



2021
**CORPORATE
PARTNERSHIP
PACKAGE**



Network of Empowered Women
March 11 - 14, 2021

Table of Contents

Introduction	1
About Us	3
Past Partners	4
Delegates	6
Benefits of Partnership	11
Partnership	12
Contact	13

Introduction

The Network of Empowered Women Executive Team is extremely excited to present the 9th Annual Network of Empowered Women (NEW) Conference. This year's theme is "Amplify Your Voice: Leave a Legacy" and we would like to invite you to join us March 11th - 14th, 2021 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 2021 Network of Empowered Women Conference.

Thank you for your consideration.

Sincerely,

Erica Wee
VP External

Gabrielle Rohovie
External Director

Olha Mirchuk
External Director



About Us

Nine 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. Through the annual NEW Conference, we inspire undergraduate students to be fearless in the pursuit of their personal and professional goals, as well as empower 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 conference connects undergraduate students and successful industry leaders from across Canada to foster meaningful connections and establish a powerful network of relationships which can be leveraged in the future.

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.

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, Husky 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.

Testimonials

I thought the event was amazing. It was highly impressive that a group of students organized it while still in full time studies—there was such high attention to detail, and it was so polished and professional. The delegates who attended were top tier students and you could tell they were there to learn and get as much out of this experience as they could. I definitely think Husky should partner with NEW in coming years.

-Courtney Brown, Husky Energy

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.

-Ann-Marie Reddy, LGM Financial Services

Past Sponsors



UNIVERSITY OF ALBERTA
ALBERTA SCHOOL OF BUSINESS



ATB Financial®

HILLBERG & BERK

Husky

Direct Energy



THE CITY OF
Edmonton

lululemon

xerox™



Fidelity
INVESTMENTS



bp Crescent Point

PEPSICO

Scotiabank®



Simons

SUBWAY



ENTERPRISE HOLDINGS

LGM®
Experience

jiffylube®

OXFORD

Leslie-Anne Scorgie

DAVIDsTEA



FIASCO



CPA KEURIG®

Tim Hortons



POPPY BARLEY

AVENUE SALONS



kb&co
CASUAL CONSCIOUS EATS

Rick Branson's
THE COMIC STRIP
DRINK • DINE • LAUGH

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.

Partnership Spotlight



Sherilyn Tan
HR Coordinator,
Western Canada Sales
PepsiCo.

"I attended the NEW Conference in 2016 and the conference's theme "Imagine the Possibilities" allowed me to realize that there may be more opportunities out there that I have yet to explore. During the Career Fair and networking events I was able to meet two HR Directors from PepsiCo and at the time they had a HR Co-op position available in Calgary. At that time, I was set on building my career path in Edmonton where I was born and raised, however, the speakers and the people I met at NEW showed me that we should never limit ourselves. Since then, I have been with PepsiCo Foods Canada as a HR Co-op for Western Canada in Calgary, Talent Acquisition Coordinator for Western Canada Operations in Lethbridge, and I'm currently the Human Resources Coordinator for Western Canada Sales in Calgary."

2019 Delegate Testimonials



Thom Oguntoyinbo
5th Year Accounting
and Computer Science,
University of Alberta

"What is the corporate world going to look like post #MeToo? What role should men play? What does it mean to be an ally? These are the sort of questions my generation has to wrestle with. This conference tackles these tough questions head on. Listening to the conversations I would not normally be privy to was an honour. The breadth of speakers was beyond inspiring. Our generation wants to usher in a new kind of leadership, one not based on stereotypical traits, but rather on empathy, emotional intelligence, and true courage. It was an absolute privilege to attend the Network of Empowered Women Conference that is laying the groundwork for this new form of leadership."



Tanya Stojovic
3rd Year Specialist
in Management
University of Toronto

"I had the amazing opportunity to attend the NEW Conference this year, and it was one of the best investments I have ever made in myself. Coming all the way from Toronto, I had the chance to travel to a whole new part of Canada, meet so many like minded individuals from all over the country, and hear from numerous speakers who inspired me to aim high, empowered me to reach my potential, and showed me the importance of using my voice. It was a truly unforgettable experience, and I am very grateful that I was lucky enough to take part in it."



Akanksha Bhatnagar,
President of Students Union
5th Year Political Science and
Sociology
University of Alberta

"I've attended the NEW Conference two times, and each time left with a rejuvenated sense of self. It's not every day that you get to be surrounded by a passionate group of like-minded individuals from across the country and the NEW Executive Team goes above and beyond to ensure our conversations are actioned-packed. Representation in leadership is so important and the NEW Conference features strong female leaders that we otherwise would not have known about. NEW has given me the tools to effectively use my voice, and I only hope that I can give back through constantly empowering those around me to find their voice and letting it echo."



Ariel Li
5th Year Mechanical
Engineering
University of Toronto

"The brilliance of the NEW Conference is that the experience is truly your own. Beyond female empowerment, the four days were packed with thoughtful conversations discussing what it means to be bold and pursue your dreams. Though the opportunity to connect with professional working women is extremely important in terms of career progression, what I didn't expect was the value of meeting other delegates of various educational backgrounds from across Canada. It is incredibly empowering to be surrounded by so many like-minded young men and women striving towards a common goal."



Faith Muzongwe
4th Year Dietetics/Nutrition
University of Alberta

"There was an application for a volunteer position I almost ignored because I felt under qualified. How coincidental to embark on a trip focused on empowerment, having faith in yourself to dream and pursue bold dreams? Returning from this trip, I became confident to apply and go through interviews. I got the position!"

NEW is transformational and a small testimonial does not do it justice. It's everything; being surrounded by delegates who are future pioneers and feeling like being apart of an Amazonian sisterhood. To the dream team of NEW executives that toil to produce an outstanding conference that influence 100+ lives. To witnessing and engaging with corporates who walked the path we're in now with grace, tenacity, and authenticity.

I feel blessed to have this treasure of a memory—I'll be applying next year!"



Benefits of Partnership

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

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

Brand Recognition

Highlight your organization's support of female empowerment through NEW's print and digital platforms

Reach 100 students and 80 corporate attendees through speaking opportunities, networking and product placement

Corporate Networking

Connect with industry leaders who share your value of female empowerment

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 \$10,000+	Gold \$8,000+	Silver \$5,000+	Bronze \$2,500+	Copper \$1,000+
Speaker Opportunity	Dinner Keynote	Lunch Keynote	Breakout Session		
Brand Promotion at the Conference Digital and 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	●				

All Partners

- Access to Student Resumes
- Brand Promotion on all NEW Social and Digital Channels: 2000+ person reach
- online Invitation to Corporate Networking Event
- Corporate to Corporate Networking: Access to Corporate's email roster post-conference

Contact



Erica Wee

VP External

eweet@ualberta.ca

(780) 729-6810



Gabrielle Rohovie

External Director

rohovie@ualberta.ca

(780) 293-8641



Olha Mirchuk

External Director

mirchuk@ualberta.ca

(587) 974-8485



Network of Empowered Women

Cover Photo by Manpreet Singh