



Corporate Sponsorship Package



Prepared for
Corporate Sponsors

Presented by
The Women in Business Club

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What is WIB?

Mission

At the Women in Business Club, we ignite the spark of empowerment, infuse education with excitement, and cultivate a community where women thrive. With a blend of engaging events, interactive workshops, and lively networking sessions, we create an atmosphere that is both fun and intellectually stimulating. Through our inclusive platform, we break down barriers, amplify voices, and redefine what it means to be a woman in business. Join us on this exciting journey of growth, as we equip women with the knowledge, skills, and connections needed to conquer challenges, embrace opportunities, and achieve remarkable success. Together, we celebrate education, empowerment, and the thrill of reaching new heights.

Message from Founders

Women in Business relies heavily on its connection with the greater business community, and we thank you for your efforts in inspiring countless bright young students. We are so humbled to see WiB's continued growth and support.

Yours truly,

Andrea Cheng & Edyta Maciejowski

Co-Founders, Women in Business

Haskayne School of Business



A Letter from the Presidents

Dear Sponsors,

At the Women in Business Club, we are united by a shared mission: to empower women to lead, thrive, and succeed in industries where they have historically been underrepresented. As women who have navigated male-dominated spaces ourselves, we recognize the profound importance of mentorship, opportunity, and community. Our club exists to foster these values—creating an inclusive and supportive environment where the next generation of women leaders can grow with confidence.

Your sponsorship plays a direct and meaningful role in bringing this mission to life. It allows us to host impactful events, invite inspiring speakers, and provide our members with invaluable networking, professional development, and leadership opportunities. More than just financial support, your partnership signals to our members that they belong in these spaces—and that they have powerful allies cheering them on.

We look forward to building a partnership that aligns with your company's values, whether through a year-long collaboration or event-specific involvement.

Thank you for believing in our vision. Together, we can build a more inclusive future—one bold, brilliant woman at a time.

Warm regards,

Emma Carmichael & Elizabeth MacBey

Emma Carmichael & Elizabeth MacBey

Co-Presidents, Women in Business

Haskayne School of Business, University of Calgary

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2025-26 Event Lineup

- | | |
|------|--|
| Sept | WIB Welcome Night
Kick off the year with games, networking, and community-building at the Den |
| Oct | Career Readiness Roundtable
Refine your resume, interview skills, and personal brand with expert guidance |
| Nov | Female Founders Forum
Hear from inspiring women entrepreneurs and explore leadership through fashion. |
| Dec | Business X STEM Networking Night
Connect with peers across disciplines over insightful conversations |
| Jan | Case Competition & Workshop
Solve real business challenges and build practical skills in a collaborative setting |
| Feb | Finance Panel
Panel discussion with industry experts |
| Mar | Year-End Gala
Celebrating the year's achievements through a night of networking and inspiration |



WIB in the Community

New this year, Women in Business is proud to introduce WiB in the Community—a bi-monthly volunteer program that offers members the opportunity to give back in meaningful, hands-on ways. From supporting local women’s shelters and youth mentorship programs to participating in charity drives and community events, this initiative reflects our commitment to empowerment not only within the business world, but in the community around us.

These volunteer opportunities are open to all members and are designed to be flexible, inclusive, and impactful. They allow our students to step outside the classroom, build empathy-driven leadership skills, and connect with causes that align with WiB’s core values.

While this program is not connected to sponsorship, we believe it’s an important reflection of the type of leaders we are working to develop—engaged, purpose-driven, and ready to make a difference.



Sponsorship

WiB offers four levels of sponsorship involvement: Platinum, Gold, Silver, and Bronze. Each tier comes with a clearly defined minimum investment and set of benefits, designed to ensure meaningful impact and recognition. Sponsors can select their level of involvement on an event-by-event basis, depending on their goals, budget, and areas of interest.

Sponsorship opportunities are available for all general events, including the Welcome Night, Career Readiness Roundtable, Female Founders Forum, Business X STEM Networking Night, Case Competition & Workshop, and Finance Panel. For each event, we've outlined the minimum investment required per tier, along with a detailed breakdown of what that level includes—from speaking opportunities and brand visibility to resume book access and swag distribution.

Each year, we also welcome one exclusive Platinum sponsor. This sponsor plays a leading role throughout the academic year and is granted the exclusive opportunity to provide the keynote speaker at our Year-End Gala, WiB's most prestigious and widely attended event.



