



NETWORK OF EMPOWERED WOMEN

CORPORATE SPONSORSHIP GUIDE 2026

MARCH 12-15 2026



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INTRODUCTION.

The Network of Empowered Women executive team is thrilled to present the 14th annual Network of Empowered Women (NEW) Conference. This year's theme will be **Elevate the NEW You**. We would like to invite you to celebrate with us March 12th-15th, 2026 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 2026 Network of Empowered Women Conference.

Thank you for your consideration.

Sincerely,

Amy Tran

VP External

Amal Mirza

External Director

Vivika Sharma

External Director

ABOUT US.

Fourteen 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 fourteen 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
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, 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.

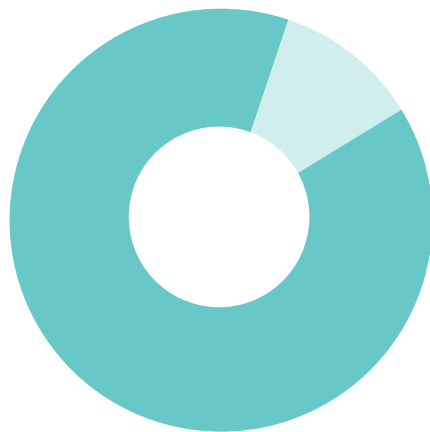
The Network of Empowered Women Conference provides a unique opportunity for our corporate partners to personally network and connect with Canada's top undergraduate students. Not only may these students be prospective employees, they can also be future clientele. Through a partnership with NEW, your 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.



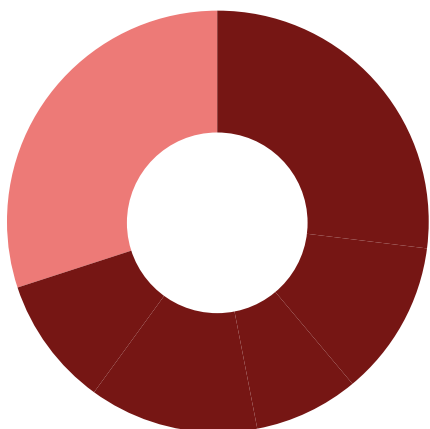
DELEGATES.

DELEGATE DEMOGRAPHICS 2025



Province of Residence

	Alberta Residence	89%
	Non-Alberta Residents	11%



Program of Study

	Business Students	70%
	Non-Business Students	30%

DELEGATES. DELEGATE TESTIMONIALS.



Heather Rolinger

UNIVERSITY OF ALBERTA



"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.



Elizabeth Macbey

UNIVERSITY OF CALGARY



"Attending the Network of Empowered Women conference was one of the most impactful experiences of my university career. From the moment I arrived, I felt surrounded by a community of passionate, driven, and supportive individuals who weren't just talking about leadership—they were living it.

What set NEW apart was the way it blended professional development with genuine connection. The panels and workshops were filled with insight, but it was the candid conversations with speakers and delegates that truly stuck with me. I left with a clearer sense of my goals, a notebook full of actionable advice, and a network of inspiring women I'm still in touch with months later.

If you're looking for a conference that empowers the next generation of women in business—not just with knowledge, but with confidence and community—this is it."

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.

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.

RECRUIT MENT.

CONTACT US.



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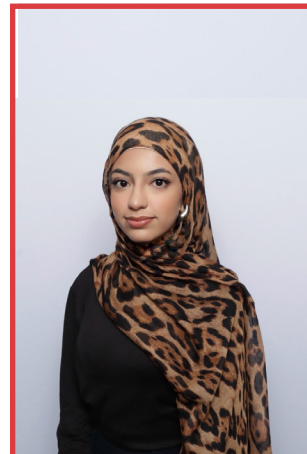


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