered Women Conference in 2023 was a remarkable experience that provided me with a numerous number of opportunities to connect with industry leaders, hear corporate professionals’ stories, and connect with like-minded individuals from across Canada. I had a phenomenal time and would recommend this experience to those looking to engage and learn from the conversation regarding empowering women in the workforce. Delegates are invited to a 4-day event in the beautiful Lake Louise, Alberta and are subject to keynotes, panels, workshops, a case competition, as well as unique socials in the evenings. I can confidently say that by attending this conference, I was able to learn about the importance of key concepts such as having a sponsor, viewing culture as a business metric, taking risks, showing curiosity, and putting myself first. To this day, NEW’s Conference has inspired me to spark up conversations about women empowerment and continue identifying ways as to how I can contribute to empowering, connecting, and inspiring women in the workforce.”

## DELEGATES. DELEGATE TESTIMONIALS.



**Ishan Arora**

UNIVERSITY OF ALBERTA



"I had the pleasure of attending the NEW 2023 conference earlier this year in March. It was a great experience, one that left me with lots to ponder over and a lot to think about the future of work. It was very well organized, the keynote speeches were inspiring and the extra curricular activities, planned throughout the 4-day conference, provided all the delegates with an opportunity to make new friends and spark exciting conversations. I had a great time meeting business professionals, interacting with some past acquaintances and enjoying my time at Fairmont Lake Louise. Surprisingly enough, I ended up finding a summer internship as a result of my attendance at the NEW Conference. Hence, never say no to a business conference, especially when you can receive some funding to attend one. Thanks to all the NEW team for bringing together great minds and hosting an extremely well planned conference!"

## DELEGATES. DELEGATE TESTIMONIALS.



**Emily Nguyen**

UNIVERSITY OF ALBERTA



“The conference provides many professional and personal development opportunities. Stepping out of your comfort zone will allow you to connect, learn, and grow in an environment that celebrates and wholeheartedly supports women.

One of the most empowering aspects of the conference is the open dialogue around the challenges faced by women in the workplace. It provides a safe space to discuss gender biases, discrimination, and societal expectations. By engaging in these discussions, they create a sense of solidarity, reminding everyone that you are not alone in these experiences. It also equips you with the knowledge and tools to navigate these challenges effectively.

You are surrounded by so many amazing, inspiring, and like-minded people that it's hard not to come out of it a better person. The atmosphere is filled with positivity, motivation, and shared aspirations. I highly recommend attending NEW to anyone looking to amplify their voice and make a meaningful difference, not only in their own life but also in the lives of others.”

## PARTNERSHIP BENEFITS.

### EMPOWER WOMEN.

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.

### CORPORATE NETWORKING.

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

### BRAND RECOGNITION.

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.

### RECRUITMENT.

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.



# 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.

We understand that some partners prefer to sponsor through In-Kind Partnerships. In previous years, sponsors have provided vouchers and merchandise for the raffle prizes and delegate welcome packages. This component of the conference plays an important role in the positive experience for delegates.

PARTNERSHIP BREAKDOWN	PLATINUM \$12,000+	GOLD \$10,000+	SILVER \$6,000+	BRONZE \$3,000+	COPPER \$1,000+
	Preferred Keynote	Keynote	Breakout Session		
Speaker Opportunity					
Brand Promotion at Conference <small>Digital &amp; Print Advertisement</small>	✓	✓	✓	✓	✓
Interactive Networking	✓	✓	✓	✓	
Host a Booth at Career Fair	✓	✓	✓		
Corporate Feature <small>Personal Feature on NEW's Instagram and Facebook Pages</small>	✓	✓			
Complementary Tickets to NEW's Gala Dinner	✓				

## CONTACT US.



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