General Sponsorship Details



Gold \$550+

Visible support across major events. Includes logo recognition, social media highlights, and the opportunity to present or participate in a panel, roundtable, or workshop of your choice



Silver \$400+

Supporter of our mid-year events. Includes brand mention in select marketing materials, participation in student networking sessions, and access to our resume book.



Bronze \$350+

Local-level partnership. Includes recognition at events, and promotion through targeted student outreach.

Gala Sponsorship Details



Platinum \$3500+

Logo placement on all promotional materials and event signage. Receive verbal recognition during the Gala program and the exclusive opportunity to deliver the keynote address, as well as a 30% discount on Gala table pricing



Gold \$750+

Logo inclusion on marketing. Access to the student resume book and the opportunity to host a table. Receives a 20% discount on Gala table pricing



Silver \$550+

Contribute to the success of our networking and celebration-focused programming. Benefits include logo visibility on select marketing materials



Bronze \$450+

Logo inclusion on marketing and verbal acknowledgment. Perfect for businesses seeking visibility with a lower commitment





WiB Welcome Night*

Date: Third Week of September

Location: The Den

Last Years Number of Attendees: 80

WiB Welcome Night is the first touchpoint of the year for many of our members, setting the tone for a year rooted in connection, collaboration, and empowerment. Hosted at the Den, this evening invites students to build community through games, social mixers, and informal networking. It's designed to foster belonging among students who are new to campus, business, or WiB.

Sponsorship funds support venue costs, snacks, games, and branded materials that create a welcoming and professional environment. This event aligns with our club's mission to break down barriers and create an inclusive space where every woman feels seen and supported from day one.

Sponsorship Opportunities:

- Gold \$550
- Silver \$400
- Bronze \$350

***Student only event**



Career Readiness Roundtable

Date: Third Week of October

Location: Haskayne Event Centre

Held during a peak recruiting period, the Career Readiness Roundtable is designed to equip students with the practical tools and insider insights they need to navigate the competitive job market. Through interactive stations and guided conversations, students learn how to craft standout resumes, prepare for interviews, develop effective networking strategies, and hear directly from professionals about hiring timelines and recruitment tips. The event is strategically timed for students seeking summer internships, co-ops, and entry-level roles, making it one of our most high-impact career development offerings of the year.

Sponsor funding supports the participation of professional facilitators, printed materials, “career kits” for attendees, and refreshments to encourage informal networking. This event directly aligns with WiB’s mission to empower women with the skills, confidence, and industry connections they need to launch successful careers.

Sponsorship Opportunities:

- Gold \$550
- Silver \$400
- Bronze \$350

Female Founders Forum

Date: Third Week of November

Location: Hakayne Event Centre

This interactive panel highlights the stories of women who have successfully launched businesses and forged their own paths. Focused on resilience, leadership, and innovation, this event provides a platform for discussion about overcoming systemic barriers and redefining success. A post-panel networking session allows students to engage with speakers and peers.

Funding from sponsors helps secure dynamic speakers, cover promotional materials, and provide refreshments that foster a welcoming atmosphere. This forum aligns with WiB's vision of amplifying women's voices and showcasing diverse pathways to success.

Sponsorship Opportunities:

- Gold \$550
- Silver \$400
- Bronze \$350



Business x STEM Networking Night

Date: Third Week of December

Location: Haskayne Event Centre

Business X STEM bridges disciplines by connecting students who bring complementary strengths to the table. With guided prompts, facilitated breakout groups, and cross-faculty representation, attendees engage in meaningful conversation about how business and science can intersect for real-world impact.

Sponsorship enables us to create a polished, well-branded networking environment with snacks, signage, and interactive activities. The event promotes WiB's commitment to interdisciplinary collaboration and the dismantling of traditional silos, reinforcing our belief in inclusive, cross-sector leadership.

Sponsorship Opportunities:

- Gold \$550
- Silver \$400
- Bronze \$350



Case Competition & Prep Workshop

Date: Third Week of January

Location: Haskayne Event Centre

Last Years Number of Attendees: 60

Over two engaging sessions, students learn to break down business cases, present actionable solutions, and pitch ideas with confidence. The workshop ensures first-timers are equipped with foundational tools, while the competition day allows teams to showcase their problem-solving in front of judges. Simultaneously, non-competitors participate in a curated networking lounge to keep the energy high and inclusive.

Sponsor support covers honorariums for judges, competition prizes, case materials, and refreshments. This event reflects our goal to develop strategic thinking, teamwork, and confidence—key skills that define future leaders in business.

Sponsorship Opportunities:

- Gold \$550
- Silver \$400
- Bronze \$350



Finance Panel

Date: Third Week of February

Location: Haskayne Event Centre

Last Years Number of Attendees: 50

This February initiative addresses two equally important goals: advancing women in finance and equipping all students with essential money management skills. The panel features women in banking, investing, and accounting who share insights into the industry's realities and opportunities. The hands-on workshop explores budgeting, credit, and investing to prepare students for life beyond university.

Sponsorship contributions support guest speaker participation, takeaway resources (e.g., budgeting templates, investing guides), and light catering. This event echoes WiB's vision of creating empowered, informed women—both in their careers and their personal financial lives.

Sponsorship Opportunities:

- Gold \$550
- Silver \$400
- Bronze \$350



Year-End Gala

Date: Third Week of March

Location: TBD

Last Years Number of Attendees: 200

Our most anticipated event of the year, the WiB Gala brings together over 200 students, alumni, professionals, and sponsors to celebrate our shared accomplishments. Featuring a keynote address, plated dinner, and awards, the Gala is both a reflective and inspiring evening. It's a space where relationships are deepened, new connections are formed, and student excellence is recognized.

Sponsor funds help cover venue, catering, AV equipment, and printed materials that elevate the professionalism of the event. The Gala is a culmination of our yearly mission—honouring growth, leadership, and the powerful community we've built together.

Sponsorship Opportunities:

- Gold \$550
- Silver \$400
- Bronze \$350



Marketing Strategy

At Women in Business, we take a multi-platform approach to marketing that ensures strong engagement, professional branding, and high visibility for both our events and our sponsors.

- **Instagram (@uofc_wib):** Our primary platform with over [insert follower count], used to promote events, share student highlights, and spotlight sponsors. Posts, reels, and story takeovers help generate buzz and community connection.
- **Monthly E-Newsletter:** Sent to our full mailing list of active and alumni members, this newsletter includes upcoming events, sponsor features, student opportunities, and club updates—ensuring your brand is seen by a committed audience.
- **WiB Website:** A central hub for information on the club's mission, executive team, event calendar, and sponsorship opportunities. Sponsor logos are featured prominently under our Partners section with direct links to your website.
- **LinkedIn:** Used to promote professional-facing content such as event recaps, speaker spotlights, and student success stories. It's an ideal platform for engaging alumni and corporate contacts while elevating sponsor profiles.

By integrating these channels, we maximize reach and create consistent, professional touchpoints that keep our community—and your brand—engaged year-round.



Testimonials From Our Sponsors



Jessica Stefan | Manager, Employee & Student Experience at Fidelity

“Fidelity Investments Canada has enjoyed a partnership with Women in Business over many years. The membership’s thought-leadership events are well curated and delivered, we have appreciated the networking access that Women in Business has provided to inspiring students and new graduates alike. We’re honored to continue our work with this student-led organization, and look forward to what’s ahead.”



Jillian Tyler | Senior Vice President of Marketing at Invico Capital Corporation

Invico Capital Corporation is proud to have supported the Women in Business Club at the University of Calgary’s Haskayne School of Business over the years. We continue to be inspired by their dedication to fostering inclusive dialogue, promoting diverse career opportunities, and empowering women to lead in the world of finance and beyond. The WiB chapter plays a vital role in shaping the next generation of business leaders, and we’re honoured to be a part of that journey.





Conclusion

Thank you for taking the time to learn more about Women in Business and the exciting opportunities available to support our mission. Every event, workshop, and initiative we deliver is powered by the generosity and belief of our sponsors—organizations like yours who understand the importance of investing in the next generation of women leaders.

By partnering with WiB, you're not just supporting a student club—you're fueling mentorship, education, community, and impact. Whether you're joining us as a first-time sponsor or continuing a valued relationship, we are excited to collaborate with you in creating meaningful experiences for our members.

We look forward to working with you this year and building something remarkable—together.

Warmly,

The 2025–26 Women in Business Executive Team



Contact Us

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Thank You for Your
Consideration &
Support

Please reach out to
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questions or concerns

2025-26
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